

## Campaign Options

### Native Texan Campaign

According to AdWeek, third-party sources garner more attention to and respect for your content. For decades, TourTexas.com has been a trusted third-party source to millions of Texas travelers. Now we are taking it a step further in our “Native Texan” campaign, which utilizes our authority as a travel resource and the power of native and social promotion to complement your digital marketing efforts.

#### NATIVE TEXAN CAMPAIGNS INCLUDE:

- 👤 Guaranteed Clicks  
Exposure on Premium Publisher sites
- 👍 Social promotion
- ☆ Expanded visibility on the TourTexas.com homepage (for new content)
- 📖 Inclusion in the TourTexas.com Articles library (for new content)
- 🔗 Reader access to all YOUR points of engagement: Brochures, Videos, Facebook, Pinterest, Twitter, Instagram, Newsletter sign-up, Website, App Download, Booking, Ticket Purchasing, Content Pages

**CAMPAIGN A:** \$7050

**Guaranteed 3,500 clicks**

Native Ad 1: Utilizes your Things to Do page on TourTexas.com

Native Ad 2: Linked to a custom SEO-Rich article that will:

- Provide referrals to your content pages
- Will live in the Articles section of TourTexas.com and on your content pages

**CAMPAIGN B:** \$5150

**Guaranteed 2,500 clicks**

Native Ad: Linked to a custom SEO-Rich article that will:

- Provide referrals to your content pages
- Be listed in the Articles section of TourTexas.com and on your content pages

**CAMPAIGN C:** \$3950

**Guaranteed 2,500 clicks**

Native Ad: Utilizes your Top Things To Do page on TourTexas.com



**Prefer a custom native campaign? Or one that links to your content on your own site? We can do that too!**

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