



RATES

TourTexas.com Average Annual Traffic
As of May 2017

Visits: 1,405,551 | Page views: 5,674,545

Rates		Hot & Happening Newsletter (100,000 monthly)	
Content Plan (Annually)	\$3,145	Exclusive Banner	\$825
Accommodations Plan (Annually)	\$879	Featured Event	\$495
Attractions/Events Plan (Annually)	\$879	Banners	
Homepage Placements		Medium Rectangle (Home)	\$550
Destination Spotlight	\$660	Half-Page	\$425
Featured Video	\$825	Leaderboard	\$425
eNewsletter (100,000 twice monthly)		Medium Rectangle (Interior)	\$325
Exclusive Banner	\$825	Contest Takeover Banner	\$850
Featured Spotlight	\$1,475	Map Sponsor	\$1,500
Featured Placement	\$900	Contest	\$1,600
Header Image	\$600		

Attract and Engage With More Texas Travelers

When your content is a part of TourTexas.com, not only are travelers able to immediately associate your destination, attraction, accommodation or event as a quality option to consider for their next vacation, but you have the ability to quickly engage with those who request information directly from you.

TourTexas.com provides advertisers with the opportunity to receive leads from opt-in travelers – including coveted email addresses.

Additional engagement includes click-thrus to your website and social media, sign-ups for your newsletter, page views of your content, views of your video and links to your booking and ticketing pages.



Banners are sold in 25,000 impression-increments which are scheduled to be delivered in a 30-day period. In the event that the impressions are not delivered in 30 days, banners will run until 25,000 impressions are delivered. Limit of 6 banners in each position may be purchased for each product/service in a 12-month period.

