



RATES

TourTexas.com Average Annual Traffic

As of May 2016

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. Mobile banner positions are semi-exclusive (only 2 per month), run-of-site and the number of impressions is not guaranteed.

