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2010 Interactive Co-op Plan Contents

- TravelTex.com Overview 2
- Key Features 3
- Banner Ad Rate Sheet 4
- E-mail Newsletter Program 6
- Travel Packages 7
- TravelTex.com Advertising Specifications 8



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Overview

Why Interactive Advertising Has Exploded

Online consumer vacation planning is now the predominant form of travel research and trip booking. For our travel industry partners, interactive advertising is one of the most efficient and targeted advertising platforms available.

Take Advantage by Partnering with TravelTex.com

Texas Tourism has various interactive media opportunities that are available for tourism partners. The goal of this program is to provide a cost-effective way for our statewide partners to increase awareness among vacationing consumers by co-operatively combining partner messages with Texas Tourism's award-winning website, TravelTex.com.

The FY2010 Interactive Media Co-op Plan offers excellent opportunities to target consumers planning or considering a vacation to Texas.

TravelTex.com Info

www.TravelTex.com is the official site of Texas Tourism. It is one of the highest trafficked tourism sites in the country and the largest lead generator for Texas Tourism. It is the premier travel planning site for *everything* Texas and includes comprehensive information on Texas destinations, attractions, activities and events.

In early 2010, TravelTex.com was relaunched featuring a new look and updated navigation to meet the needs of consumers. The relaunch of the site also included interactive features to drive repeat visitation to the site and offer consumers a greater depth of experience with the Texas vacation product. These new site features included a redesigned Trip Planner tool, documentary-style Webisodes from around the state, updated and current weather information, a section for Parents and Teachers, downloadable Texas maps and a media player including artists from our advertising campaign as well as featured artists on the site. And new features are just on the horizon.

TravelTex.com Statistics

- 7,500+ visitors per day
- 21,000+ unique pageviews per day
- 2.8 million visitors per year
- 400+ Travel Guides ordered per day
- Google, Yahoo!, MSN, AOL among top referring sites



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TravelTex.com Demographics

- Age 45-54
- Household Income of \$50K+
- Homeowner
- Single family household
- Married with children
- Some College education

TravelTex.com Key Features:

Central Source: TravelTex.com is the ultimate Texas vacation resource, providing travel research and booking necessities – maps, tours, lodging, activities, destinations, discount offers, etc. – available in one location.

Trip Planner: This unique and interactive tool allows users to view and add preplanned trips, some based on the Texas Tourism advertising campaign, or create their own tailor-made trip by browsing activities.

Webisodes: Documentary-style webisodes are now posted on TravelTex.com, offering users a sneak preview of local hot spots. Each pairing of webisodes is focused on lesser known travel experiences found in each of the distinct seven Texas regions. Throughout the year, new webisodes will constantly be added, keeping the experience fresh for users.

Integrated Campaign: The Texas advertising campaign pushes users online to create a seamless brand experience.

International Users: International users will be directed to country-specific pages with relevant details on traveling to Texas, including information about activities and attractions and language-specific Texas tour guide magazines available for download. In addition to the international pages, three in-language microsites were created for key Asian markets (China, Japan and Korea).

Repeat Visitors: With new features and functionalities constantly on the horizon for TravelTex.com, users will enthusiastically return to expand their online Texas experience.



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TravelTex.com Banner Ad Rate Sheet

Level 1 Pages (2,500+ to 19,500+ Average Monthly Unique Pageviews)	Driving Tours http://traveltex.com/plan-your-trip/trip-ideas/driving-tours Texas Activities http://traveltex.com/things-to-do/activities-and-attractions	\$900/Mo or \$ 2,500/Qtr. \$900/Mo or \$ 2,500/Qtr.
Level 2 Pages (330+ to 28,000+ Average Monthly Unique Pageviews)	Devil's Backbone http://www.traveltex.com/things-to-do/activities-and-attractions/devils-backbone Your City Page http://traveltex.com/cities-and-regions	\$600/Mo or \$ 1,700/Qtr. \$600/Mo or \$1,700/Qtr.
Level 3 Pages (250+ to 600+ Average Monthly Unique Pageviews)	Texas TeeOff (Golf) http://traveltex.com/things-to-do/activities-and-attractions/Golf Texas Campgrounds http://traveltex.com/things-to-do/activities-and-attractions/Outdoor	\$500/Mo or \$ 1,400/Qtr. \$500/Mo or \$ 1,400/Qtr.

The rates are broken out by the level of Internet traffic per placement. Level 1 pages are placements that receive the most traffic, followed by Levels 2 and 3.

Odds and Ends

- If a specific page is requested that is not listed below (for example specific pages within the Driving Tours, or other city pages not listed), Texas Tourism will determine the appropriate Level assignment.
- Each web page/monthly placement is available on a first come, first served basis.
- All placements are based on monthly rates, with discounts on quarterly purchases. (Note that quarterly rates are purchased for consecutive months).
- Cities will not be allowed to run banners on other city pages.
- All placements are 195 (w) x 90 (h) pixel buttons. (For specific details on the creative requirements, please see page 8 of this document).



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TravelTex.com Success Stories

Best Western partnered with TravelTex.com and featured a banner ad on the Activities page (Level 1 placement). The three-month Best Western banner campaign experienced a 1.11% click thru rate (nearly four times the industry average), served over 65,000 impressions and had over 720 click-throughs to their site.

Bandera Convention and Visitors Bureau also partnered with TravelTex.com featuring a banner ad on the Activities page. The three-month Bandera banner campaign experienced a 2.09% click thru rate (eight times industry average), served over 44,500 impressions and had over 920 click-throughs to their site.

*****To sign-up or for more information, contact Drew Holmgreen at 972-830-2161 OR Drew.Holmgreen@tm.com.**



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E-mail Newsletter Program

In A Nutshell

Now in its ninth year, the Texas Tourism e-mail newsletter is a popular and successful program boasting a subscriber database that has swelled to over 300,000. The TravelTex.com e-mail subscriber base is 100% qualified – all subscribers voluntarily request to receive the TravelTex.com e-mail newsletters through online opt-in boxes, registrations on TravelTex.com and orders for the Texas State Travel Guide. The database, which is nearly 90% domestic, has been geographically segmented, allowing Texas Tourism to geo-target its newsletters based on the subscriber's location.

There are six newsletters planned for FY2010 with topics ranging from Texas sweepstakes to special promotions and seasonal attractions to statewide events. In addition, a refresh of the newsletter is planned for early 2010, which will include an update to the design to match the new look and feel of the relaunched TravelTex.com. At this time, each portion of the newsletter will be evaluated with the intention of optimizing the content, which should lead to more interest in opting-in for the mailings, meaning a larger audience for newsletter advertisements.

FY2010 eNewsletter Editorial Calendar Plan:

December 2009: Holiday card

February 2010: Announce relaunch of TravelTex.com, introduce new features on site

March 2010: Springtime issue, will include sweepstakes

April 2010: Culture issue, museums, will include sweepstakes

June 2010: Welcome to Summer issue, beach events, will include sweepstakes

August 2010: Fall Season in Texas issue, fall events

***NOTE:** Editorial calendar is subject to changes without notice. Please contact Drew Holmgreen for information on upcoming issues.

Pricing

\$25/per thousand e-mail addresses

120x60 pixels, 8K max ad unit (static JPG or GIF)

Minimum purchase of 20,000 e-mail addresses. Segmentation is available for domestic e-mail addresses only, and broken out specifically by state.

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Post Your Travel Packages on TravelTex for FREE

Texas Tourism has recently launched a section on TravelTex.com that features vacation packages that link to your destination's site.

Package Materials Needed

- 1) Maximum 15 word title for package
- 2) Minimum 10, maximum 40 words detailing the offer and leading users to click on an available link to learn more
- 3) URL (web address) linking directly to the page providing further details or booking availability for the posted Vacation Package or discount

Sample Blurb:

SeaWorld Package

Package includes deluxe room night accommodations (2 night minimum), 2 SeaWorld one day tickets, buffet breakfast for two daily and a \$50 gasoline gift card. [Click here](#) to book.

*****Please send your package materials to Drew Holmgreen at Drew.Holmgreen@tm.com.**



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TravelTex.com Advertising Specifications

TravelTex.com Banner information:

195 (w) x 90 (h) pixels, 40k max file size (static JPG or GIF)

E-mail Newsletter Banner information:

120 (w) x 60 (h) pixels, 8k max file size (static JPG or GIF)

Additional Information:

All TravelTex.com placements will start on the first or the fifteenth of each month and run the appropriate time. 3rd Party Ad Serving accepted. Once creative is live, changes cannot be made. Materials are needed two weeks prior to launch.

Space Due Dates

All placement start dates are due two weeks from the live launch.

To reserve space, contact Drew Holmgreen at Drew.Holmgreen@tm.com

Materials Due Dates:

Materials due by deadline—no exceptions

Cancellation Policy:

30 days written notice needed prior to launch date.

Performance Reporting:

Advertising Performance Tracking Data is available upon request.

*****To sign-up or for more information, contact Drew Holmgreen at 972-830-2161 OR Drew.Holmgreen@tm.com.**