

TEXAS TOURISM
FY16 INTERNATIONAL FLOWCHART

	September				October				November					December				January					February				March				April					May					June				July					August				Impressions
	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	29	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22		
OUT OF HOME																																																						
oOH Café - screen display																																													14,468,480									
oOH Café - WiFi sponsorship																																													130,000									
oOH Café - coffee cups																																													144,000									
oOH Café - competition activation																																													-									
oOH Café - production																																													-									
OUT OF HOME TOTAL																																													14,742,480									
PRINT																																																						
Qantas mag (Travel)																																													428,000									
Virgin/ Voyeur mag (Travel)																																													246,000									
Delicious (Food)																																													360,000									
Country Style (Home & Lifestyle)																																													276,000									
Mindfood (Lifestyle & Food)																																													65,000									
PRINT TOTAL																																													1,375,000									
DIGITAL																																																						
TMS CONNECT (Video)																																													6,000,000									
NEWS CORP (Premium Display)																																													2,500,000									
FAIRFAX (Premium Display)																																													2,500,000									
TMS Trader (Programmatic Display)																																													10,000,000									
ADROLL (Retargeting)																																													5,000,000									
SEARCH																																													1,000,000									
DIGITAL TOTAL																																													27,000,000									
Media contingency budget																																													-									
CONTINGENCY TOTAL																																													-									
GRAND TOTAL																																													43,117,480									