

TEXAS TOURISM
FY16 INTERNATIONAL FLOWCHART - NED

	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	29	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25		1	8
DIGITAL																																																			
Programmatic Video: YouTube																																													2,212,500						
Premium Video Inventory: Named Sites																																													232,558						
Premium: Yahoo Native Ads																																													PURCHASED CPC						
Digital eDM (Tour Guide Mailings)																																													1,208,333						
Paid Search																																													n/a						
DIGITAL TOTAL																																													3,653,391						
Contingency																																																			
CONTINGENCY BUDGET TOTAL																																													-						
GRAND TOTAL																																													3,653,391						