TEXAS TOURISM
FY16 INTERNATIONAL FLOWCHART - FRA

	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	
DIGITAL																																																					
Admob Mobile Network																																																					902,778
Programmatic and Network Display: Google Display Network																																																					2,678,571
Programmatic Video: YouTube																																																					1,670,833
Programmatic Retargeting: Google Display Network																																																					1,166,667
Premium Whitelist Display - Named Sites																																																					769,231
Digital eDM (Tour Guide Mailings)																																																					1,208,333
Paid Search																																																					n/a
DIGITAL TOTAL																																																					**8,396,413**
Contingency																																																					
CONTINGENCY BUDGET TOTAL																																																					**-**
GRAND TOTAL																																																					**8,396,413**