

TEXAS TOURISM  
 FY17 INTERNATIONAL FLOWCHART  
 Version: Media recommendation for approval  
 Date: 8/30/16

	September				October				November				December				January				February				March				April				May				June				July				August						
	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14
<b>DIGITAL</b>																																																			
<i>Adserver</i>																																																			
Ad Rocket Server																																																			
<i>Facebook</i>																																																			
Multiple ad formats																																																			
<i>Ad Verification</i>																																																			
Integral Ad Science																																																			
<b>DIGITAL TOTAL</b>																																																			
<b>BROADCAST</b>																																																			
<i>ESPN</i>																																																			
Spot 30'																																																			
Billboard 5'																																																			
<i>ESPN +</i>																																																			
Spot 30'																																																			
Billboard 5'																																																			
<b>BROADCAST TOTAL</b>																																																			
Contingency																																																			
<b>CONTINGENCY TOTAL</b>																																																			
<b>GRAND TOTAL</b>																																																			

**Notes:**  
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