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## **FY 2017 Texas Tourism Co-Op Program**

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## I. FY17 Texas Tourism Co-Op Program Overview

Texas Tourism and Slingshot have taken a close look at new ways for partners to take part in the Co-Op program for FY17. We've listened to feedback and suggestions from partners and have incorporated great new offerings across all major areas including digital, email newsletter, and TravelTexas.com, in addition to providing custom program opportunities exclusively for our partners.

Within the FY17 Co-Op program, you will find offerings at various price levels, and we encourage partners to combine placements to achieve greater discounts, added value and increase marketing dollar impact. Partners are also encouraged to bring potential partnership ideas to Slingshot for discussion and additional collaboration.

This year's co-op opportunities will be available for online purchase on **September 19, 2016** at <http://travel.texas.gov/advertising-marketing/>. All elements will also be available for partner purchase on **October 10, 2016** at the 2016 Texas Travel Industry Association (TTIA) Summit.

If you have any questions regarding the program updates or new opportunities, please contact:

Rachel Campbell  
Account Supervisor  
Slingshot  
Phone: (469) 227-3121  
Email: [Rachel.Campbell@Slingshot.com](mailto:Rachel.Campbell@Slingshot.com)



## II. Digital Banners

Digital advertising continues to be a cornerstone of the Texas Tourism marketing plan to communicate the breadth of activities and destinations the state has to offer in a targeted manner. The goal of Co-Op media opportunities is to provide a cost-effective way for our partners to increase awareness among potential consumers through targeted domestic and international banners.

All placements are monitored for full delivery of impressions (views) and pacing (based on a budget to deliver an ad throughout a run-time), with a performance recap to partners.

### Domestic Digital Banners

Purchasing a digital co-op placement is easy – below outlines each step to determine the level of buy-in. The domestic digital banners include (4) IAB standard sizes – 728x90, 300x250, 300x600, 160x600 – and are run in rotation with the Texas Tourism digital media buy.

#### Step One: Creative Selection

Partner can choose one (1) creative execution from the list below for partner logo inclusion. **Banner clickthrough destination will be the partner’s site.**

- Arts & Culture
- Beach
- Birding
- Camping
- Family
- Fishing
- Food
- Golf
- Historic
- Music
- Outdoor
- Ranches & Rodeos
- Shopping
- Sports





**Step Two: Generational Targeting**

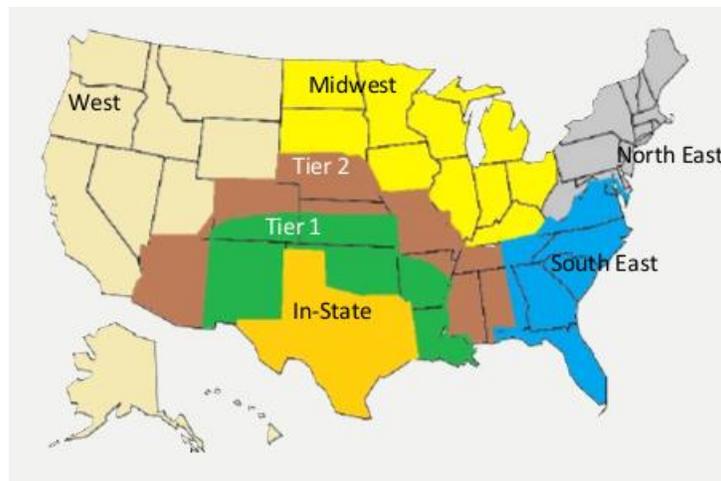
Partner will choose to which of the following generations they'd like to target:

- Millennial
- Gen X
- Boomer

**Step Three: Geo-Targeting**

Partner will choose within which of the following geographic areas they'd like to advertise:

- Nationally
- Within 250 miles of Texas (Tier 1)
- Within 250-500 miles of Texas (Tier 2)
- 500+ miles from Texas (Tier 3 - West, Midwest, North East, South East)



**Step Four: Flight Duration**

Partner will choose during which timeframe they'd like to advertise:

- 1 month
- 2 months
- 3 months

**Step Five: Starting Month**

Partner will choose month on which they'd like to start.

All materials will be due **four (4) weeks** prior to the requested month for running (i.e., if a banner is to go live March 1<sup>st</sup>, Slingshot will require assets by February 1<sup>st</sup>).



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**PRICING**

Below are available packages for Co-Op partners with timing requirements, impressions, media costs and additional implementation labor hours. All costs include trafficking, pacing and reporting of the banners for partners.

Geography	1 Month	2 Months	3 Months
National	1MM impressions, \$4,800	3MM impressions, \$8,000	5MM impressions, \$12,000
500+ miles from Texas	600k impressions, \$2,520	1.8MM impressions, \$4,650	3MM impressions, \$7,800
Within 250-500 miles of Texas	400k impressions, \$1,880	1.2MM impressions, \$3,300	2MM impressions, \$4,800
Within 250 miles of Texas	312k impressions, \$1,600	900k impressions, \$2,805	1.5MM impressions, \$3,750

**International Digital Banners**

Based on inventory within priority international markets, Texas Tourism is excited to offer international co-op banners for the following countries. Due to the scale of the international buys, co-op banners will not be able to be purchased by partner, but will be served within the overall targeted digital buy to ensure relevant targeting and delivery.

Country	Unit Type	Flight	Impressions	Cost
United Kingdom	HTML5	February – May	350,000	\$2,125
Germany	HTML5	February – May	350,000	\$2,125
Canada	HTML5	January – March	150,000	\$750
Mexico	HTML5 & Mobile	February – August	350,000	\$1,750
Australia	HTML5	February – April	200,000	\$1,985





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### III. Co-Op Advertising: High-Impact Digital Units

Partners will have several options on High-Impact Digital Unit placements, including several new partners and programs!

**High-Impact Digital Units are custom developed digital units with engaging content integrated within an ad unit.** The majority of these digital ads run for six to seven months and offer more engaging content for consumers, as well as more seamless integration with the Texas Tourism message, and are in market for a longer period of time for greatest impact during our key travel planning season.

**Because of the development timing on these units, all high-impact orders will require payment prior to execution and delivery.** Examples, pricing and descriptions of each high-impact digital unit can be found on pages 7-11. Please note, due to development timelines, orders must be placed with Slingshot by Friday, October 28, 2016.

**Partners will be heavily involved with the custom design, offering opportunities for review along the way.**

- [Eventful Custom Emails](#)
- [Aki Hot Spot Rich Media Interstitial](#)
- [Boingo In-State Airport WiFi Sponsorship](#)
- [Hulu TV Interactive Video](#)
- [Jun Group Native Custom Splash Page](#)





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## High-Impact Digital Opportunity: Eventful Custom Emails

**What it is:** A resource for destinations and upcoming events for music, festivals, movies, performing arts, family events, sports and more.

**Opportunity:** Partners can use this opportunity to guarantee a spot within a successful and far-reaching email newsletter program to promote an upcoming event or a featured deal.

**How it is distributed:** Eventful newsletters recommend upcoming events/things for the consumer to do, so it's a more engaged audience who is actively seeking out information about new/upcoming experiences. Eventful has a network of opt-in email subscribers they send these to.

**Asset Due Date:** 2 months prior to launch of newsletter unless otherwise stated

### Costing Structure:

Cost	Database	Impressions	Frequency	Available
\$14,360	Full database	1,711,000	1 month	Nov, Feb, April, May
\$6,500	Millennial	570,000	1 month	Oct, Dec, Jan, Mar, Jun, Jul, Aug
\$6,500	Gen X	570,000	1 month	Oct, Dec, Jan, Mar, Jun, Jul, Aug
\$6,500	Boomers	570,000	1 month	Oct, Dec, Jan, Mar, Jun, Jul, Aug

### Partner Assets:

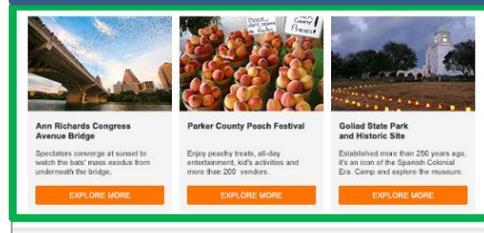
Partner-provided image, headline, call to action and logo



Partner provides three (3) of the following: image, headline, 10-15 word paragraph, call to action, and URLs



Partner chooses three (3) pieces of content from TravelTexas.com\* to feature here.



\*This content includes [#TexasToDo Films](#), [Trip Guides](#), [#TexasToDo Gallery](#) (filtered to only show certain images), or [specific events](#).





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## High-Impact Digital Opportunity: Aki Hot Spot Rich Media Interstitial

**What it is:** This unit uses proprietary technology that determines “mobile moments” to predict what type of ad unit is most likely to impact a user. Aki will align the type of unit with consumer receptivity at that particular point in time and focus on exploring travel at home, outdoor, and music, art, and foodie moments.

**Opportunity:** Up to four (4) partners will be able to promote their unique message during a time when consumers will be the most receptive.

**How it is distributed:** These are served like most of the other high impact units via your mobile device. However, with Aki, the difference lies in the way they target. Aki will only serve the high impact unit if they have identified the user is in a receptive situation where they would be more likely to interact with the unit (ex: serving the unit to the user when they can't sleep at 3AM and not serving it to them when they're trying to look up ingredients for a recipe on their phone while rushing at the grocery store).

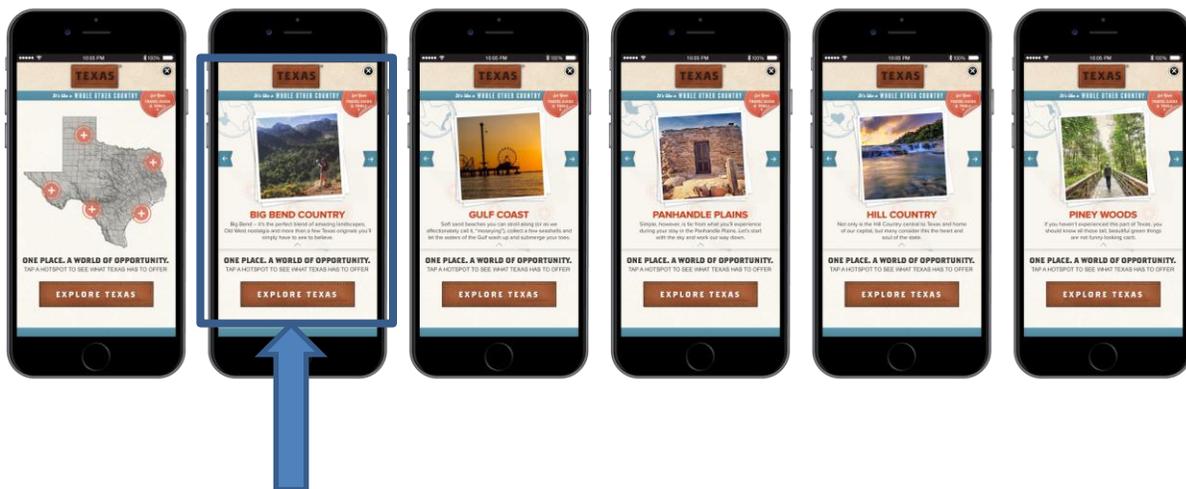
**Asset Due Date:** Week of 10/31

### Costing Structure:

Cost	Impressions	In-Market Dates
\$3,500	825,000	2/1/2017

### Partner Assets:

(Example Creative)



Partner-provided image, headline, 10-15 words of copy, call to action and logo – will click through to partner’s site





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### High-Impact Digital Opportunity: Boingo In-State Airport WiFi Sponsorship

**What it is:** In certain airports across the country, anyone who wants to use the airport’s WiFi will be required to sign up through Boingo. The user is given the opportunity to go straight to the advertiser’s website or continue onto another page of their choosing. With the buy this year, Boingo has provided additional in-state inventory at our current rate for partners to purchase.

**Opportunity:** The partner has the opportunity to run with a vendor that has been a proven performer for Texas (CTR in FY16 of .67%) with users who are already in Texas and potentially thinking about traveling, either for business or for pleasure.

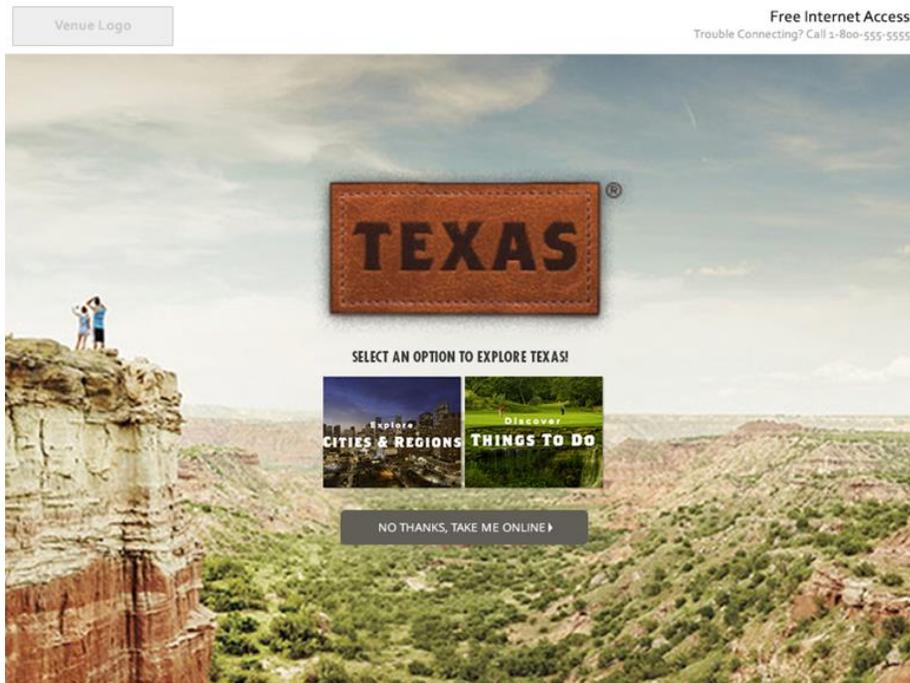
**List of airports in Texas that use Boingo:** Love Field in Dallas and Austin-Bergstrom International Airport

**Asset Due Date:** Week of 10/1/16

**Costing Structure:**

Cost	Impressions	In-Market Dates
\$5,000	2,500,000	11/1/16 – 12/31/16 6/1/17 – 8/31/17

**Partner Assets:**



Partner-provided background image, overall call to action, two smaller callouts each with a call to action, and logo – will click through to partner’s site; Texas logo will also be featured





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### High-Impact Digital Opportunity: Hulu TV Interactive Video

**What it is:** The custom interstitial runs on Hulu.com and is served to relevant target audiences while streaming content on the website.

**Opportunity:** This unit will provide partners full integration and ownership of a content page within the ad unit. Hulu is an extremely popular alternative to cable TV with 100% ad completion. Partners will read a younger audience and have less competition.

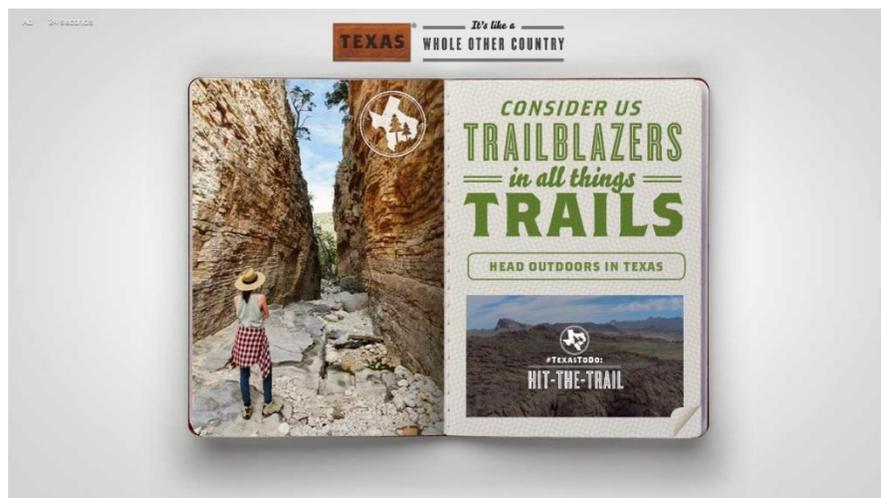
**Asset Due Date:** Week of 10/31

#### Costing Structure:

Because of the engaged audience, high level of impressions and costs associated with development, this unit is only available for full campaign purchase. The unit can include up to two partners. The pricing for this unit scales based on whether there are one or two partners included, so please feel free to work with partners to help cover the costs. If two partners buy in, each will receive their own page in the Hulu high impact unit.

# of Partners	Cost	Impressions	In-Market Dates
One Partner	\$15,000	3,999,399	2/1/2017
Two Partners	\$8,500/per partner	1,999,700	2/1/2017

#### Partner Assets:



This can include images, headline, logo and click through to partner website.





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### High-Impact Digital Opportunity: Jun Group Native Custom Splash Page

**What it is:** Jun Group is a premium video network that qualifies users as travel intenders prior to serving video ads with a pre-campaign survey.

**Opportunity:** Due to their unique targeting tactics, they tend to reach a very engaged audience and consistently generate one of the highest CTRs on the annual plan. Up to three (3) partners can buy in.

**Asset Due Date:** Week of 10/31

**Costing Structure:**

Cost	Clicks	In-Market Dates
\$10,500	55,263	2/1/2017

**Partner Assets:**



Partner can choose one of four callout locations. They will provide an image, CTA and the callout will like to the partner's page





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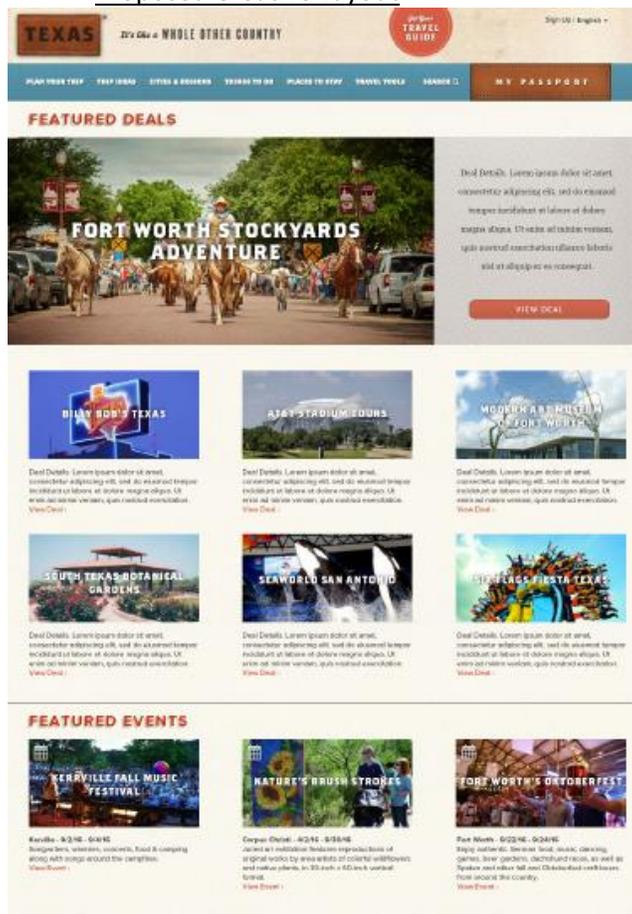
#### IV. Featured Deals & Events

As a brand new offer in FY17, the Featured Deals and Events program was created with partner feedback in mind. The goal of the program is to provide a place for partners to share timely and relevant offerings to potential Texas travelers. The program can also allow partners to advertise during “down periods” in order to boost hotel stays or attraction attendance. Beyond the Featured Deals & Events page itself, there will also be support for the program in the form of a quarterly newsletter, paid advertising, and TravelTexas.com placements.

#### TravelTexas.com Page

This brand new page on TravelTexas.com will feature upcoming events as well as deals or packages. The partner will have the ability to choose a CTA as well as a click thru link. The page will be updated quarterly and has the flexibility to feature as many events as the partners would like to purchase space for. To drive traffic to the page, there will be a corresponding quarterly deals/events newsletter.

#### Proposed Creative Layout



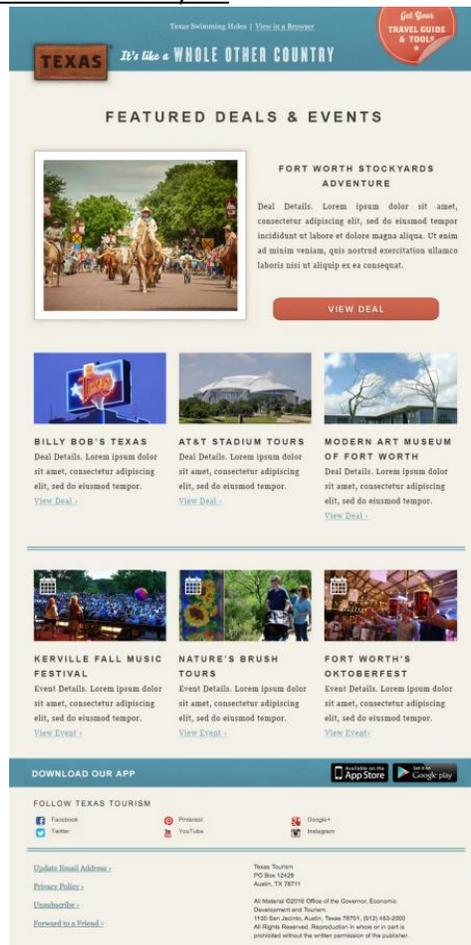


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## Email Newsletter

The Featured Deals & Events newsletter will be sent out once a quarter (November, February, May, August). Available co-op partner space includes the featured callout at the top along with six (6) tiles (3 deals and 3 events)

## Proposed Creative Layout



Below you will find the pricing broken out into two tiered options.

- **Tier 1 – \$6,000**
  - Featured header inclusion on Featured Deals & Events landing page, featured newsletter callout within corresponding quarter, execution to rotate into paid media (details TBD)
- **Tier 2 – \$3,500**
  - Tile on Featured Deals & Events landing page, newsletter tile callout within corresponding quarter





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## **V. E-mail Newsletter Program**

The Texas Tourism email newsletter offers bi-monthly content to our database of over 190,000 subscribers from within the state, US, and international markets. The TravelTexas.com e-mail subscriber base is 100% qualified – all subscribers voluntarily request to receive the TravelTexas.com e-mail newsletters through online opt-in boxes, registrations on TravelTexas.com and orders for the Texas State Travel Guide. The database, which is about 95% domestic, has been geographically segmented, allowing Texas Tourism to geo-target its newsletters based on the subscriber’s location. Each month, the newsletter experiences exceptional open and click-through rates. For FY17, partners will be able to purchase inclusion in the monthly Texas e-mail newsletter, purchase a dedicated partner email, or invest in the new Featured Deals & Events email newsletter.

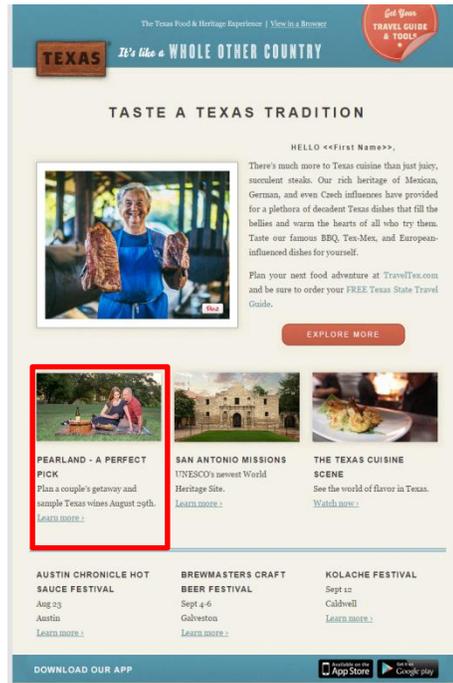




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**Monthly Newsletter Call-Out Creative Inclusion Example:**

Co-op partners will be featured in one of the callout sections directly below the “Explore More” button.



Schedule: The FY17 newsletter schedule will highlight the following topics each month, but topics are subject to change:

Month	Subject	Close Date	Month	Subject	Close Date
September 2016	Music	Closed	April 2017	Spring in Texas	2/1/17
October 2016	Craft Beer	Closed	May 2017	Hiking	3/1/17
November 2016	Roadtripping Texas	9/23/16	June 2017	Summertime	4/1/17
December 2016	Holiday Shopping	10/21/16	July 2017	On the Water	5/1/17
January 2017	Tex-pplorers	No Co-Op	August 2017	Texas Getaways	6/1/17
February 2017	Texas Stars	11/4/16	September 2017	Texas on the Rocks	7/1/17
March 2017	Ranches & Rodeos	1/6/17	October 2017	Deep in the Art of Texas	8/1/17

Three purchase options:

- **\$4,250: Full Database** – 191,000+ Respondents (includes Domestic and International)
- **\$2,000: Texas Only** (80,000 – 85,000 emails)
- **\$150/Per State** (minimum three state purchase)



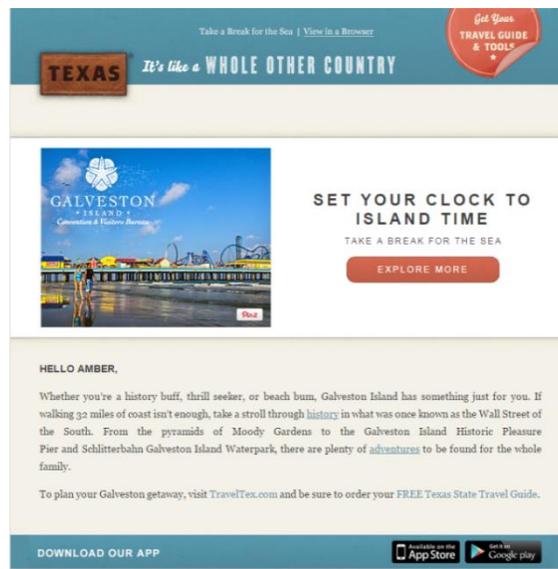


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## Dedicated Partner Newsletter

This dedicated newsletter will include a partner image (image can click through to a video on partner's page), logo, 75-100 words of copy, and 3-4 links to relevant partner content. The partner's assets will be integrated within our existing Texas Tourism newsletter template, example from FY16 shown below. This is a great opportunity to reach consumers and extend your brand's reach.

### Dedicated Partner Newsletter Creative Example:



Dedicated Partner Newsletters will be available October 2016 – September 2017. The partner emails typically deploy the third week of each month.

### Three purchase options:

- **\$9,750: Full Database** – 191,000+ Respondents (includes Domestic and International)
- **\$4,000: Texas Only** (80,000 – 85,000 emails)
- **\$275/Per State** (minimum three state purchase)

\*\*Lead time to secure placement is **60 days prior to month of run**. All assets are due to Slingshot **45 days prior to month of run**. (Example: August email newsletter- secure placement by June 1<sup>st</sup>, assets due June 15<sup>th</sup>.)

## Featured Deals & Events Email

Details of the Featured Deals & Events program, including the quarterly email newsletter, can be found on pages 15 and 16.





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## VI. TravelTexas.com Program and Placement Options

Partners will have placement options per month of choice, on several interior pages of TravelTexas.com. **All placements must be made two months in advance and all assets are due to Slingshot one month prior to live date of placement(s).**

- Slingshot will develop the creative with partner assets.
  - Assets from partners will include an image, copy and a click-through URL to a partner webpage. TravelTexas.com Co-Op placements must adhere to the established template format
- All payments are due from a partner prior to live date.

### **TravelTexas.com Banners** *(example placement & specs on page 21)*

- Main Page Co-Op Banner – **\$1,500/month**
  - Cities & Regions page
  - Things to Do page
  - Places to Stay page
  - Monthly Unique Visits averaging between 15,000 – 25,000
- Interior Page Co-Op Banner – **\$1,200/month**
  - Cities & Regions interior page (e.g. Prairies and Lakes)
  - Things to Do Page interior page (e.g. Arts & Culture)
  - Monthly Unique Visits averaging between 5,000 – 15,000
- City Page Co-Op Banner (e.g. Dallas) – **\$750/month**
  - Monthly Unique Visits varying by city, Slingshot can provide upon request

### **Trip Ideas Unit on Trip Ideas Page** *(example placement & specs on page 21)* *(updated questionnaire)*

- Trip Ideas Results Page – **\$1,000/Month**
  - Over 8,800 average monthly unique visitors across these pages

### **Page Headers** *(example placement & specs on page 21)*

There will be three rotating headers at the top of Region landing pages available for purchase by the partner. The first image is exclusively the partner's and will feature their image and a click thru link that will direct to their page. The next two images will be Texas-branded, but the partner will have the opportunity to pick which two images they'd like from a pool of image.

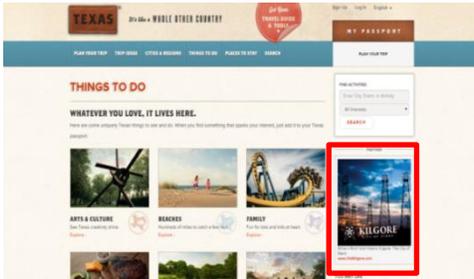
- Header on a Regions Landing Page (e.g. Hill Country) – **\$1,000/Month**





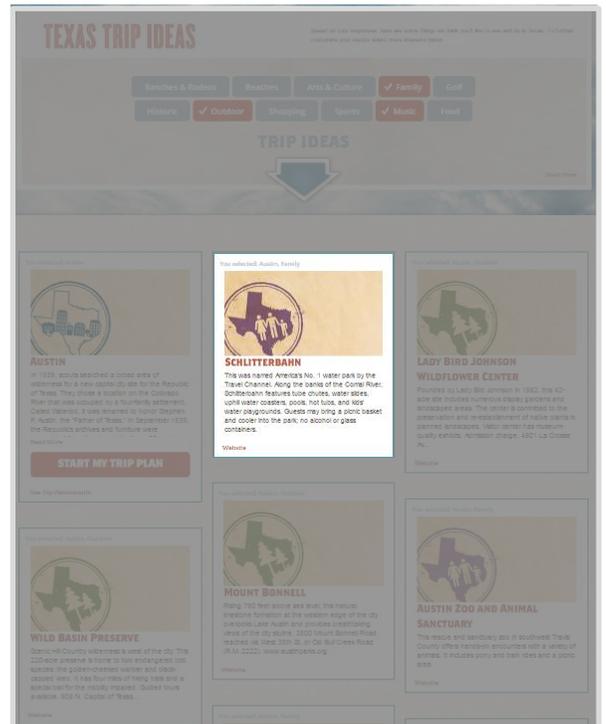
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### TravelTexas.com Banners



- 250x250 image (jpg)
- Vector logo
- 15 words or less
- URL

### Trip Ideas Unit on Trip Ideas Page



- 250x250 image (jpg)
- Vector logo
- 20-25 words
- URL

### Page Headers



- 1142x382 image
- Vector logo
- 15 words or less
- URL





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## FY 2017 Co-Op Program FAQ

**Q: What is the Co-op Advertising Program?**

**A:** An opportunity to cooperatively join Texas Tourism in its media efforts.

**Q: Why should I do this?**

**A:** To reach a broader audience and affordably appear in Domestic and International placements.

**Q: How much does it cost to participate?**

**A:** All placements are priced differently. Print, interactive/digital, email newsletter and TravelTexas.com placements are available. Visit <http://travel.texas.gov/advertising-marketing/2016-advertising-co-op-opportunities/> to see options and prices.

**Q: Are there any restrictions on who participates in the Texas Tourism Co-Op advertising program?**

**A:** The Office of the Governor, Economic Development and Tourism prohibits the advertising of, promoting or displaying alcohol, tobacco, or adult-themed products. Co-Op advertising is also restricted to tourism businesses and destinations located within the state of Texas. The Office of the Governor, Economic Development & Tourism reserves the right to reject any advertising that is deemed inappropriate.

**Q: When can I reserve space?**

**A:** The Co-Op plan for FY 2017 will be available for online purchase on **September 19, 2016** at Advertising Co-Op page on Travel.Texas.gov. All elements will also be available for partner purchase on **October 10, 2016** at the 2016 Texas Travel Industry Association (TTIA) Summit. If you have any questions or concerns regarding Co-Op advertising, please contact Rachel Campbell at (469) 227-3121 or Rachel.Campbell@Slingshot.com.

**Q: What if one of the Co-Op options we want to reserve is taken?**

**A:** All reservations are handled on a first-come, first-served basis.

**Q: Are the prices negotiable?**

**A:** No, all prices are final.

**Q. Do you have any discounts?**

**A.** Yes, partners that place an order at 2016 Summit will receive a 10% discount off of that total order. Any orders totaling \$10,000 - \$19,999 will receive a 10% discount. Orders of \$20,000+ will receive a 15%. The higher discount will prevail (for example, if an order placed at Summit is \$20,000, the 15% discount will apply).





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**Q: How do I determine which placements per medium are still available?**

**A:** To check current availability, please review the available placements listed online at <http://travel.texas.gov/advertising-marketing/2017-advertising-co-op-opportunities/>. All placements are available on a first-come, first-served basis. Unavailable placements will reflect that they are “closed.” You may also call Rachel Campbell at (469) 227-3121, and she will be able to advise availability.

**Q: What materials do I submit for placements that I have reserved?**

**A:** For Digital, assets from partners will include a partner’s logo, URL click through, and desired square image for TravelTexas placements only.

**Q: How should my materials be submitted?**

**A:** All partner assets must be submitted prior to the provided materials deadline. Text must be submitted via e-mail to [Rachel.Campbell@slingshot.com](mailto:Rachel.Campbell@slingshot.com) and [Ian.Hanlon@slingshot.com](mailto:Ian.Hanlon@slingshot.com) as an attachment. For digital, the lead time will vary per placement. The online form will reflect the material due dates per placement.

**Q: Will I receive a proof of my placement(s)?**

**A:** Yes, each partner will receive a digital proof of their digital banner, high-impact unit and/or TravelTexas.com placement, to check for accuracy. Slingshot must have written approval or revisions within five business days of sending the proof to each partner. Each partner will also receive a monthly performance recap.

**Q: How do I pay for my placement (s)?**

**A:** Each participant will receive an invoice from Slingshot, LLC following the submission of the Co-Op Advertising Participation Form. Checks are the only accepted payment method. **All payments are due within 30 days of the publication drop date**, with the exception of the high-impact digital ad units.

Upon receipt of invoice, please send all payments to:

**Slingshot, LLC**

**Attn: Accounting**

**208 North Market Street, Suite 500**

**Dallas, Texas 75202**

Please write “Tourism Co-op Advertising” in the memo field of your check.

Failure to pay within 30 days will result in canceling remaining scheduled print insertions and/or run of digital placements.

**Q: Which of the State's creative executions will run with on placements that I've selected?**





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**A:** Creative executions for all elements vary and are listed under the 2017 Co-op Advertising section of Travel.Texas.Gov. Economic Development and Tourism (EDT) determines creative executions for each placement. EDT reserves the right to change creative executions to accommodate relevant editorial. If creative is changed after your purchase, we will contact you to give you the option of canceling your reserved placement.

**Q: What if I cannot—or decide not to—participate after signing up?**

**A:** There are three different scenarios:

- For One-partner reservations, if you cancel a reserved placement in writing prior to the material due date, there will be no cancellation penalty and you will receive a full refund of the media cost (if you have already been invoiced and paid).
- If you cancel a reserved placement by the media material closing date, and do NOT provide a replacement partner, you will not receive a refund.

