



SPRING/FALL 2017

See Texas First Integrated Insert Campaigns

Brought to you by Texas Travel Industry Association
and Madden Media



PREMIER TRAVEL PIECE - IN PRINT AND ONLINE

The *See Texas First* integrated insert campaigns have delivered highly qualified leads to advertisers for more than two decades.

For the 2016 campaigns, advertisers took advantage of an additional format—a **digital edition**, which was hosted online.

For 2017, Partners will continue to receive:

- Placement in premium targeted markets
- A promotional four-month multimedia campaign
- Weekly lead cleansing and delivery
- Support and consultation from Madden Media's experts
- Digital edition

PROVEN RESULTS

The latest conversion study on the Fall 2014 campaign continued to demonstrate *See Texas First's* effectiveness:

- Approximately **7,436 travel parties** visited Texas since receiving travel information, taking an estimated **19,706 trips**
- **72%** of respondents traveled to Texas for a **vacation or weekend getaway**
- **72%** of respondents have an annual HHI of **\$50,000+**
- **77%** stayed **2+ nights**
- Overall spending per party averaged **\$1,491 - \$3,032**
- Economic impact for Texas is estimated between **\$11.0 million - \$26.1 million**

Source: National Laboratory for Tourism & eCommerce at the University of Florida

**THE SPRING
2016 CAMPAIGN**

GENERATED **454,983**
ADVERTISING LEADS
FOR PARTNERS, WITH AN
AVERAGE OF **9,285 LEADS**
PER PARTNER.

See Texas First Integrated Insert Campaign

SPRING/FALL 2017

SPRING 2017 Deadlines

INSERT DATE April 9, 2017	AD CLOSE January 13, 2017	MATERIALS DEADLINE January 20, 2017
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FALL 2017 Deadlines

INSERT DATE September 10, 2017	AD CLOSE May 26, 2017	MATERIALS DEADLINE June 2, 2017
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SPRING 2017 AD SIZES/RATES

Size	Gross	Net
Two-page Spread	\$64,031	\$54,427
Full	\$32,016	\$27,213
1/2	\$17,608	\$14,967
1/4	\$10,698	\$9,093
1/8	\$6,876	\$5,845
1/16	\$3,635	\$3,090

*For more information about specifications, contact your Account Project Coordinator at 800-444-8768. Reader service included. Non TTIA members pay an additional \$500 gross to participate.

FALL 2017 AD SIZES/RATES

Size	Gross	Net
Two-page Spread	\$57,799	\$49,129
Full	\$28,900	\$24,565
1/2	\$15,169	\$12,894
1/4	\$9,176	\$7,800
1/8	\$6,006	\$5,105
1/16	\$3,272	\$2,700

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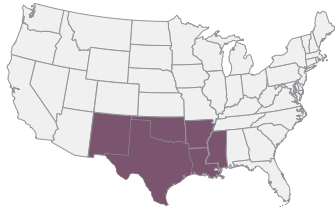
SPRING 2017 MARKETS

Markets & insertion dates subject to change.

TOTAL CIRCULATION: 1,025,755 // Major newspapers throughout Texas

OUT OF STATE CIRCULATION // AR, LA, MS, NM, OK

TARGETED DISTRIBUTION:
2,564,386 readers



4-MONTH MULTIMEDIA CAMPAIGN

Method	Circulation/ Impressions	Date
Newspaper Insert	1,025,755	April 9, 2017
VacationFun.com listing	40,000+	Run of campaign
Campaign eBlasts	59,500	Run of campaign
Lead Delivery	9,500 per advertiser*	Run of campaign

*Estimate based on previous See Texas First spring campaign. Subject to change.

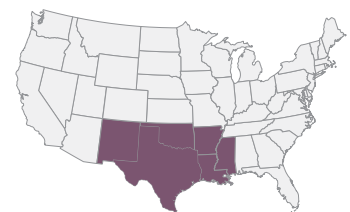
FALL 2017 MARKETS

Markets & insertion dates subject to change.

TOTAL CIRCULATION: 975,655 // Major newspapers throughout Texas

OUT OF STATE CIRCULATION // AR, LA, MS, NM, OK

TARGETED DISTRIBUTION:
2,439,138 readers



4-MONTH MULTIMEDIA CAMPAIGN

Method	Circulation/ Impressions	Date
Newspaper Insert	975,655	September 10, 2017
VacationFun.com listing	40,000+	Run of campaign
Campaign eBlasts	59,500	Run of campaign
Lead Delivery	9,500 per advertiser*	Run of campaign

*Estimate based on previous See Texas First fall campaign. Subject to change.

To secure your placement,
PLEASE CONTACT:



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FOR MATERIALS SPECIFICATIONS,
PLEASE CONTACT:

800-444-8768 / 520-322-0895
Account Project Coordinators
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INFORMATION IS SUBJECT TO CHANGE.



maddenmedia
connecting people to places