

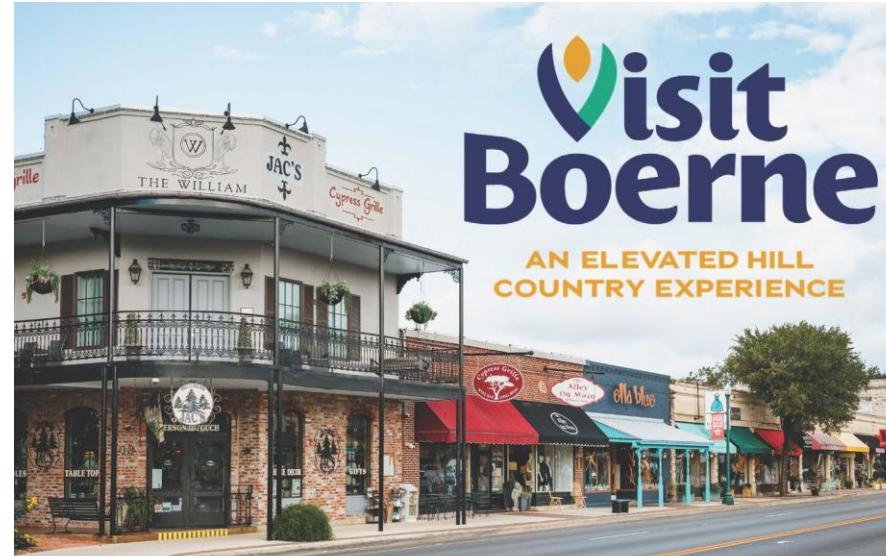
# Current/Recent Advertising

## Print

### Texas Highways Magazine

Run: September 2025

Printed Copies: 200k



Exceptional culinary selections, craft beer, Texas Hill Country landscapes, & boutique shopping are waiting for you in Boerne.

START PLANNING  
[visitboerne.org](http://visitboerne.org)



# Current/Recent Advertising

## Print

### Food & Travel Magazine

Run: Fall 2025

Printed Copies: 600k (+ digital access)



# Current/Recent Advertising



## Digital & E-News

### TourTexas.com

#### Half Page Banner Ad

November 2025- Impressions: 47.4k

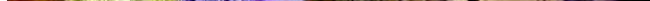


### TexasHighways.com

#### Double Med. Rectangle Banner Ad

September 2025- Impressions: 91k

November 2025- Impressions: 98.3k



### TourTexas.com

#### Hot & Happening E-News

November 2025

100,000 Subscribers CTR 0.29%



#### BOERNE: Dickens Magic in Boerne

NOV 28 - 30: Dickens on Main transforms Boerne's Hill Country Mile into a Victorian Christmas village this Thanksgiving Weekend! Enjoy festive entertainment, live music, ice-carving shows, a giant ice slide, and "snow" along Main Street. Explore boutique and market shopping, savor holiday treats, and soak in the magic of downtown Boerne, transformed into a whimsical holiday wonderland perfect for families and friends.

DETAILS →

MORE INFO →



# Current/Recent Advertising

## AJR Media Digital Campaigns

### Search

Run: 7/1-9/30/25

Impressions: 18.7k

Average Cost Per Click: \$0.79  
(\$1.50-\$2 (87-90% under benchmark))



### Shifting Toward Google Display Network

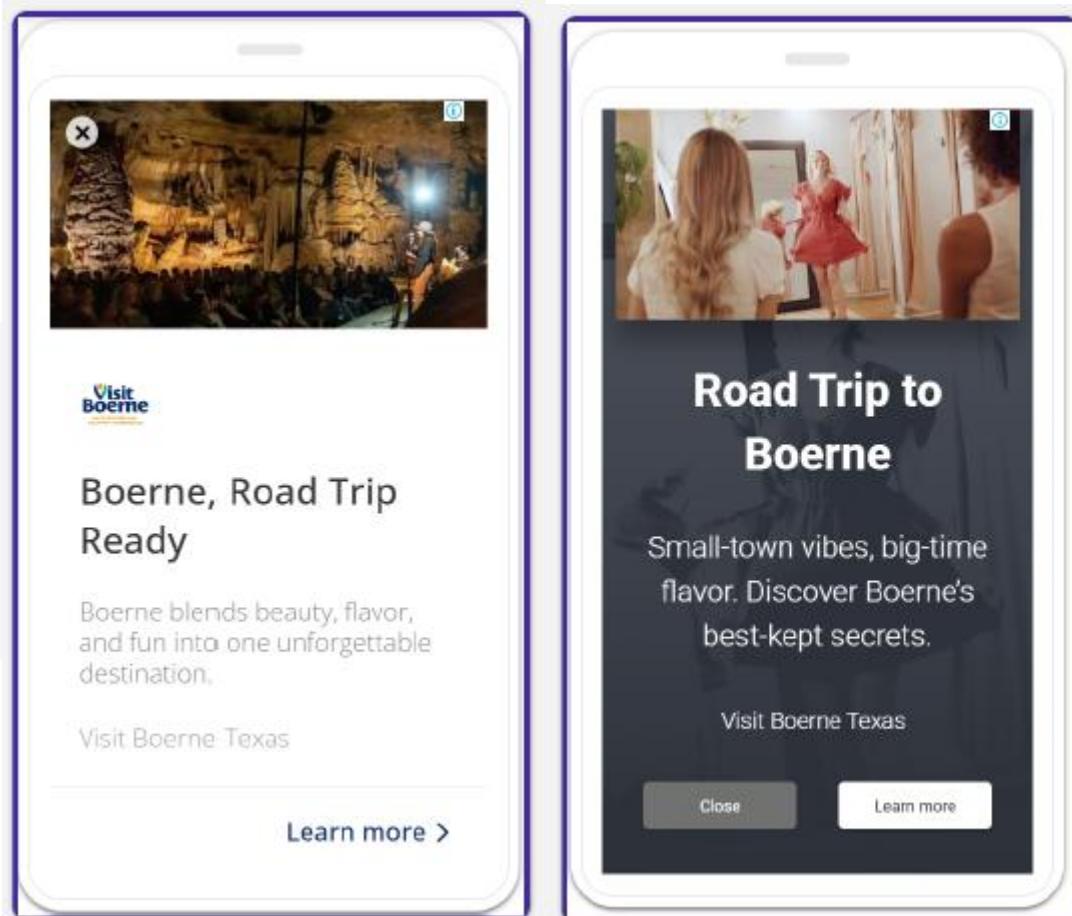
- GDN helps **create demand earlier**
- **Lower cost per impression** than search
- Stronger for **branding, inspiration, and destination marketing**
- Keeps brands **top of mind**, so they're searched later
- Higher variety and optimized visuals.
- AI search response is presented above paid search advertising.

### Google Display Network

Run: 8/15-9/30/25

Impressions: 1.8M

Average Cost Per Click: \$0.09  
 (\$.44 (80% under benchmark))



# Current/Recent Advertising



## Digital

### Native Texan Fall Campaign

August 2025 Launch  
Article Views: 11k



#### Car Show Season in Boerne

Not only is fall the beginning of the holiday season in Boerne; it's also car show season! The cooler temperatures make it pleasantly possible to admire vintage automobiles without sweating into a puddle of your former self.

Is it a car show or a gun show? Because [The Hill Country Mile Rod Run](#) is all about flexing classic American muscle. All along Main Street, you'll find perfectly restored hot rods and custom classics that'll have you fantasizing about

### Native Texan Winter Campaign

October 2025 Launch  
Article Views: 15k

#### Boerne for the Holidays: A Winter Wonderland in the Texas Hill Country

by Hunter Lanier

When you think of winter getaways, your mind probably drifts to snow globes, log cabins, and cocoa mugs the size of bathtubs. While Boerne, Texas, may not offer snowdrifts up to your knees—unless you count the snow machines downtown during Dickens on Main—it does serve up something arguably better: a season-long celebration of Christmas that doesn't require you to scrape ice off your windshield.

This Hill Country gem transforms into the kind of place that reminds you what the holidays are actually about: gathering with people you love, laughing uncontrollably, and indulging in those Christmas treats you've been waiting for all year.

Let's take a closer look at how Boerne rolls out the red—and green—carpet for Christmastime.

#### Dickens on Main: A Texan-Victorian Christmas



If Charles Dickens had ever wandered through Texas, he probably would have stopped in Boerne, stayed for a spell, and changed the name in *A Christmas Carol* to Tiny Tex.

Dickens on Main, the Hill Country's premier two-day holiday extravaganza, transforms downtown Boerne into a

# Current/Recent Advertising

## Digital

### Standard Display + Datafy Attribution

3/1-4/15/25

Impressions: 239,695

CTR: .23%

5/15-6/30/25

Impressions: 239,600

CTR: .32%

(CTR Benchmark: .12%-.18%)



Creative Sample

Integrity · Collaboration · Respect · Excellence · Service

### Campaign Impact

We calculated an estimated impact of \$279K based on 1,759 trips and \$158.83 spend per visitor.

#### EST. CAMPAIGN IMPACT

**\$279,382**

#### EST. ROAS

**\$55.89: \$1**

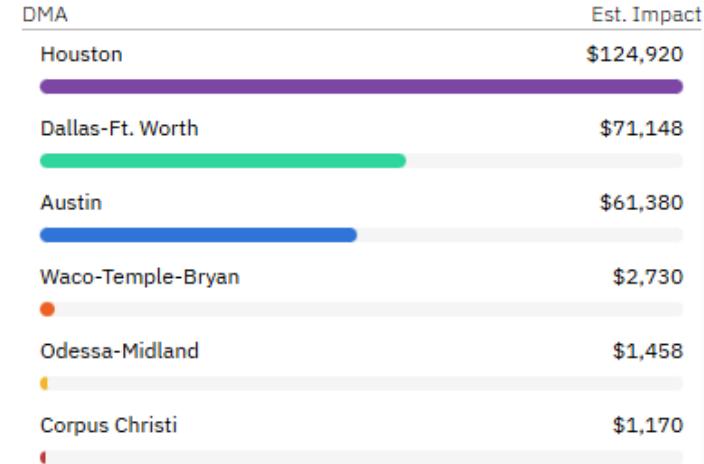
#### COST/VISITOR DAY

**\$1.46**

Overall, audiences were **1.97X more likely** to visit than a similar control group who was not served ads from this campaign.

### Top DMAs

For Destination DMA



# Current/Recent Advertising

## Digital

### Food & Travel Magazine

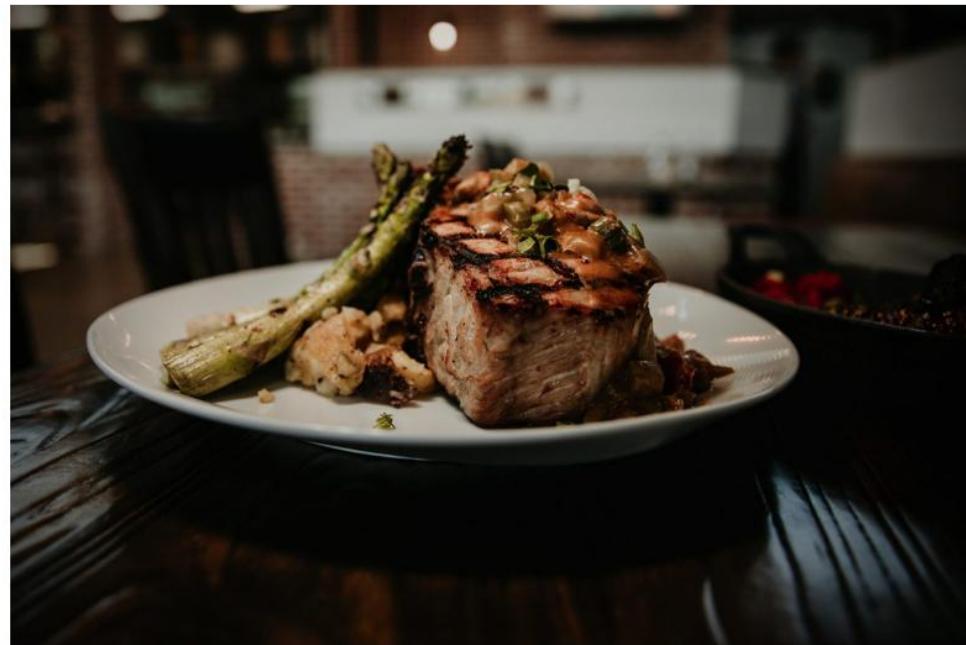
Run: Fall 2025

Printed Copies: 270k Page Views



### Autumn Charm and Culinary Delights in Boerne, TX

October 28, 2025



### Boerne in the Texas Hill Country

Nestled in the heart of the Texas Hill Country, Boerne invites travelers with its small-town charm, vibrant culinary scene, and endless opportunities to explore. Just a short drive from San Antonio, this Hill Country gem is an ideal fall getaway. The cooler weather, golden-hued landscapes, and cozy dining

# Current/Recent Advertising

## Media Wire Update

### newsworthy.ai™

The News Marketing Platform

- Distribution: Texas Focused Media
- Cost: \$166 ea.
- Reporting Metrics: Pick Up, Total Engagement, Cost Per Click
- Content Lives Online in Perpetuity for Longterm SEO
- Distribution Process. Beyond Traditional Media:

#### 📍 Newsramp Boostify™ Circuit

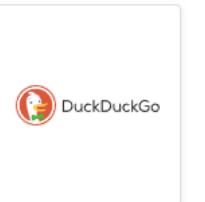
Extended distribution network amplifying your message across specialized platforms

#### ⌚ Subscription Research Databases

Your content is indexed in premium research and analytics platforms

#### 🌐 Search & News Portals

Your press release is discoverable across major search engines and news aggregators



### GlobeNewswire by notified

- Distribution: National Media
- Cost: \$571 ea.
- Reporting Metrics: Potential Reach
- Limited Visibility Lifetime

#### Podcasts



# Current/Recent Advertising

## Media Wires- Monthly



### Celebrate the Season in Boerne with Holiday Festivities and Cheer

December 2, 2025 • Boerne, Texas

Celebrate the holidays in Boerne, Texas, with events like Dickens on Main and the Weihnachts Parade. Enjoy musical performances, unique shopping, and festive activities that highlight Boerne's commitment to community and tradition. Join us for a season of joy and connection.

**Pick up:** 112 media outlets   **Engagement:** 1,198   **CPC:** \$0.10



### Boerne's Dickens on Main Kicks Off a Season of Holiday Events

November 11, 2025 • Boerne, Texas

It's a season-long celebration in Boerne, and it all kicks off at Dickens on Main this Thanksgiving weekend, November 28 & 29 as Boerne's Hill Country Mile transforms into a vintage Christmas wonderland, complete with four "villages," filled with unique treats, kids' activities a...

**Pick up:** 115 media outlets   **Engagement:** 728   **CPC:** \$0.17



### Third Annual Hill Country Mile Rod Run in Boerne, Texas Fires Up Classic Car Enthusiasm

September 15, 2025 • Boerne, Texas

Boerne's Third Annual Hill Country Mile Rod Run returns Oct 10–12, 2025, with hundreds of classic cars, live music, fun, and a Sunday cruise. Registration \$40 includes T-shirt and swag. Awards Saturday; entries expanded to 1985 & race cars.

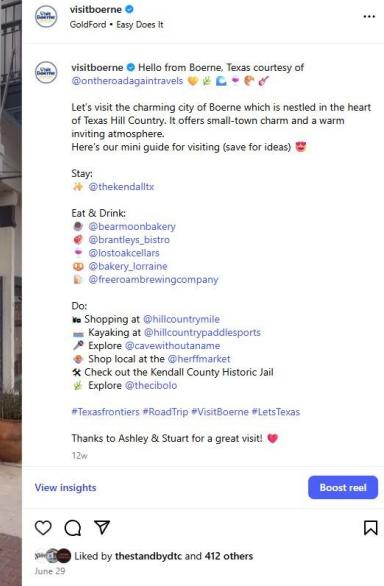
**Pick up:** 116 media outlets   **Engagement:** 1,246   **CPC:** \$0.10

# Current/Recent Advertising

## Travel Texas International Campaign

- 6-Week Campaign > 23 million collective impressions
- Other participating Texas Hill Country destinations include San Marcos, Bandera, and Fredericksburg.
- Content collected via the **Travel Texas** team during a spring influencer visit with **@ontheroadagaintravels**.
- Photo and video materials were used in digital advertising campaigns in European markets.

Digital Ad Sample



# Current/Recent Advertising



## Travel Texas International Campaign



Beyond the polished storefronts of the Hill Country Mile, Boerne loosens its

**THE TIMES**  
**THE SUNDAY TIMES**

Integrity · Collaboration · Respect · Excellence · Service

# Current/Recent Advertising



## Travel Texas International Campaign

A screenshot of the Travel Texas website. The top navigation bar includes a "TEXAS" button with a dropdown arrow, "EXPLORE CITIES", and "TIME OUT MARKETS". A red banner below the navigation bar says "2. Boerne &gt; Bandera". Below the banner is a large image of a "BAKERY &amp; CAFE" storefront with a "BAKERY &amp; CAFE" sign and an "OPEN" sign. The "Time Out" logo is in the bottom left corner of the image. The bottom of the page features a "Photograph: Travel Texas" credit and a "NEWS" section.

Don't go too large on brekkie because English heritage, baked treat head when you try an array of in Bakery and The Dienger Trading wonder of the Cave Without a Name along Boerne's Hill Country Mile day with charcuterie and a local heading to Bandera and spending the night at the authentic Dixie Dude Ranch.

### How to have an epic road trip across Texas

Hit the highways and explore the vast and varied Lone Star State heading to Bandera and spending the night at the authentic Dixie Dude Ranch.

A screenshot of a BBC Top Gear article. The top navigation bar includes a "Boerne" button with a dropdown arrow, "EXPLORE CITIES", and "TIME OUT MARKETS". Below the navigation bar is a large image of a building with a "FlashBack Funtiques" sign and various colorful inflatables (a tiger, a green dinosaur, a red dragon) on top. The BBC Top Gear logo is in the center of the image. The bottom of the page features a "Travel Texas" section and two columns of text: "Less than an hour's drive south is Boerne, another city that proudly bears its German roots, as it's named after the author and satirist Ludwig Börne. Let's just say you'll never go hungry here." and "Grab a bite... at Cibolo Creek Brewing Co. This family-friendly joint offers flights of craft beers to wash down everything from delicious fried chicken sandwiches and sliders to blackened shrimp tacos." and "Get a move on... at Cibolo Nature Center. This conservation area is the ideal place to reach out and touch the stunning natural landscapes, whether you're hiking through the native prairie or wading in the creek. The neighbouring Herff Farm also boasts a quaint farmer's market packed with local produce, as well as a variety of kids' activities."