

Current/Recent Advertising Creative



Print

Texas Highways Magazine

Run: May 2025

Printed Copies: 200k

Texas Events Calendar

Run: Fall and Summer

Printed Copies: 65k each run



Current/Recent Advertising Creative



Digital

TourTexas.com

Half Page Banner Ad-BONUS!

Run: December 2024

Impressions: 165,099

Feature Video

Run: May 2025

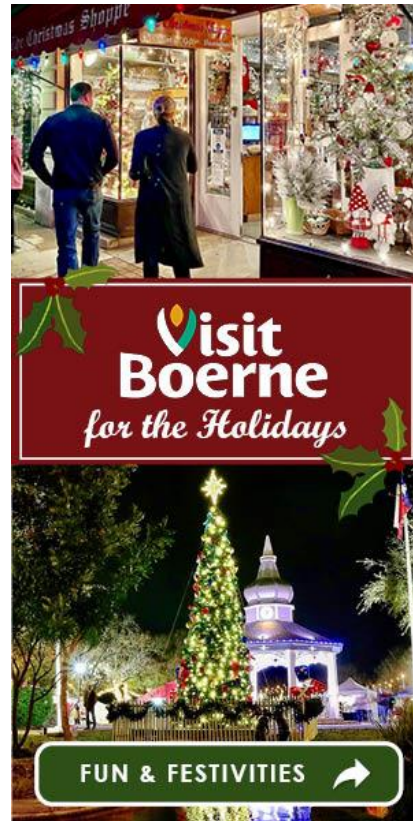
Impressions: 81,219

TexasHighways.com

Double Medium Rectangle Banner

Run: May 2025

Impressions: 131,806



[View more Travel Videos >>](#)



Current/Recent Advertising Creative



Digital

Culture Map

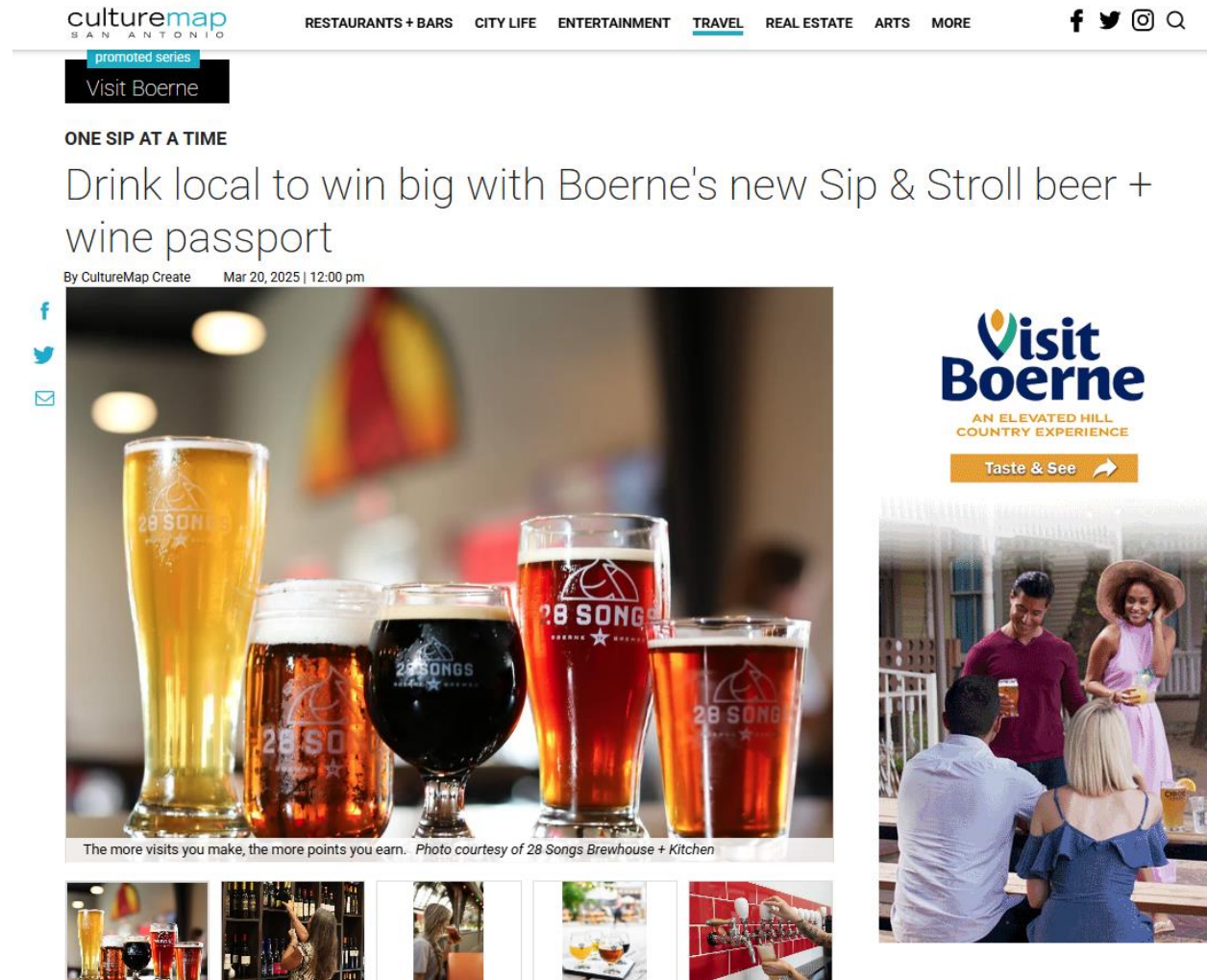
5 Market Promotional Article
+ Banner Ads (Houston,
Austin, San Antonio, Dallas,
and Fort Worth)

Run: March-May 2025

Article Page Views: 2,983

Total Campaign Impressions:
456,327

Social Media Specific
Impressions: 65,593



Current/Recent Advertising Creative

AJR Media Digital Campaigns

AJR Media: Search

Run: 1/1-3/31/25

Impressions: 20,487

Average Cost Per Click: \$0.66

(Benchmark: \$1.50-\$2 (56-67% under benchmark))

AJR Media: Standard Display + Datafy

Run: 3/1-4/15/2025

Impressions: 239,695

Click Through Rate: 0.23%

(Benchmark: 0.12-0.18%)

Attribution: As of 5/31, of those that were ad exposed, we saw 904 trips to Boerne with 190 room nights)

AJR Media: Social Media

Run: 1/15-3/1/25

Impressions: 252,390

Avg CTR: 3.16%

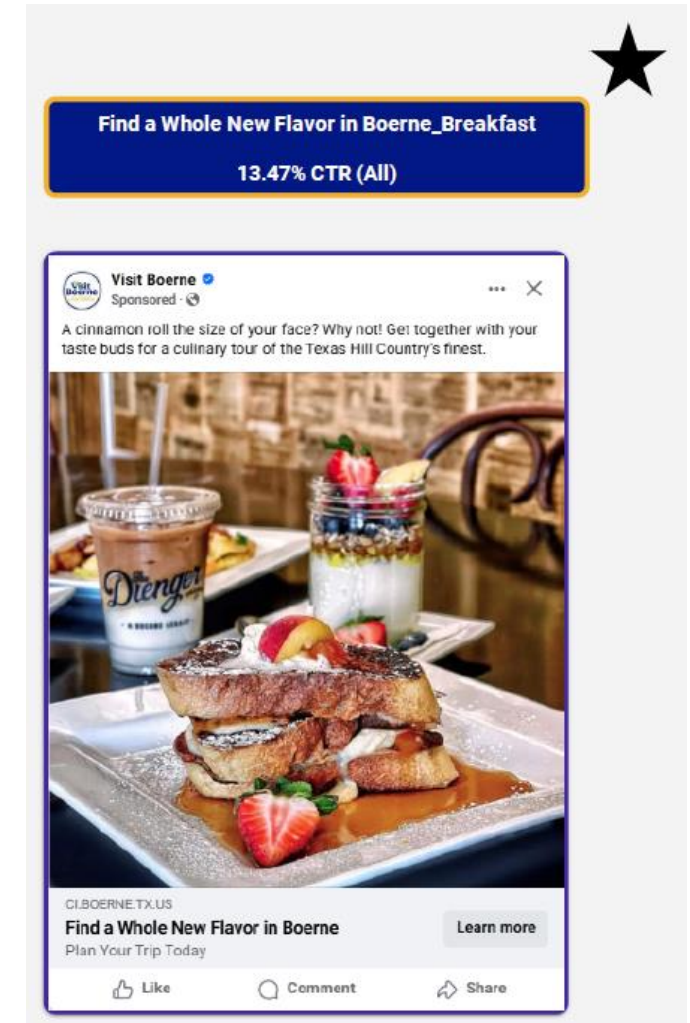
(Benchmark: 0.9% (251% over benchmark))

Run: 4/1-5/15/25

Impressions: 503,086

Avg CTR: 1.06%

(Benchmark: 0.9% (17.8% over benchmark))



Current/Recent Advertising Creative

E-Newsletters



Three New Wine Bars In BOERNE

Escape to Boerne for a romantic getaway where you can explore intimate wine bars, sip locally sourced wines, and stroll the scenic Hill Country Mile. Whether you're celebrating a special occasion, rekindling romance, or making new memories together, Boerne offers the perfect atmosphere for an unforgettable escape.

[START PLANNING](#)

Tour Texas Hot E-Newsletter

Deploy Date: February 2025

Deploy Date: March 2025

Distribution: 100,000 each

Sip & Stroll Passport! BOERNE

Explore Boerne's best breweries and wine bars with the complimentary Sip & Stroll Passport! Check in at participating locations to earn points toward an exclusive Stay & Play Sweepstakes, featuring a hotel stay and curated dining experiences. The more places you visit, the better your chances of winning!

[SIGN UP](#)



Tour Texas Hot & Happening Event E-Newsletter

Deploy Date: March 2025

Distribution: 100,000



Boerne | April 26 Rev Your Engines in Boerne

Cruise into Boerne's historic downtown on April 26th for the Texas Corvette Association's Open Car Show! Admire classic and modern Corvettes, showcase your own ride, and enjoy the vibrant Hill Country Mile. With unique shops, art galleries, and great food, it's the perfect day in Boerne!

[LEARN MORE](#)

Current/Recent Advertising Creative

Culinary Campaigns

Travel, Taste, & Tour

Spring, 2025- Print & Digital Issues
Distribution: 140k

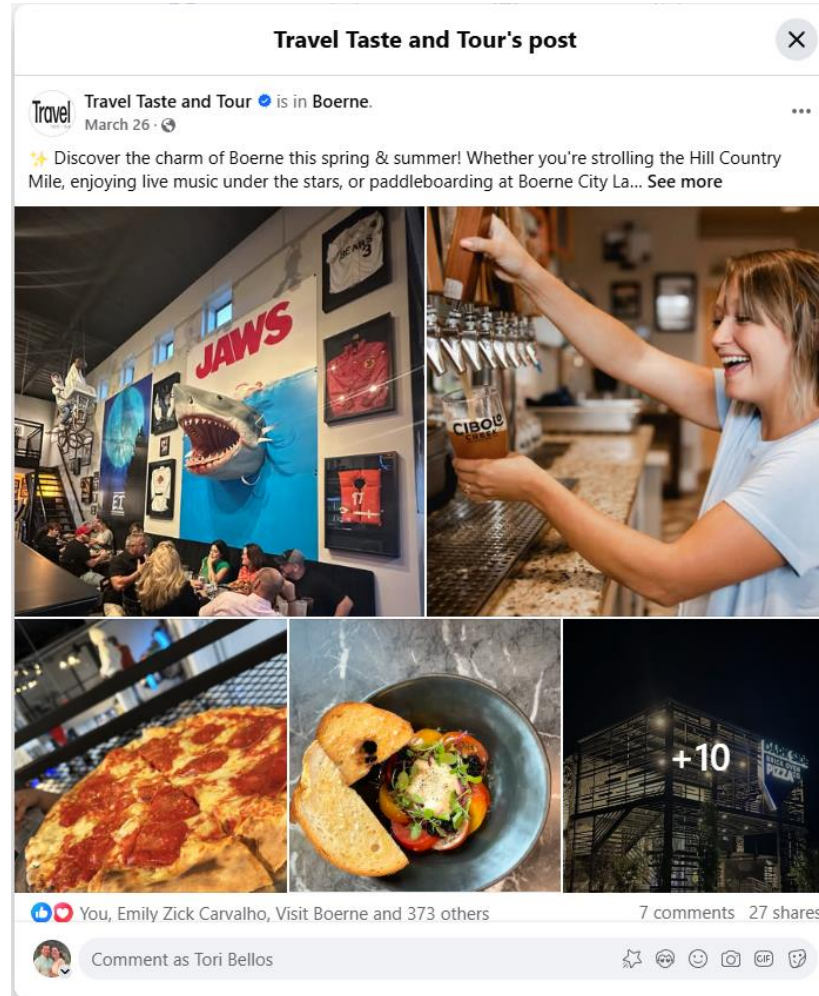
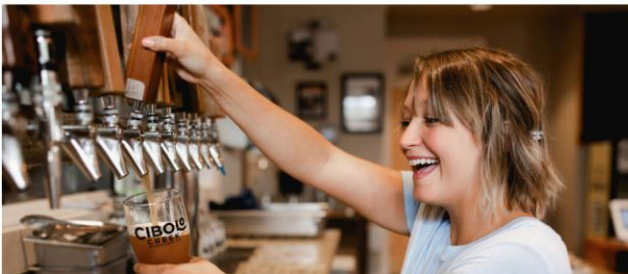
Designated Online Landing Page &
Boosted Social Media Posts

Travel
TASTE + TOUR

HOME • SIP & SAVOR • TASTE • LIFESTYLE • TRAVEL • OUTDOORS

SIP & SAVOR

Experience the Best of
Boerne This Spring &
Summer



**Visit
Boerne**
TEXAS



Current/Recent Advertising Creative

Media Wires

“Boerne Business Owners Rally to Preserve a Local Legacy”

Publish Date: February 25, 2025

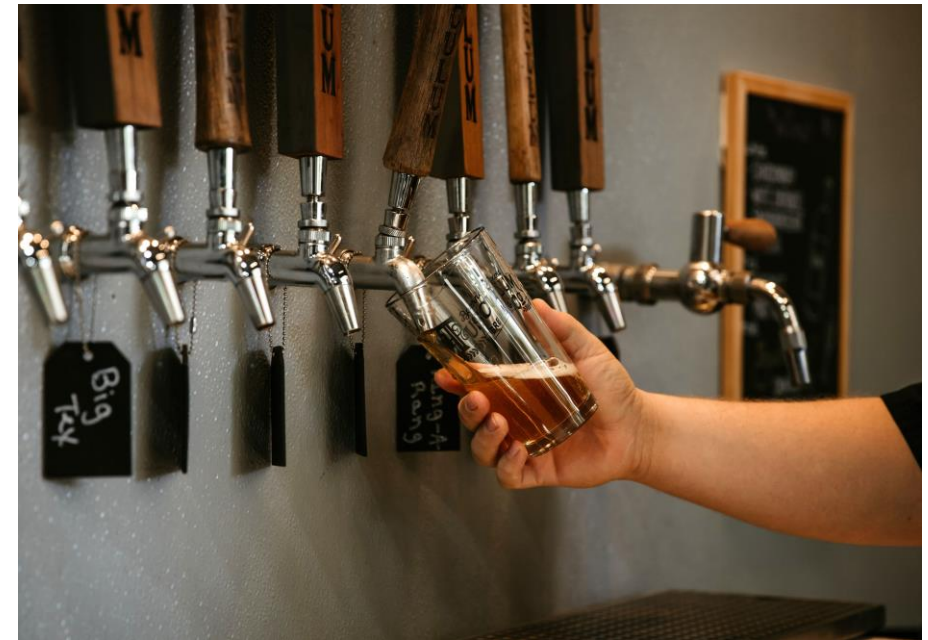
Potential Reach: 199,100,000



“Sip and Stroll Your Way Through Boerne, TX”

Publish Date: March 20, 2025

Potential Reach: 217,500,000



Current/Recent Advertising Creative



TV-Great Day Houston

Film Date: 4/9/25

Air Dates: 4/17/25

Viewership: 16,800

Banner Ad Impressions: 50,067



Sponsored: Book your next getaway in Boerne, TX



From exploring the Historic Hill Country Mile to hiking at Guadalupe River State Park, here's why Boerne, TX should be your next getaway.