		FY 15/16 Boerne	Convention & \	/isitors Bureau A	dvertising Schedule			
<u>Publication</u>	<u>Issue</u>	Ad that is Running	Ad Size	Specs	<u>Due</u>	Net Invoice		ACT# 02-501-302
			PRIN1	MEDIA				
	Nov 15				September 3, 2015	\$2,457.95		Connie Blair 512-524-0750, c. 512-636-7910
	Feb16			2.25x4.625	December 3, 2015	\$2,457.95		connie@ajrmediagroup.com
Texas Highways Magazine	Mar 16		1/3 Page		January 2, 2016	\$2,389.10		Submit to: https://ftp.txdot.gov/dropbox/
Texas riigiiways magazine	April 16		1/3 r age		February 3, 2016	\$2,457.95		Send Confirmation to: becky@ajrmediagroup.com
	May 16				March 6, 2016	\$2,457.95		Raquelsanches@txdot.gov
	June 16				April 3, 2016	\$2,457.95		
							\$14,678.85	
	Spring 2016				November 26, 2015	\$770.36		Connie Blair 512-524-0750, c. 512-636-7910
Texas Events Calendar	Summer 2016		1/3 Page	4.625x4.625	February 27, 2016	\$770.36		connie@ajrmediagroup.com
Texas Events Calendar	Fall 2016		1/3 Page		May 28, 2016	\$770.36		Submit to: https://ftp.txdot.gov/dropbox/
	Winter 2016				August 26, 2016	\$770.36		Send Confirmation to: becky@ajrmediagroup.com
							\$3,081.44	Raquelsanches@txdot.gov
Texas State Travel Guide	Annual 2016		1/3 Page	4.625x4.625	October 14, 2015	\$6,505.87		https://ftp.dot.state.tx.us/dropbox/
							\$6,505.87	
Cartwright Media	Fall		Full Page			\$1,000.00		
	Spring		Full Page			\$1,000.00		
							\$2,000.00	
Austin Insider- Visitor Guide	2016		1/4 pg			\$3,250.00		
Austin insider Visitor Guide	2010		1/ T PS			<del>\$3,230.00</del>	\$3,250.00	
							73,230.00	
San Antonio Guestbook	2016		Full Page			\$3,000.00		Nicole Juel 210-460-9940 nicole@ajrmediagroup.con
							\$3,000.00	
Total Print Spent							\$29,516.16	
Miscellaneous Print Advertising							<i>\$23,310.10</i>	
		11.75	DIET	A D\ /ED:	TIONIO			
<del>,</del>		INIE	KNEI	ADVER'	IISNG			
TourTexas.com Content Plan/Page	10/1/2015-9/30/2016	Text/photos/video/PDF guide	Web Presence	See Contract	Update Anytime	\$3,145.00		http://materials.ajrmediagroup.com/
	13/1/2010 0/00/2010	Text, priotos, viaco, i Di galac		See Contract		Ç3,143.00	\$3,145.00	CC: Cindy@ajrmediagroup.com
							1-7	.,,
	March 2016					\$750.00		http://materials.ajrmediagroup.com/
Tourtexas.com Featured Video	May 2016	Video pulled from Content Plan				\$750.00		CC: Cindy@ajrmediagroup.com
Tourtexas.com i catureu viuco	July 2016	page				\$750.00		

	Sept 2016					\$750.00		
						7100100	\$3,000.00	
							10,000	
	Feb 2016					\$600.00		http://materials.ajrmediagroup.com/
TourTexas.com/Destination	April 2016		Featured Destination on Home Page	Text & Photo	15th of preceding	\$600.00		CC: Cindy@ajrmediagroup.com
Spotlight/(Exclusive home pg feature)	June 2016			from from Content Plan Page	month	\$600.00		
· · · · · · · · · · · · · · · · · · ·	Sept 2016		nome Page			\$600.00		
						,	\$2,400.00	
	March 2016			300 x 250 px	15th of the preceding	\$495.00		http://materials.ajrmediagroup.com/
TourTexas.com/Medium Rectangle	May 2016					\$495.00		CC: Cindy@ajrmediagroup.com
Banner/ Home Page Exclusive Position	July 2016				Month	\$495.00		, , , ,
	•						\$1,485.00	
TourTexas.com/Wide Skyscraper	Oct 2015			300 x 600 px	15th of the preceding Month	\$375.00		http://materials.ajrmediagroup.com/
Banner	Nov 2015					\$375.00		CC: Cindy@ajrmediagroup.com
							\$750.00	, , , , ,
	Nov 2015					\$445.50		
	Feb 2016			300x250	15th of the preceding Month	\$445.50		Submit to Lupe Valdez: TRV_TH-ADS@txdot.gov
Texashighways.com/Med Rec	March 2016					\$445.50		CC: Cindy@ajrmediagroup.com
	May 2016					\$445.50		
	Aug 2016					\$445.50		
	Sept 2016					\$445.50		
	·						\$2,673.00	
Austinmonthly.com	November7-28	50k impressions	5 ( )		Submitted 9/24	\$700.00		Julie Kunkle
	Apr May & June	60k impressions (\$360 p/m)	Run of site			\$1,080.00		
	3 wks b4 spring event?	50k impressions	Banner			\$700.00		
	· •	·					\$2,480.00	
TexasMonthly.com/Digital Marketing	10/15-9/16	Starter Digital Kit				\$6,000.00		
							\$6,000.00	
Austintexas.org	July 2014 - June 2015	Formatted Banner		Photo+Text	Submitted	\$762.10		Ashley Burk (512) 432-5470 Susan Richardson (512)
Austiniexas.org	July 2014 - June 2015	Rectangle		300x250	Submitted	\$487.90		
Austin Visitors Guide						\$3,250.00		Dinah Bryza (303) 867-8275 dinah.bryza@miles-we
							\$4,500.00	
	November, 2015	ROS	728x90, 970x90,	300x250, 970x250,	Submitted 9/24	\$750.00		Renee Remillard <rremillard@houstoniamag.com></rremillard@houstoniamag.com>
Houstonia	April, 2016	ROS	and 3	300x600	March 29, 2016	\$750.00		
							\$1,500.00	
Texas Hill Country.com		Boerne Page on website				\$2,700.00		Mitchell Moorhead 512-755-4881
							\$2,700.00	

Madden Media/Facebook Generator	April Roll Out					\$3,000.00		Daryl Whitworth 940-372-3933 (Mobile) / 940-665-1339
madden median deepook denerator	7.pm Ron Gut					75,000.00	\$3,000.00	Daily William 340 072 0000 (Mobile) 7 540 000 1000
							ψ3,000.00	
Trip Advisor	10/6/2015-10/5/2016	Tourism Sponsorship				\$3,800.00		Casey Benn (cbenn@tripadvisor.com)
111071001	10/0/2013 10/3/2010	Banner Ads on SA & Austin				ψ3,000.00		Caccy Bonn (obonn en pauvicentosin)
	4/15-6/30/2016	DMA				\$3,800.00		
	5/1/2016-6/15/2016	Mobile Banner Ad Campaign				\$1,500.00		
							\$9,100.00	
Total Internet Spending							\$42,733.00	
Miscellaneous Internet Advertising								
-								
	•			ADVET	INIC		•	
			VIAIL IVI	ARKET	ING			
	Oct 14, 2015	HCA Invitational				\$638.00		Andrea Brunner, ABrunner@texasmonthly.com
	Nov 18, 2015	Dickens			2 weeks prior to run	\$638.00		D: 512-320-6939  C: 214-564-4222
	Dec 2 2015	Christmas				\$638.00		submit to : digital@texasmonthly.com or Sduvall@texas
Texas Monthly Trip Planner e-blast	Jan 13 2016					\$638.00		,
	Feb 3, 2016	Valentines Day	Photo:160x107			\$638.00		Corey Moss <cmoss@texasmonthly.com></cmoss@texasmonthly.com>
	Mar 2 2016	Spring	45 words of copy, 10 word heading, URL			\$638.00		Sophie Duvall <sduvall@texasmonthly.com></sduvall@texasmonthly.com>
	Apr 6 2016	Parade of Artists				\$638.00		
	May 18, 2016	Road Trips				\$638.00		
	Jun 15, 2016	Bergesfest				\$638.00		
	Jul 13, 2016	Staying Cool				\$638.00		
	Aug17, 2016	?				\$638.00		
	Sept 28 2016	Rod Run				\$638.00		
						,	\$7,656.00	
							71/000100	
	Oct 8 2105	Fall/THCI/Art				\$500.00		(512) 263-9133 ext277
	Nov 5 2015	Dickens				\$500.00		Darcie Duttweiler <dduttweiler@austinmonthly.com></dduttweiler@austinmonthly.com>
	Jan 28 2016	Valentine's Day				\$500.00		
	Feb 25 2016	Spring/Wings over Boerne	Syscraper- The			\$500.00		
Austin Monthly e-newsletter	Mar 3 2016	Spring Break	Scoop Banner	300x250	2 weeks prior to run	\$500.00		
,	Apr 7 2016	Spring/TCA/Parade of Artists	Ad		p	\$500.00		
	Apr 28 2016	Spring/HQF				\$500.00		
	June 2 2016	Summer/Bergesfest	-			\$500.00		
	Sept 29 2016	Fall/Rod Run				\$500.00		
	Nov 2016 from FY1516 Contract	Reserved for next FY	Hotticket			\$0.00		
	140V 2010 HOHIT 1 1310 CONTIACT	TRESCIVED IOI HEALT I	HOLLICKEL			Ş0.00	\$4,500.00	
							<del>94,300.00</del>	
			300 word, 2					
Tour TX e-newsletter- Big Long Ad								materilas.ajrmediagroup.com
Tour TX e-newsletter- Big Long Ad	Nov 2015 (Issue 2)	Gave to Dickens!	photo, 1 logo 3	60x100		\$1,250.00		materias.ajimeulagroup.com
	INUV ZU13 (ISSUE Z)	Gave to Dickens!	links	OUXTUU		\$1,250.00		

							\$1,250.00	
	Oct 2015 (Issue 1)	Text Ad				\$250.00		Connie Blair 512-524-0750, c. 512-636-7910
	Feb 2016 (Issue 1)					\$250.00		connie@ajrmediagroup.com
	March 2016 (Issue 1)			Title with Link/124 Character Max	15th of the preceding Month	\$250.00		Submit to: TRV_TH-ADS@txdot.gov
exasHighways.com Extra Enewsletter	April 2016 (Issue 1)					\$250.00		CC: Cindy@ajrmediagroup.com; raquelsanchez@txdo
	May 2016 (Issue 2)					\$250.00		
	August 2016 (Issue 2)					\$250.00		
	, , , , , , , , , , , , , , , , , , , ,					,	\$1,500.00	
							<del>\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ </del>	
	13-Nov-15	Dickens/Winter				\$200.00		Renee Remillard <rremillard@houstoniamag.com></rremillard@houstoniamag.com>
	4-Mar-16	Spring				\$300.00		Trende tremmara un en mara en euclemanagreem
Houstonia e-newsletter	13-May-16	Summer				\$300.00		
	2-Sep-16	Fall				\$300.00		
	2-3ep-10	1 dii				\$300.00	\$1,100.00	
		+					\$1,100.00	
Austin CVD E Newslotter	Navanahan	from 5\/44/45	Caus to Diskage		30 Days Prior	¢000 00		
Austin CVB E-Newsletter	November	from FY14/15 FY1516	Gave to Dickens			\$900.00		
	Spring?	F11516			30 Days Prior		4000.00	
							\$900.00	
							L	
	As Needed			graphic: 300x250		In	cluded with prin	t Chelsea Bourque 210-227-0044 ext 102
SA Current				URL	Deadline Monday prior to Run			
				35 words				Runs Every Thursday
Total E-mail Marketing Spending							\$16,906.00	
Misc E-mail Advertising						\$0.00		
				יובס				
			U	HER				
Campaign Monitor						\$2,000.00		Digett-
Certified Folder	Not participating in FY16/17				Pd \$2430 in FY14/15			Joseph Trevino 760-727-1583, 800-799-7373
Adobe Creative Cloud						\$599.88		
						*****		
Photography						\$5,000.00		
r notegraphy						φοισσίου		
Video						\$5,000.00		
Viuco						ψο,σσο.σσ		
Bilboard						\$4,800.00		
DIIDUALU						φ4,000.00	¢17 200 00	
		+					\$17,399.88	
E 11 11 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1						<b>45.000.00</b>		
Entertainment CVB						\$5,000.00		
							\$5,000.00	

Facebook Advertising			\$3,000.00	
Misc FB Expenses			\$1,000.00	
				\$4,000.00
Hill Country Co-Opp Advertising				\$30,000.00
Total Other Spending				\$56,399.88
Total Overall Spending				\$145,555.04