

| FY 15/16 Boerne Convention & Visitors Bureau Advertising Schedule |                     |                                     |              |              |                   |             |             |   |
|---|---------------------|-------------------------------------|--------------|--------------|-------------------|-------------|-------------|---|
| Publication   | Issue               | Ad that is Running                  | Ad Size      | Specs        | Due               | Net Invoice |             | ACT# 02-501-302   |
| PRINT MEDIA   |                     |                                     |              |              |                   |             |             |   |
| Texas Highways Magazine   | Nov 15              |                                     | 1/3 Page     | 2.25x4.625   | September 3, 2015 | \$2,457.95  |             | Connie Blair 512-524-0750, c. 512-636-7910  |
|   | Feb16               |                                     |              |              | December 3, 2015  | \$2,457.95  |             | connie@ajrmediagroup.com  |
|   | Mar 16              |                                     |              |              | January 2, 2016   | \$2,389.10  |             | Submit to: <a href="https://ftp.txdot.gov/dropbox/">https://ftp.txdot.gov/dropbox/</a>  |
|   | April 16            |                                     |              |              | 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 |   |
| Texas Events Calendar   | Spring 2016         |                                     | 1/3 Page     | 4.625x4.625  | November 26, 2015 | \$770.36    |             | Connie Blair 512-524-0750, c. 512-636-7910  |
|   | Summer 2016         |                                     |              |              | February 27, 2016 | \$770.36    |             | connie@ajrmediagroup.com  |
|   | Fall 2016           |                                     |              |              | May 28, 2016      | \$770.36    |             | Submit to: <a href="https://ftp.txdot.gov/dropbox/">https://ftp.txdot.gov/dropbox/</a>  |
|   | 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  |             | <a href="https://ftp.dot.state.tx.us/dropbox/">https://ftp.dot.state.tx.us/dropbox/</a> |
|   |                     |                                     |              |              |                   |             | \$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  |             |   |
|   |                     |                                     |              |              |                   |             | \$3,250.00  |   |
|   |                     |                                     |              |              |                   |             |             |   |
| San Antonio Guestbook   | 2016                |                                     | Full Page    |              |                   | \$3,000.00  |             | Nicole Juel 210-460-9940 nicole@ajrmediagroup.com                                       |
|   |                     |                                     |              |              |                   |             | \$3,000.00  |   |
|   |                     |                                     |              |              |                   |             |             |   |
| Total Print Spent   |                     |                                     |              |              |                   |             | \$29,516.16 |   |
| Miscellaneous Print Advertising                                   |                     |                                     |              |              |                   |             |             |   |
|   |                     |                                     |              |              |                   |             |             |   |
|   |                     |                                     |              |              |                   |             |             |   |
| INTERNET ADVERTISING  |                     |                                     |              |              |                   |             |             |   |
| 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  |             | <a href="http://materials.ajrmediagroup.com/">http://materials.ajrmediagroup.com/</a>   |
|   |                     |                                     |              |              |                   |             | \$3,145.00  | CC: Cindy@ajrmediagroup.com   |
|   |                     |                                     |              |              |                   |             |             |   |
| Tourtexas.com Featured Video                                      | March 2016          | Video pulled from Content Plan page |              |              |                   | \$750.00    |             | <a href="http://materials.ajrmediagroup.com/">http://materials.ajrmediagroup.com/</a>   |
|   | May 2016            |                                     |              |              |                   | \$750.00    |             | CC: Cindy@ajrmediagroup.com   |
|   | July 2016           |                                     |              |              |                   | \$750.00    |             |   |

|  |                        |                             |   |  |                         |            |            |   |
|--|------------------------|-----------------------------|---|--|-------------------------|------------|------------|---|
|  | Sept 2016              |                             |   |  |                         | \$750.00   |            |   |
|  |                        |                             |   |  |                         |            | \$3,000.00 |   |
|  |                        |                             |   |  |                         |            |            |   |
| <b>TourTexas.com/Destination Spotlight/(Exclusive home pg feature)</b>     | Feb 2016               |                             | Featured Destination on Home Page             | Text & Photo from from Content Plan Page | 15th of preceding month | \$600.00   |            | <a href="http://materials.ajrmediagroup.com/">http://materials.ajrmediagroup.com/</a> |
|  | April 2016             |                             |   |  |                         | \$600.00   |            | CC: Cindy@ajrmediagroup.com   |
|  | June 2016              |                             |   |  |                         | \$600.00   |            |   |
|  | Sept 2016              |                             |   |  |                         | \$600.00   |            |   |
|  |                        |                             |   |  |                         |            | \$2,400.00 |   |
|  |                        |                             |   |  |                         |            |            |   |
| <b>TourTexas.com/Medium Rectangle Banner/ Home Page Exclusive Position</b> | March 2016             |                             | 300 x 250 px                                  | 15th of the preceding Month              |                         | \$495.00   |            | <a href="http://materials.ajrmediagroup.com/">http://materials.ajrmediagroup.com/</a> |
|  | May 2016               |                             |   |  |                         | \$495.00   |            | CC: Cindy@ajrmediagroup.com   |
|  | July 2016              |                             |   |  |                         | \$495.00   |            |   |
|  |                        |                             |   |  |                         |            | \$1,485.00 |   |
|  |                        |                             |   |  |                         |            |            |   |
| <b>TourTexas.com/Wide Skyscraper Banner</b>                                | Oct 2015               |                             | 300 x 600 px                                  | 15th of the preceding Month              |                         | \$375.00   |            | <a href="http://materials.ajrmediagroup.com/">http://materials.ajrmediagroup.com/</a> |
|  | Nov 2015               |                             |   |  |                         | \$375.00   |            | CC: Cindy@ajrmediagroup.com   |
|  |                        |                             |   |  |                         |            | \$750.00   |   |
|  |                        |                             |   |  |                         |            |            |   |
| <b>Texashighways.com/Med Rec</b>   | Nov 2015               |                             | 300x250                                       | 15th of the preceding Month              |                         | \$445.50   |            |   |
|  | Feb 2016               |                             |   |  |                         | \$445.50   |            | Submit to Lupe Valdez: <a href="mailto:TRV_TH-ADS@txdot.gov">TRV_TH-ADS@txdot.gov</a> |
|  | March 2016             |                             |   |  |                         | \$445.50   |            | CC: Cindy@ajrmediagroup.com   |
|  | May 2016               |                             |   |  |                         | \$445.50   |            |   |
|  | Aug 2016               |                             |   |  |                         | \$445.50   |            |   |
|  | Sept 2016              |                             |   |  |                         | \$445.50   |            |   |
|  |                        |                             |   |  |                         |            | \$2,673.00 |   |
| <b>Austinmonthly.com</b>   | November7-28           | 50k impressions             | Run of site Banner                            |  | Submitted 9/24          | \$700.00   |            | Julie Kunkle  |
|  | Apr May & June         | 60k impressions (\$360 p/m) |   |  |                         | \$1,080.00 |            |   |
|  | 3 wks b4 spring event? | 50k impressions             |   |  |                         | \$700.00   |            |   |
|  |                        |                             |   |  |                         |            | \$2,480.00 |   |
|  |                        |                             |   |  |                         |            |            |   |
| <b>TexasMonthly.com/Digital Marketing</b>                                  | 10/15-9/16             | Starter Digital Kit         |   |  |                         | \$6,000.00 |            |   |
|  |                        |                             |   |  |                         |            | \$6,000.00 |   |
|  |                        |                             |   |  |                         |            |            |   |
| <b>Austintexas.org</b>   | July 2014 - June 2015  | Formatted Banner            |   | Photo+Text                               | Submitted               | \$762.10   |            | Ashley Burk (512) 432-5470 Susan Richardson (512) 51                                  |
|  | July 2014 - June 2015  | Rectangle                   |   | 300x250                                  | Submitted               | \$487.90   |            |   |
| <b>Austin Visitors Guide</b>   |                        |                             |   |  |                         | \$3,250.00 |            | Dinah Bryza (303) 867-8275 dinah.bryza@miles-wea                                      |
|  |                        |                             |   |  |                         |            | \$4,500.00 |   |
|  |                        |                             |   |  |                         |            |            |   |
| <b>Houstonia</b>   | November, 2015         | ROS                         | 728x90, 970x90, 300x250, 970x250, and 300x600 |  | Submitted 9/24          | \$750.00   |            | Renee Remillard <rremillard@houstoniamag.com>   |
|  | April, 2016            | ROS                         |   |  | March 29, 2016          | \$750.00   |            |   |
|  |                        |                             |   |  |                         |            | \$1,500.00 |   |
|  |                        |                             |   |  |                         |            |            |   |
| <b>Texas Hill Country.com</b>  |                        | 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   |
|                                    |                               |                               |   |         |                      |            | \$3,000.00  |  |
|                                    |                               |                               |   |         |                      |            |             |  |
| Trip Advisor                       | 10/6/2015-10/5/2016           | Tourism Sponsorship           |   |         |                      | \$3,800.00 |             | Casey Benn (cbenn@tripadvisor.com)   |
|                                    | 4/15-6/30/2016                | Banner Ads on SA & Austin 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 |                               |                               |   |         |                      |            |             |  |
|                                    |                               |                               |   |         |                      |            |             |  |
| EMAIL MARKETING                    |                               |                               |   |         |                      |            |             |  |
|                                    |                               |                               |   |         |                      |            |             |  |
| Texas Monthly Trip Planner e-blast | Oct 14, 2015                  | HCA Invitational              | Photo:160x107<br>45 words of copy,<br>10 word heading,<br>URL |         | 2 weeks prior to run | \$638.00   |             | Andrea Brunner, ABrunner@texasmonthly.com  |
|                                    | Nov 18, 2015                  | Dickens                       |   |         |                      | \$638.00   |             | D: 512-320-6939  C: 214-564-4222   |
|                                    | Dec 2 2015                    | Christmas                     |   |         |                      | \$638.00   |             | submit to : digital@texasmonthly.com or Sduvall@texasmonthly.com   |
|                                    | Jan 13 2016                   |                               |   |         |                      | \$638.00   |             |  |
|                                    | Feb 3, 2016                   | Valentines Day                |   |         |                      | \$638.00   |             | Corey Moss <CMoss@texasmonthly.com>  |
|                                    | Mar 2 2016                    | Spring                        |   |         |                      | \$638.00   |             | Sophie Duvall <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  |  |
|                                    |                               |                               |   |         |                      |            |             |  |
| Austin Monthly e-newsletter        | Oct 8 2105                    | Fall/THCI/Art                 | Syscraper- The Scoop Banner Ad                                | 300x250 | 2 weeks prior to run | \$500.00   |             | (512) 263-9133 ext277  |
|                                    | Nov 5 2015                    | Dickens                       |   |         |                      | \$500.00   |             | <a href="mailto:dduttweiler@austinmonthly.com">Darcie Duttweiler &lt;dduttweiler@austinmonthly.com&gt;</a> |
|                                    | Jan 28 2016                   | Valentine's Day               |   |         |                      | \$500.00   |             |  |
|                                    | Feb 25 2016                   | Spring/Wings over Boerne      |   |         |                      | \$500.00   |             |  |
|                                    | Mar 3 2016                    | Spring Break                  |   |         |                      | \$500.00   |             |  |
|                                    | Apr 7 2016                    | Spring/TCA/Parade of Artists  |   |         |                      | \$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     |             |  |
|                                    |                               |                               |   |         |                      |            | \$4,500.00  |  |
|                                    |                               |                               |   |         |                      |            |             |  |
| Tour TX e-newsletter- Big Long Ad  | Nov 2015 (Issue 2)            | Gave to Dickens!              | 300 word, 2 photo, 1 logo 3 links                             | 60x100  |                      | \$1,250.00 |             | <a href="http://materilas.ajrmediagroup.com">materilas.ajrmediagroup.com</a>                               |



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