

# Current/Recent Advertising Creative



## Print

### Texas Highways Magazine

Run: May 2026

Printed Copies: 200k

### Texas Events Calendar

Run: Fall and Summer

Printed Copies: 65k each run



## Traditional Digital

### TourTexas.com

Feature Video

Run: May 2025

Impressions: 116,233

### TexasHighways.com

Double Medium Rectangle Banner

Run: May 2026

Impressions: 192,275



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## AJR Media Digital Campaigns

### AJR Media: Native Display

Run: 12/1/25-1/14/26

Impressions: 450,612

Campaign CTR: 0.61%

(+25% CTR than average of 0.49%)

Run: 3/15-4/30/2026

Impressions: 640,219

Campaign CTR: 0.95%

(+94% CTR than average of 0.49%)

### AJR Media: Programmatic Display with Retargeting

Run: 3/15-4/30/2026

Impressions: 92,522

Campaign CTR: 0.23%

Boerne\_Native Dec25-Jan26\_1200x627\_Cheers 0.89% CTR

Visit Boerne

**Fine Wines & Limestone Caves**

With mild days perfect for exploring and chilly nights perfect for cozying up inside, winter is the most underrated time for a Hill Country getaway.

Boerne\_Native Mar-Apr 2026\_1200x627 - Camp Bar 1.10% CTR

Visit Boerne

**Boerne Just Wants to Have Fun**

Need an excuse for your next girls' weekend? Of course you don't! Start the text chain, cue the yacht rock, and pack the boho chic. Boerne aw...

Boerne Early Summer Apr 2026 Display RT-300x600 0.55% CTR

Visit Boerne

AN ELEVATED HILL COUNTRY EXPERIENCE

Taste & See

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## AJR Media Digital Campaigns

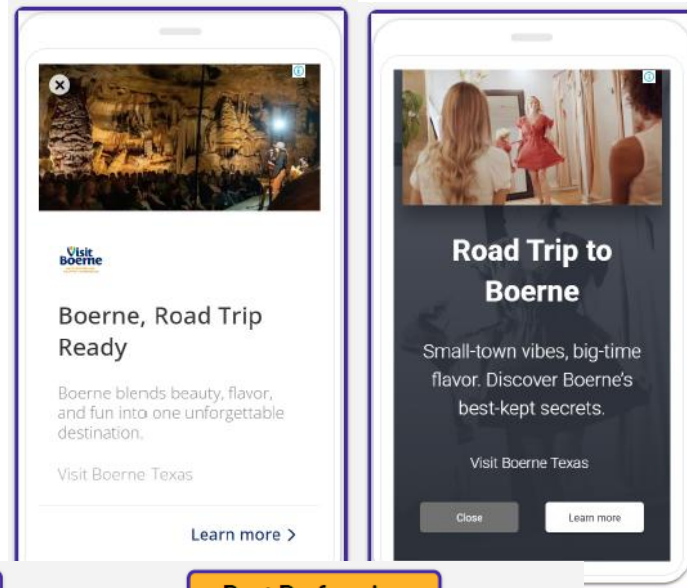
### Google Display Network

Run: 12/1/25-1/14/26

Impressions: 1,813,570

Campaign CTR: 0.56%

Avg. CPC (Cost Per Click):  
\$0.12



Run: 3/15-4/30/2026

Impressions: 1,293,615

Campaign CTR: 0.59%

Avg. CPC: \$0.16



Best Performing Image  
0.84% CTR



Best Performing Headline  
0.66% CTR

Boerne, Road Trip Ready

Best Performing Description  
0.75% CTR

Make Boerne your next road trip stop—good eats, big fun, local charm.

Best Performing Headline  
0.67% CTR

Shop Dine Unwind Boerne

0.67% CTR

Best Performing Image  
2.22% CTR



Best Performing Description  
1.06% CTR

Unplug and unwind in Boerne—where adventure and charm go hand-in-hand.

1.06% CTR

# Current/Recent Advertising Creative

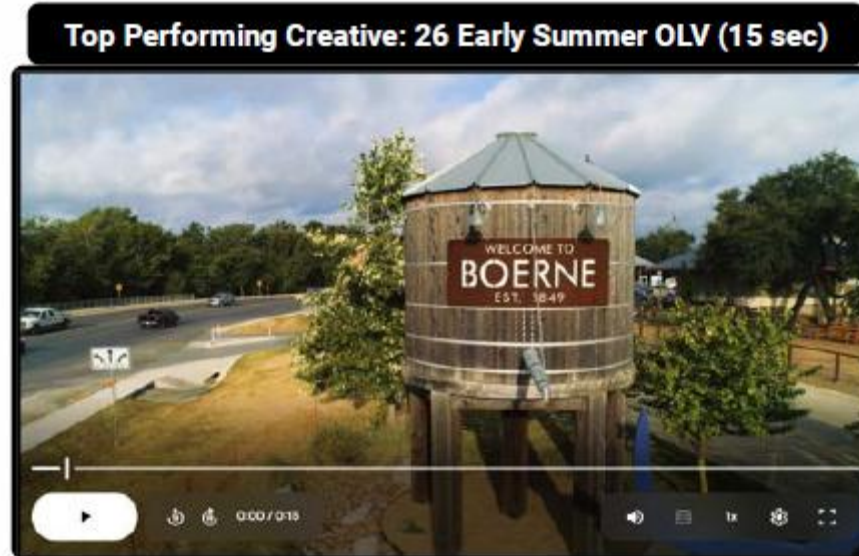
## AJR Media Digital Campaigns

**AJR Media: Datafy Video Display**

Run: 3/15-4/30/2026

Impressions: 170,877

VCR (Video Completion Rate): 95%  
*(+20% higher than the 75% benchmark)*



### Results since campaign launch

ATTRIBUTABLE TRIPS	UNIQUE REACH	EST. IMPACT	TOTAL WEBSITE SESSIONS
616	15,018	\$47,851	17,539
WEBSITE PAGEVIEWS	AVG. TIME ON SITE	AVG. ENGAGEMENT RATE	
19,803	2 min 45 sec	26.63%	

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## AJR Media Digital Campaigns

### AJR Media: Social Media

Run: 12/1/-12/31/25

Impressions: 211,780

Avg CTR: 5.22%

(+71% CTR than average of 0.2.58%)

Run: 3/15-4/30/26


Impressions: 269,602

Avg CTR: 5.74%

(+96% CTR than average of 2.58%)

★


**Boerne Just Wants to Have Fun\_Drinks**  
21.43% CTR (All)



ci.boerne.tx.us  
Boerne Just Wants to Have Fun [Learn more](#)

★

**Fine Wines & Limestone Caves\_Cave**  
5.43% CTR (All)



ci.boerne.tx.us  
Fine Wines & Limestone Caves [Learn more](#)

# Current/Recent Advertising Creative

## E-Newsletters

### Tour Texas Road Trips

Deploy Date: February 2026

Deploy Date: May 2026

Distribution: 100k Each



### Ultimate Spring Break Guide to BOERNE

Whether you're heading out on a Texas Hill Country adventure with kids or planning a grownups-only-outing, there's no denying that springtime is the perfect time to visit Boerne. Explore family-friendly breweries and wineries, parks and trails, the Hill Country Mile, Boerne Lake, two show caves, live music, and more.

[START PLANNING](#)

### Tour Texas Hot & Happening Event E-Newsletter

Deploy Date: March 2026

Distribution: 50k+



### BOERNE: Corvettes Cruise Downtown

**APR 18:** The Texas Corvette Association's Open Car Show returns to Boerne's Hill Country Mile on April 18. Admire rows of classic and modern Corvettes, connect with fellow enthusiasts, and enjoy a lively day in the heart of downtown. Between polished chrome and roaring engines, explore local shops, restaurants, and craft breweries lining the Hill Country Mile for a perfect spring outing.

[DETAILS →](#)

[MORE INFO →](#)



### Girls Trip, Boerne Style

Round up your favorite travel crew and escape to Boerne for an early summer escape of shopping, sips, brunch, pampering, and fun group activities. With Hill Country Mile charm, stylish stays, great food, and plenty of ways to reconnect, Boerne makes it easy to turn a quick trip into a tradition.

[Boerne is Calling](#)

# Current/Recent Advertising Creative

## Media Wires



Published standard

### Boerne Celebrates American Craft Beer Week with ...

Visit Boerne

Boerne marks American Craft Beer Week, May 11-17, with six local breweries pouring limited Maibocks and hosting the 5th Annual Bock...

Created: 4/30/2026 Release: May 4, 2026 6:00 AM CT



Published standard

### Boerne Summer Events Celebrate Culture & Heritag...

Visit Boerne

Experience the authentic German and European heritage of Boerne, Texas, this summer through vibrant cultural events and attractions....

Created: 6/9/2026 Release: Jun 10, 2026 6:00 AM CT



Published standard

### Boerne Spotlights Heartfelt Mother's Day Celebrati...

Visit Boerne

Boerne highlights creative ways to celebrate Mother's Day in the Texas Hill Country, from brunches and shopping on the Hill Country...

Created: 4/19/2026 Release: Apr 22, 2026 7:45 AM CT

Published standard

### Power of the Past Festival Celebrates The AgriCultu...

Visit Boerne

The AgriCultural Museum & Arts Center in Boerne, Texas, will host its Power of the Past Festival on March 7, 2026, celebrating 40 years of...

Created: 2/26/2026 Release: Feb 28, 2026 11:00 AM CT

Published standard

### Boerne Car Culture Revs Up 2026 Announcing Upc...

Visit Boerne

The City of Boerne announces its 2026 car culture lineup, featuring classic car shows, Italian, British and German motor gatherings as w...

Created: 2/26/2026 Release: Mar 3, 2026 7:00 AM CT