

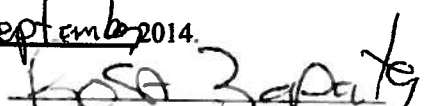
NOTICE OF SPECIAL MEETING
CITY OF SOUTH PADRE ISLAND
CONVENTION AND VISITORS ADVISORY BOARD

NOTIICE IS HEREBY GIVEN THAT THE CONVENTION AND VISITORS ADVISORY BOARD OF THE CITY OF SOUTH PADRE ISLAND, TEXAS WILL HOLD A SPECIAL MEETING ON:


FRIDAY, SEPTEMBER 5, 2014
9:25 A.M. AT THE MUNICIPAL BUILDING,
CITY COUNCIL CHAMBERS, 2ND FLOOR
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

1. Call to order.
2. Pledge of Allegiance.
3. Public announcements and comments: *This is an opportunity for citizens to speak to the Convention and Visitors Advisory Board relating to agenda or non-agenda items. Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns. (Note: State law will not permit the Advisory Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Convention and Visitors Bureau Advisory Board meeting).*
4. Discussion and action on funding application guidelines.
5. Discussion and action regarding SimpleView September Facebook proposal.
6. Discussion and action regarding equipment for digitized sign-in and video screens at public facilities.
7. Discussion and action regarding consideration for funding request on events:
 - a) Sandcastle Trail FY14 & FY15
8. Discussion and action regarding FY15 marketing media buy.
9. Set new meeting date/agenda items for next meeting.
10. Adjourn.

DATED THIS THE 2 DAY OF September 2014.


Rosa Zapata, CVB Administrative Assistant

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE NOTICE OF MEETING OF THE GOVERNING BODY OF THE CITY OF SOUTH PADRE ISLAND, TEXAS IS A TRUE AND CORRECT COPY OF SAID NOTICE AND THAT I POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT THE CITY HALL/MUNICIPAL BUILDING ON September 2, 2014, at/or before 9:25 AM AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.


Rosa Zapata, CVB Administrative Assistant



THERE MAY BE ONE OR MORE MEMBERS OF THE SOUTH PADRE ISLAND CITY COUNCIL ATTENDING THIS MEETING, AND IF SO, THIS STATEMENT SATISFIES THE REQUIREMENTS OF THE OPEN MEETINGS ACT.

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD
AGENDA REQUEST FORM**

MEETING DATE: September 5, 2014

NAME & TITLE: Scott Joslove, President & CEO

DEPARTMENT: Texas Hotel & Lodging Association

ITEM

Discussion and action regarding event funding guidelines.

ITEM BACKGROUND

Materials to be provided by Scott Joslove at the meeting.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD
AGENDA REQUEST FORM**

MEETING DATE: September 5, 2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention & Visitors Bureau

ITEM

Discussion and action regarding SimpleView September Facebook proposal.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



South Padre Island
SoPadre.com
Facebook Statement of Work



Project:
Facebook Campaign and Reporting
September 1 - September 30, 2014

Samantha Copley
Digital Media Analyst
scopley@simpleviewinc.com
August 28, 2014

Overview

Social media has changed the nature of how people find information online and nowhere is this more obvious than on Facebook. Facebook has become one of the most popular websites on the Internet, and simpleview is at the forefront of managing Facebook advertising campaigns for the travel and tourism industry. Our philosophy revolves around having consistent human, non-automated analysis and optimization of all our accounts.

Facebook Recommendation

To begin to raise awareness of the upcoming Spring Break holiday, Simpleview recommends a Facebook campaign to help supplement SoPadre.com's organic and paid traffic and increase brand awareness. Facebook advertising has become an important part of the marketing mix and an essential ingredient for branding. Facebook also offers some of the best targeting to help create a loyal client base and heightened audience engagement. For these reasons, we are proposing the following Facebook campaign for September 2014:

- Simpleview will implement Spring Break themed ads in relevant Facebook formats including Promoted Posts and standard Facebook ad units.
- Simpleview will develop customized ad creative incorporating selected images (provided by the CVB), leading consumers to the Spring Break landing page: www.SoPadre.com/spring-break/ and [Facebook.com/WhosYourPadre](https://www.facebook.com/WhosYourPadre).
- Simpleview will optimize the campaign based on key metrics such as clicks, likes, and click-through rate. Destination URLs will be tagged so that post-click activities can be monitored on the site via Google Analytics.
- A Facebook media plan will be developed by Simpleview after the work order has been signed. South Padre will review and approve Facebook launch plan, including all ad creative. A final call may be arranged to solidify targeting or any changes requested by the CVB.
- Campaign will launch 24-48 hours after final approval.

Ongoing Facebook Account Optimization, Management and Reporting:

Throughout the duration of your Facebook engagement, Simpleview will regularly review and optimize the performance of ad creative, targeting and audiences based upon data research, campaign performance and feedback provided by the South Padre Island CVB. With Facebook's targeting options it is important to optimize frequently. Underperforming ad creative will be paused in order to capitalize on successful ads and audience sets. Simpleview will also continually optimize, research additional targeting and expand audiences contained in your campaigns to increase the exposure of your social media campaign. Simpleview will provide campaign data to you on a monthly basis. Facebook reports will contain data such as clicks, impressions, average cost-per-click, average cost-per-thousand, click-through-rate and likes.

Recommended Program*

Option 1

Duration: September 1 – September 30, 2014

Media Spend:	\$ 1,750
Management & Reporting:	\$ 500
Facebook Set up Fee :	\$ 750
Contract Total	\$ 3,000

Option 2

Duration: September 1 – September 30, 2014

Media Spend:	\$ 3,000
Management & Reporting:	\$ 600
Facebook Set up Fee:	\$ 750
Contract Total	\$ 4,350

***In order to start this campaign by Friday, September 5, 2014, a signed work order must be received by Simpleview no later than 5pm PDT on August 29, 2014.**

Quote includes campaign set up, management and reporting. Quote is valid for 30 days. Client will be invoiced either monthly on a pre-pay basis or in one pre-pay invoice for the entire 12-month contract. The scope of work is based upon the media spends identified above. Any changes to spend amount may require a change in the set up and management costs. Program to be implemented no sooner than 10 business days from signature date.



September 1 - September 30, 2014

Authorization to Proceed

By signing this document, the parties agree to the scope of the Services as set forth herein. Client also agrees that any changes to the Project Specifications requested by Client may result in an increase to the fees.

Both parties agree to make all commercially reasonable efforts to complete the project and the Services in the timeliest manner possible. The client acknowledges that Simpleview's ability to meet the delivery dates is subject to timely interaction with the client's marketing and web team.

IN WITNESS WHEREOF, the Parties have caused this agreement to be executed by their respective duly authorized officers on the date written below.

Simpleview, inc	Client
Signature:	Signature:
Name:	Name:
Title:	Title:
Date:	Date:
Address: 7458 N. La Cholla Blvd., Suite 100 Tucson, AZ 85741 Phone: 520-575-1151 Fax: 520-575-1171	Address:

Primary Client Point of Contact:

Invoices Sent to:

Name:	Name:
Title:	Title:
Address:	Address:
Phone Number:	Phone Number:
E-mail:	Email:

Please fax this entire document to 520-575-1171

Attention: Scott Meredith

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD
AGENDA REQUEST FORM**

MEETING DATE: September 5, 2014

NAME & TITLE: Hershhal Patel, CVA Board Member

DEPARTMENT: Convention & Visitors Advisory Board

ITEM

Discussion and action regarding equipment for digitized sign-in and video screens at public facilities.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



CDWG.com | 800.594.4239

OE400SPS

SALES QUOTATION

QUOTE NO.	ACCOUNT NO.	DATE
FNLC085	4492459	9/2/2014

BILL TO:
 CITY OF SOUTH PADRE ISLAND
 4601 PADRE BLVD

SHIP TO:
 CITY OF SOUTH PADRE ISLAND
 Attention To: ATTN:PAUL HHOLTHUSEN
 4601 PADRE BLVD

Accounts Payable
 SOUTH PADRE ISLAND , TX 78597-
 7325

SOUTH PADRE ISLAND , TX 78597
 Contact: PAUL
 HOLTHUSEN 956.761.8136

Customer Phone #956.761.6456

Customer P.O. # CVA MEETING REQUEST
 QUOTE

ACCOUNT MANAGER		SHIPPING METHOD	TERMS	EXEMPTION CERTIFICATE
DARIUS MENAFIELD 866.448.3728		AIT - Deferred, 3-5 Days	Net 30 Days-Govt State/Local	STATE
QTY	ITEM NO.	DESCRIPTION	UNIT PRICE	EXTENDED PRICE
5	2673809	SAMSUNG EH5000 50" LED TV Mfg#: UN50EH5000FXZA Contract: TCPN - Technology Solutions R5106 R5106	581.03	2,905.15
5	1522322	PEERLESS TILT MOUNT 32-50" TAA Mfg#: PT650 Contract: TCPN - Technology Solutions R5106 R5106	61.50	307.50
5	3157243	LVO TS TC M73 I3-4130T 500GB 4GB W7P Mfg#: 10AY001RUS Contract: TCPN - Technology Solutions R5106 R5106	538.18	2,690.90
2	3165291	APPLE IPAD AIR 16GB GRAY WIFI Mfg#: MD785LL/A Contract: TCPN - Technology Solutions R5106 R5106	496.53	993.06
2	3439412	MACLOCKS IPAD SPACE ENCLOSURE WMNT Mfg#: 101W224SENW Contract: TCPN - Technology Solutions R5106 R5106	120.74	241.48
SUBTOTAL				7,138.09
FREIGHT				0.00
TAX				0.00

US Currency

TOTAL 7,138.09

CDW Government
 230 North Milwaukee Ave.
 Vernon Hills, IL 60061

Fax: 312.705.4778

Please remit payment to:
 CDW Government
 75 Remittance Drive
 Suite 1515
 Chicago, IL 60675-1515

This quote is subject to CDW's Terms and Conditions of Sales and Service Projects at <http://www.cdw.com/content/terms-conditions/product-sales.asp>
 For more information, contact a CDW account manager.

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD
AGENDA REQUEST FORM**

MEETING DATE: September 5, 2014
NAME & TITLE: Rachel Flores, CVB Director
DEPARTMENT: Convention & Visitors Bureau

ITEM

Discussion and action regarding consideration for funding request on events:

- a) Sandcastle Trail FY14 & FY15

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____
Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Sandcastle Trail-Draft Request 08/29/14

Repairs - \$3500

A recent survey of the existing sculptures indicates to me that a budget of \$3500 should bring all the the sculptures to good shape by Oct. 1. I am happy to hire any local sculptors who wish to help with the repairs. I am not sure of the best way to document the work done - before and after photos? I have already completed repairs on the sculpture at Ship Shape....

Marketing - \$3500

I understand that the city has spent some money on ads, rackcards, etc.. I also have tried to do my best without any kind of budget (sandcastletrail.com, Facebook Pages and have printed rackcards with maps) but would love to work with the town IT people to create a new website that I could help keep updated and that sopadre.com could link to. I own the domain name sandsculpturetrail.com and would be interested in a partnership that rebrands the trail as something more than mere castles, as well as an app that would allow trail locations to interact with fans. Is this possible before Oct. 1? Maybe not, but maybe we could use this plan for next fiscal year?

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD
AGENDA REQUEST FORM**

MEETING DATE: September 5, 2014
NAME & TITLE: Rachel Flores, CVB Director
DEPARTMENT: Convention & Visitors Bureau

ITEM

Discussion and action regarding FY15 marketing media buy.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

CVB Marketing Overview

RACHEL FLORES



FY15

■ FY 15 Media Budget= \$1.8M

■ Breakdown for FY15:

Media Allocation	Amount	Agency
Boomer's Plan	\$132,040	Machete
RGV Plan	\$177,500	Machete
Overall Plan	\$643,484	Machete
Expedia	\$90,000	Machete
Mexico	\$96,733	Machete
Pay-Per-Click	\$266,000	SimpleView
Display Media	\$290,000	SimpleView
Facebook	\$46,750	SimpleView
TOTAL	\$1,742,507	



SOUTH PADRE

SOUTH PADRE ISLAND CONVENTION CENTRE & CVB





Digital Media Buying & Plan

Digital Media Services at Simpleview offers a full range of services for organizations from strategic planning and media buying to advertising campaigns. We collaborate with our clients to develop our tactics to meet market demands.

Simpleview's Digital Media Services team works closely with our clients as the industry experts in traditional and online media buying factors including: formats, rates, and placement. We continually optimizing based on budget, performance, and media buying abilities include the following:

Media Planning: Interactive

-
- Introduction call with client to identify goals and objectives
 - Media research to identify potential publishers
 - Create a proposed media calendar
 - Create final media calendar
 - Call with client to review media calendar
 - Setting up event tracking in Google Analytics
 - Setting up event tracking on client site



Digital Media Buying & Planning

Media Buying: Interactive

- Negotiate ad rates and online placements with all publishers
- Negotiation and signing of all insertion orders
- Bi-weekly review of publisher performance (impressions, clicks, open rates, overall performance etc.)
- Review of publisher recommendations for increasing performance (a/b testing, added value exposure based on performance, improving placements, etc.)
- Provide agency or internal creative team recommendations for optimizing creative
- Coordination of creative changes with publisher(s)

Paid Search & Remarketing: Interactive

- Call with client to establish goals
- Initial research to identify keyword sets and phrases
- Setup of account, targeting, ad groups, and keywords
- Call with the client for keyword and ad group review and approval
- Complete any changes requested from the client
- Setup of budget in system
- Setup of any additional tracking, such as conversions
- Constant review of ad group performance and complete optimizations as needed
- Detailed Monthly report
- 1-hour call each month to discuss reporting and performance



Proposed Solution

The South Padre Convention & Visitors Bureau has identified that its marketing objectives for the upcoming year are generating hotel bookings and awareness of the South Padre area. Additionally, special attention needs to be given to promoting to and generating traffic from the following audiences:

- Winter Texans (October – November)
- Spring Breakers (October – February)
- Birders (February - April)

To achieve the highest traffic and conversions possible it is important to constantly optimize. Especially since this is an incredibly competitive space with competition from OTA's and other travel sites such as Expedia, Hotels.com, Trip Advisor and others. Because of this it's even more important to make sure both parties understand expectations going in. Historically conversion averages for hotel bookings typically fall around 1.00%. Conversion rates are determined by two sources of information: Traffic and room bookings/reservations. We have found that most conversions require more than one visit or "touch" as visitors typically don't book on their first visit, but rather require various other touch points along the way. To be successful it is important that the campaigns reach our audiences at the various stages of the buying funnel: Awareness, Planning, and Booking. This is a natural buying cycle as people typically are inspired to visit a destination, then do their research on rates, location, and places to stay etc. before actually booking. We refer to these other touches and events as "micro-conversions" or "alternative conversions". They can include partner referrals, email sign-ups, click-throughs to hotel rates, "book now" clicks, checking availability, partner referrals, etc. It is often easy to get too focused on the "Macro conversion" of booking a reservation, but these other micro-conversions should be measured as well, and often provide some additional insight into what is or isn't working. This will assist with campaign optimization.

To accomplish the main goal of increasing room nights through awareness as well as for Winter Texans, Spring Breakers and Bird watching activities we recommend using the following online marketing mediums to get the most conversions and traffic as possible out of your campaign budget:

Digital Mediums:

- Online Display Media Buy (Awareness and Planning Stage)
- Facebook Advertising (Awareness and Planning Stage)
- PPC (Awareness, Planning and Purchasing Stage)



Simpleview Paid Search Media (PPC)

PPC Overview

Simpleview drives qualified and targeted web traffic to DMO sites across the country. We specialize in managing custom Search Engine Marketing (SEM) and Pay-Per-Click (PPC) campaigns for destinations and attractions in the travel and tourism industry. Our PPC philosophy revolves around having expert, non-automated analysis and optimization of all SEM campaigns. An SEM campaign works best when paired with an organic SEO campaign, which increases web traffic from all angles. Sarasota's proposed SEO engagement will serve only to enhance the benefits of the overall SEM program.

PPC Recommendations

Simpleview recommends using both Google and Bing PPC campaigns to help supplement SoPadre.com's organic traffic. Adding Yahoo/Bing will allow us to capture available traffic on both search engines, thus increasing the amount of visitors to SoPadre.com.

Given the seasonality of South Padre Island, monthly spends will vary depending on time of year. During June-August, spends will be at their lowest as this is South Padre's low season. Starting in September, monthly spends will begin to increase as we prepare for Winter Texans and Spring Break. Monthly spends will be at their highest October-April then begin to drop off again in May.

To ensure South Padre remains top of mind as potential visitors are planning their Spring Break trips and Summer vacations, remarketing will be added to the Google PPC campaign. Remarketing will allow us to cookie visitors to the South Padre Island website (or specific pages within the site) and serve them banner ads (provided by the client) at a later date. These banners will remind the visitor of their original intent, prompting them to consider South Padre Island as a vacation destination for Spring Break and/or Summer.

Contract Launch

Kickoff Call: Every SEM contract launches with a kickoff call between Simpleview and the client to review overall website and marketing goals. Geo-targeting, key performance metrics and conversions will be identified. These metrics will determine overall SEM campaign structure and strategy.

Keyword Research: Simpleview will perform keyword research to determine keyword inventory and an appropriate strategy to accomplish the account goals identified in the kickoff call. Varying match types will be used based on account goals including broad, modified, phrase and exact.

Ad Copy Creation: Simpleview will develop customized ad copy based on identified target keywords and expert SEM best practices. Features such as dynamic keyword insertion, site link extensions, location extensions, mobile bid adjustments, and conversion optimization will be leveraged to ensure fresh, high-performing search ads.

Simpleview Paid Search Media (PPC)

Launch Plan Review: Simpleview will supply South Padre Island with an html export of the proposed plan and schedule a follow-up phone call to discuss. A typical SEM engagement will be comprised of up to a maximum of 6-8 campaigns. Questions and concerns will be addressed at this time. The plan will be re-worked as necessary for up to two rounds of feedback from South Padre Island.

Account Set up and Implementation: Simpleview will set up a Google AdWords account on behalf of South Padre Island. This account will be directly tied to South Padre Island's Google Analytics account and will be property of South Padre Island. The account and campaign will launch either at a pre-determined launch time (typically day 1 or 15 of the month) or 24-48 hours from plan approval if the pre-determined date has passed.

Ongoing Activities

Optimization: Simpleview will continue to optimize the account for the duration of the contract. Optimization includes researching new keyword opportunities, A/B testing ads, creating new ad copy, adjusting keyword bids, adding negative keywords, performing search query reports and more.

Reporting: Simpleview will provide campaign data to South Padre Island on a monthly basis, by the 7th business day of the subsequent month. Reporting will be concurrent with any SEO reporting if applicable. SEM reports will contain such data as clicks, impressions, average cost-per-click, click through rate, conversions, time-on-site, pages-per-visit and bounce rate.

Monthly Call: A recurring monthly call will be scheduled. This monthly call serves as a venue to discuss account performance, upcoming marketing needs, potential account changes and new initiatives.

PPC Media Budget

14-OCT	14-NOV	14-DEC	15-JAN	15-FEB	15-MAR
\$18,000	\$20,000	\$23,000	\$23,000	\$23,000	\$20,000

15-APR	15-MAY	15-JUNE	15-JUL	15-AUG	15-SEP
\$18,000	\$16,000	\$16,000	\$15,000	\$15,000	\$15,000



Simpleview Social Media Advertising

Facebook Campaigns

Social media has changed the nature of how people find information online and nowhere is this more obvious than on Facebook. Facebook has become one of the most popular websites on the Internet, and Simpleview is at the forefront of managing Facebook advertising campaigns for the travel and tourism industry. Our philosophy revolves around having consistent human, non-automated analysis and optimization of all our accounts, including all of our Social Media campaigns.

Simpleview at minimum recommends a Facebook general awareness campaign to help supplement your website's traffic, increase brand awareness, and engage with your audience. Facebook and other social media advertising has become an important part of the marketing mix and an essential ingredient for branding. Facebook also offers some of the best targeting to help create a loyal client base and heightened audience engagement.

Facebook Set-up

- Introductory call to review Facebook goals, overall social media marketing strategy and key performance metrics.
- Simpleview will research audiences and targeting based on your account goals, and determine the appropriate strategy in developing your new Facebook campaign. Once this research has been completed, the ad creative and targeting will be set up and structured into tightly-themed groups to ensure the optimal performance of each subset. We will also target niche markets with emphasis on your overall goals.
- Simpleview will develop customized ad creative incorporating selected images (provided by your organization or contracted separately through Simpleview), as well as brand your organization and promote your social media campaigns. Simpleview will a/b test ad creative, utilizing the best-performing ads to optimize performance account-wide.
- South Padre Island will review and approve Facebook launch plan, including all ad creative.
- Account and campaigns will launch 48-72 hours after approval.

Ongoing Facebook Account Optimization, Management and Reporting

Throughout the duration of your Facebook engagement, Simpleview will regularly review and optimize the performance of ad creative, targeting and audiences based upon data research, campaign performance and feedback provided by South Padre Island. With Facebook's targeting options, it is important to optimize frequently. Underperforming ad creative will be paused in order to capitalize on successful ads and audience sets. Simpleview will also continually optimize, research additional targeting and expand audiences contained in your campaigns to increase the exposure of your social media campaign. Simpleview will provide campaign data to you on a monthly basis. Facebook reports will be submitted as part of your monthly SEO report the following month, and will contain data such as clicks, impressions, average cost-per-click, social reach and click-through-rate.

Simpleview Social Media Advertising

Facebook Media Budget

Winter Texans

14-OCT	14-NOV
\$4,000	\$4,000

Spring Break

14-OCT	14-NOV	14-DEC	15-JAN	15-FEB
\$2,000	\$3,000	\$5,000	\$6,000	\$6,000

Birding

15-FEB	15-MAR	15-APR
\$2,000	\$2,000	\$2,000

Pricing

TOTAL PRICING RUN DATES: OCTOBER 1, 2014 - SEPTEMBER 2015	COST
PPC/Remarketing Media Spend, Set-up and Management	\$266,000
Display Media Buy, Set-up and Management	\$290,000
Facebook Media Buy, Set-up and Management	\$46,750
TOTAL	\$602,750

TOTAL PRICING BY MEDIUM: PPC/REMARKETING FEES RUN DATES: OCTOBER 1, 2014 - SEPTEMBER 30, 2015	COST
Annual Media Spend (Google & Bing)	\$222,000
Annual Management & Reporting	\$44,000
Remarketing Code Implementation	Waived
PPC Set-up Fee	Waived
TOTAL	\$266,000

TOTAL PRICING BY MEDIUM: DISPLAY MEDIA BUY CAMPAIGN FEES RUN DATES: VARIES *CAMPAIGN FOCUS WILL SHIFT BETWEEN WINTER TEXANS, SPRING BREAK & BIRDING	COST
Display Media Budget	\$242,000
Placements	TBD
Creative (Banner Ads, Landing Pages, Etc.)	Not Included
Set-up, Management, Optimization & Reporting	\$48,000
DISPLAY MEDIA AND EMAIL TOTAL	\$290,000

Pricing

TOTAL PRICING BY MEDIUM: WINTER TEXANS FACEBOOK FEES RUN DATES: OCTOBER 1, 2014 - NOVEMBER 30, 2014	COST
Facebook Media Spend	\$8,000
Facebook Set-up (Winter Texans)	\$750
Management, Optimization & Reporting	\$2,000
Creative (Thumbnail Images from CVB)	Included
TOTAL	\$10,750

TOTAL PRICING BY MEDIUM: SPRING BREAK FACEBOOK FEES RUN DATES: OCTOBER 1, 2014 - FEBRUARY 28, 2015	COST
Facebook Media Spend	\$22,000
Facebook Set-up (Spring Break)	\$750
Management, Optimization & Reporting	\$5,000
Creative (Thumbnail Images from CVB)	Included
TOTAL	\$27,750

TOTAL PRICING BY MEDIUM: BIRDING FACEBOOK FEES RUN DATES: FEBRUARY 1, 2015 - APRIL 30, 2015	COST
Facebook Media Spend	\$6,000
Facebook Set-up (Birding)	\$750
Management, Optimization & Reporting	\$1,500
Creative (Thumbnail Images from CVB)	Included
TOTAL	\$8,2550

FACEBOOK TOTAL	COST
Facebook Media Spend	\$36,000
Facebook Set-up	\$2,250
Management, Optimization & Reporting	\$8,500
TOTAL	\$46,750

Authorization to Proceed

By signing this document, the parties agree to the scope of the Services as set forth herein. Client also agrees that any changes to the Project Specifications requested by Client may result in an increase to the fees.

Both parties agree to make all commercially reasonable efforts to complete the project and the Services in the timeliest manner possible. The client acknowledges that Simpleview's ability to meet the delivery dates is subject to timely interaction with the client's marketing and web team.

IN WITNESS WHEREOF, the Parties have caused this agreement to be executed by their respective duly authorized officers on the date written below.

SIMPLEVIEW, INC.	CLIENT
Signature:	Signature:
Name:	Name:
Title:	Title:
Date:	Date:
Address: 7458 N. La Cholla Blvd., Suite 100 Tucson, AZ 85741 Phone: 520-575-1151 Fax: 520-575-1171	Address:

PRIMARY CLIENT POINT OF CONTACT	INVOICES SENT TO
Name:	Name:
Title:	Title:
Address:	Address:
Phone Number:	Phone Number:
Email:	Email:

**Please fax this entire document to 520-575-1171
Attention: Scott Meredith**

Simple. SEM.

Paid Search. PPC.

Remarketing.

Display Media.

Reporting. Custom.

Essential Elements.


Digital Campaign.

On time, on budget.



Sample Reports

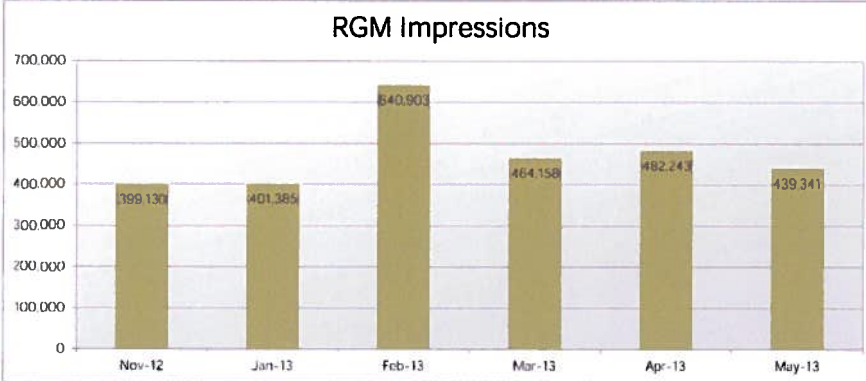
Date: June 6, 2013
 Client: Destination CVB
 Date Range: November 1, 2012 - May 31, 2013
 Campaign: 12/13 Brand Campaign

simpleview 

RGM Total:

	Nov-12	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Total
Total Impressions:	399,130	401,385	640,903	464,158	482,243	439,341	2,827,160
Total Clicks:	996	759	1,827	708	611	1,805	6,776
Overall CTR:	0.25%	0.19%	0.29%	0.15%	0.14%	0.41%	0.24%


RGM Impressions



Notes:

RGM finished strong in May. Overall CTR% is well above industry average at 0.41% for the month and 0.24% for the entire campaign. This has been a very successful publisher for the Brand campaign. Additionally, the publisher has over delivered by over 410,000 impressions giving the campaign more exposure and extra free traffic.

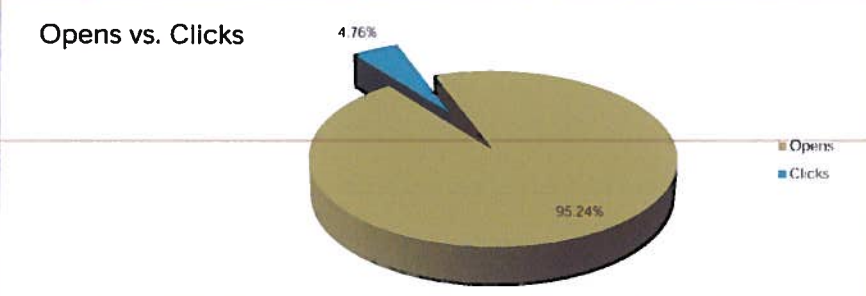
Date: June 6, 2013
 Client: Destination CVB
 Date Range: November 1, 2012 - May 31, 2013
 Campaign: 12/13 Brand Campaign

simpleview 

Email Campaign:

Placement / Content	Send Date	Delivered	Opens	Open Rate (%)	Clicks	CTR
Solo Email	5/4/2013	601,106	107,718	17.92%	5,386	0.90%
Total		601,106	107,718	17.92%	5,386	0.90%

Opens vs. Clicks



Notes:

The Times: Open Rate 10.63% CTR% 1.00%
 AWAY: Open Rate 4.37% CTR% 30%
 Travel Spike: Open Rate 10.00% CTR% 1.00%

Sample Reports

Date: June 6, 2013
 Client: Destination CVB
 Date Range: November 1, 2012 - May 31, 2013
 Campaign: 12/13 Brand Campaign



PayPerClick:

Google		Nov-12	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Total
Impressions:		371,288	301,120	321,014	300,830	213,531	186,586	1,694,369
Clicks:		7,701	6,767	6,678	6,753	6,331	6,649	40,959
CTR:		2.10%	2.25%	2.08%	2.24%	2.96%	3.56%	2.42%
Average CPC:		\$0.63	\$0.73	\$0.73	\$0.74	\$0.77	\$0.74	\$0.72
Cost:		\$4,916.67	\$4,910.32	\$4,801.66	\$4,068.38	\$4,899.51	\$4,049.74	\$29,534.28

Yahoo/Bing		Nov-12	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Total
Impressions:		112,099	96,191	99,748	101,978	112,309	95,174	619,699
Clicks:		1,362	1,421	1,423	1,438	1,535	1,050	8,849
CTR:		1.21%	1.48%	1.43%	1.38%	1.37%	1.10%	1.43%
Average CPC:		\$0.73	\$0.71	\$0.70	\$0.67	\$0.65	\$0.61	\$0.68
Cost:		\$1,001.48	\$1,007.48	\$1,002.71	\$865.23	\$1,001.93	\$1,002.54	\$5,878.37

Total		Nov-12	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Total
Total Impressions:		483,387	397,311	420,762	404,808	325,840	281,960	2,314,068
Total Clicks:		9,063	8,188	8,101	8,191	7,866	8,299	49,808
Overall CTR:		1.90%	2.05%	1.93%	2.02%	2.41%	2.94%	2.15%
Total PPC Cost:		\$5,920.15	\$5,920.80	\$5,804.37	\$5,933.61	\$5,901.44	\$5,052.28	\$35,112.65

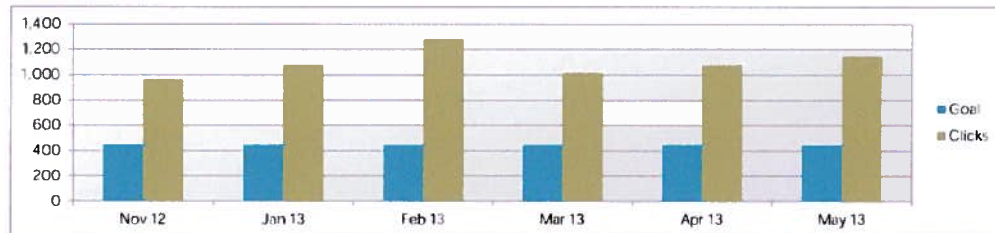
Notes:

Brand PPC ended well with 8,299 clicks and 281,960 Impressions for May with an average CPC of \$0.72 and increased CTR of 2.94%. Sitelinks for this campaign were still very successful with a 11.51% CTR and 3,608 clicks on 31,355 Impressions. Overall, the campaign was very successful with 49,808 clicks to the various brand landing pages, 2,314,068 impressions and an overall CTR of 2.15%.

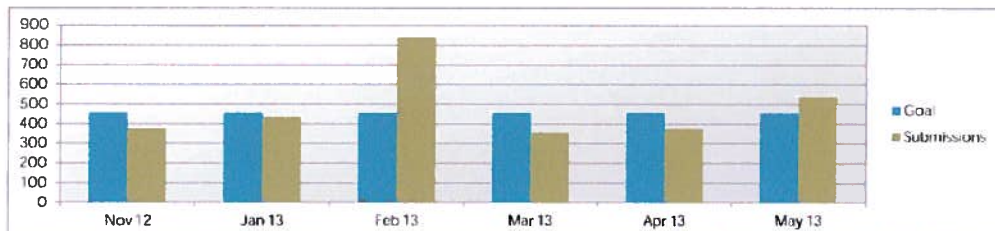
Industry Average for PPC: 1.00% CTR.

CampaignGoals:

Book a Room Search		Nov 12	Jan 13	Feb 13	Mar 13	Apr 13	May 13	Total
Goal:		446	446	446	446	446	446	2,676
Clicks:		964	1,077	1,278	1,016	1,078	1,147	6,559



Visitor Guide Clicks		Nov 12	Jan 13	Feb 13	Mar 13	Apr 13	May 13	Total
Goal:		457	457	457	457	457	457	2,742
Submissions:		377	434	839	356	377	537	2,920



Simple. Smart.

Experience.

Creative. Reliable.

Comprehensive.

Friendly. Innovative.

Professional.

Style. Masters of

our craft.



Optional Creative Services

Simpleview offers a full range of creative services. Creative can include the following:

- Develop and create custom campaign landing pages (as needed)
- Facebook creative (Thumbnails)
- Banner ad creative (online media placements for display buy and remarketing)

Pricing for creative services will be determined after further discussions with the CVB and will be provided in a separate scope of work.

Creative Steps & Process

The Simpleview Creative Services team plans strategically and thinks out of the box to exceed our client's expectations as we bring a brand's promise to life. We work smart, using objective metrics to make good decisions and our creativity is unparalleled.

When it comes to developing an online advertising campaign, we believe in keeping it simple, but don't take that the wrong way. Our process has been honed through years of experience. We have worked hard on our philosophy that a strategic, creative, interactive, and simple approach is the most effective. Here's how we do it in a few simple steps:

1. Meet – discovery, research and strategy
2. Create – compelling and creative campaigns
3. Manage – track measureable benchmarks

Meet – discovery, research and strategy

- Strategy meeting to discuss goals
- Creative research and discovery
- Develop advertising creative brief
- Review with stakeholders

Create – compelling and creative campaigns

- Conceptualize a strategic approach
- Design and write creative advertising campaigns
- Review with stakeholders
- Identify and execute campaign deliverables

Manage – track measureable benchmarks

- Identify measureable results
- Optimize based on budget, performance, medium and goals
- Achieve targeted goals and adjust to meet market demands
- Report to stakeholders





In-House Creative Capabili

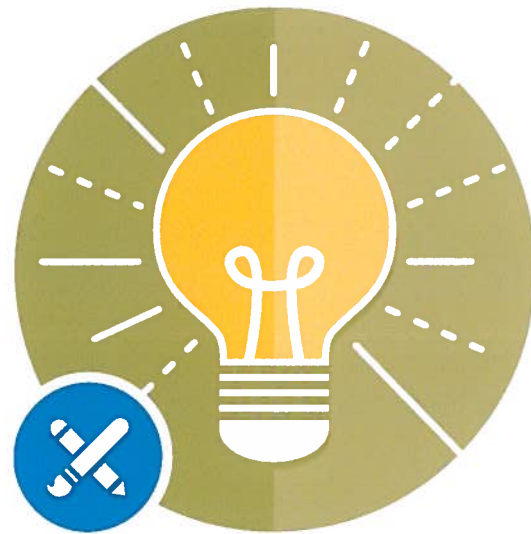
Creative Services at Simpleview has been delivering marketing solutions across the world since 1991. With 25 years of collective experience working in the advertising industry, our team has developed award-winning international campaigns throughout their careers, working with organizations such as LAX International Airport, Amfac Resorts, Grand Canyon National Park, Grand Canyon Resort, Miraval Resort, and America West Vacations. Today, we now services the Simpleview client list of over 250+.



In-House Creative Capabilities

Our creative services capabilities include, but are not limited to:

- Interactive Communications
- Advertising Campaign Development; print, broadcast and interactive
- Brand Identity Systems, Marketing Collateral Development and Style Guides
- Innovative Ideation
- Strategic Planning
- Creative Direction
- Conceptual Copy Writing
- Art Direction
- Graphic Design
- Interactive and Website Design
- Digital Art Production
- Creative Presentations
- Story Boards
- Photo Styling and Direction of Photography
- Color Trending and Evaluation
- Project Management
- Color Enhancement and Photo Retouching
- Print Production Management
- Production and Media Coordination
- Strategic Partner Identification
- Sourcing and Price Negotiations
- Creative Resource Management



Simpleview is a full service interactive agency that provides strategy and solutions for Customer Relationship Management (CRM), Content Management (CMS), Online Media, Search Engine Marketing (SEM) and Email Services, and Creative Development. All work is executed in-house through our 120 hospitality and tourism industry experts. At Simpleview, we do not outsource to subcontractors. Simpleview's talented creative and professional team will complete all work for your campaign.

Digital Campaigns

The Simpleview creative team weaves together visual elements and the written word in a way that compels people to act. We connect with the guest on an emotional level, inspiring them to discover the destination for themselves and create lasting memories of their visit. Our promise is that potential visitors will be compelled to book a visit, share the destination with friends and family, and keep coming back year after year. We partner with the DMO to create a lasting impression for guests and measurable results for the destination.

ADVERTISING CAMPAIGNS

Simpleview's in-house team of graphic designers and ad creation specialists will develop targeted online campaigns that match the look, feel, and branding message of your overall site(s). We will leverage our extensive experience in media buying to place these banner ads on highly effective publisher sites and support your banner advertisement campaign through pay-per-click and email marketing.

EMAIL CAMPAIGNS & LANDING PAGES

Simpleview has created hundreds of email campaigns and landing pages for our clients in the travel industry and beyond. We apply our research strategies to develop targeted keyword-rich content to enhance user experience and encourage conversions. We also fully optimize each email and landing page to maximize search engine performance.

MOBILE EXPERIENCES

Our mobile site project process allows our award winning creative team to get to know your brand so that they can then translate your brand into the mobile design. Mobile web inherently gives us a lot of flexibility to be nimble with the ever-changing space of mobile. So on the front facing areas we are constantly raising the bar, designing deeper, richer mobile experiences. On the back-end our new mobile CMS gives you the power to do everything you need to do to keep your site up to date.



Sample Campaign

CLARO VISTA USA

Package Tickets Hotels Photo Contest Restaurants Things To Do Plan

It's a Whole New Ball Game

SPRING TRAINING RETURNS TO CLARO VISTA

15k 7,991 2.8k 69.4K

GET YOUR TICKETS

Come cheer the Milwaukee Brewers at Spring Training in Claro Vista!

Mark your calendars – the **Milwaukee Brewers** return to Claro Vista for spring training on February 23, and when it comes to putting together great ways to enjoy the game, we're knocking it out of the park!

More savings with **spring training packages**. More special rates at featured **Claro Vista hotels**. More great discounts at **restaurants for every budget** and our **best family-friendly attractions** with your ticket stubs or receipts, so you can experience the best of Claro Vista before or after the game.

And to celebrate the Brewer's return to Claro Vista Electric Stadium, we're stepping up to the plate with **free spring training vacations** awarded to MVPs in our **Batting a Thousand Spring Training Giveaway**, building America's best photo archive of baseball memories from true fans like you.

Grand Slam Savings

Our exclusive **Claro Vista spring training packages** deliver major-league savings. Buy spring training tickets and your Claro Vista hotel together for deep discounts. Save even more when you add vouchers for Claro Vista restaurants and attractions!

Get in the Game

Everything you need to **plan your trip** for Claro Vista spring training – games schedules, stadium and parking maps, team info and a handy itinerary tool for building the perfect trip and keeping all your info in one place.

Enter Now!

Submit your Pics to Q

Help us build America's best baseball photo archive for a chance to win an awesome spring training vacation!

Use #clavbating1000 on Twitter or Instagram. Facebook users, visit our page to enter

20% OFF before tax after the game!

Eli's PORK PIT

Make it a double header with the best pulled-pork west of the Mississippi.

ADVERTISEMENT

CLARO VISTA USA

It's a Whole New Ballgame!

SPRING TRAINING RETURNS TO CLARO VISTA

GET YOUR TICKETS!

Come cheer the Milwaukee Brewers at Spring Training in Claro Vista!

Mark your calendars – the **Milwaukee Brewers** return to Claro Vista for spring training on February 23, and when it comes to putting together great ways to enjoy the game, we're knocking it out of the park!

Get Offers & Updates

SIGN-UP

Sign-up for special offers and spring training updates - one email a week

SPRING TRAINING RETURNS TO CLARO VISTA

Package Tickets Hotels Photo Contest Restaurants Things To Do Plan Your Trip

Plan Your Trip Schedule Spring Valley Park Make an Itinerary Office Sign-Up



© 2013 Visit Claro Vista. Made by SimpleGeo.

Sample Campaign

The online advertising campaign for Claro Vista was a sample campaign that showcased a set of full-service creative components that included a microsite, mobile design, retargeting and display ads, landing pages, email campaign, and Facebook promotions.

The image displays a collection of digital marketing materials for Claro Vista, including website screenshots, display advertisements, and an email campaign.

Website Screenshots:

- Top Section:** Features a hero image of a baseball player sliding into a base. Text includes "CLARO VISTA USA", "Save on Spring Training Getaways", and "WHEN YOU COMBINE TICKETS, HOTEL & MORE".
- Left Column:** Promotes "Couple's Getaway" (2 nights at Sequoia Resort & Spa + 2 spring training tickets + romantic dinner for 2 at Sutton's) and "Family Fun" (2 nights at Sequoia Resort + 2 spring training tickets to Baylor Children's School). Both include "Package Price" information.
- Right Column:** Promotes "Sequoia Resort and Spa" with a pool image.
- Bottom Section:** Features a "Win 1 of 3 Vacation Packages" contest banner with a baseball theme and the hashtag #batting1000stg.

Display Advertisements:

- Spring Training Vacations:** Ad featuring a hot dog and drink, with text "Spring Training Vacations IN CLARO VISTA" and URL "SpringTrainingClaroVista.com".
- Exclusive Offer:** Ad for "1/2 Off Your 2nd Night's Stay" with a "Special-Offer Code".
- Score an Extra 20% Off:** Ad featuring a baseball player, with text "SCORE AN EXTRA 20% OFF Spring Training Vacations IN CLARO VISTA".
- The Brewers are Back!:** Ad featuring a baseball glove, with text "The Brewers are Back!" and URL "SpringTrainingClaroVista.com".

Email Campaign:

- Header:** "Submit Your Baseball Photos for Your Chance to Win!"
- Body:** "We're out to build the best online photo gallery dedicated to America's pastime, and we're giving away 3 great vacation packages to make it happen! Here's how it works:"
- Instructions:**
 - Share your photos online. Use the hashtag #batting1000stg on Instagram and/or pick a favorite photo and post it to our Facebook page.
 - Enter the contest with the form below. We'll need your Instagram handle or Facebook URL so we know which photos are yours.
- Footer:** "That's all it takes, and here's what you could win:"
- Image:** A baseball bat.
- Offer:** "Sequoia Resort & Spa AAA Four Diamond Luxury Free 5-min shuttle to all games. Spring Training Specials starting at \$125/night".

Social Media: Facebook share button showing 55k likes, 7,991 tweets, 2.8k shares, and 69.4K shares.

Case Study

Interactive Campaign #1

Situation

A mid-tiered Visitor Bureau retained Simpleview to assist in their six-month Brand and CO-OP campaigns. After establishing client goals, the challenge was to promote brand awareness and CVB partners through online media. Projected numbers were assembled and success metrics identified as traffic volume, online booking searches and visitor guide requests. At the same time the CO-OP campaign needed to drive visitors to partner sites through a custom landing page, all while running side-by-side with the brand awareness campaign.

Solution

Simpleview's Search Engine Marketing team immediately developed an online media strategy that included a well-defined campaign media plan. This plan served as a collaborative road map to ensure campaign strategy was transparent to all parties. After research and negotiations with publishers, the team decided to utilize three mediums to accomplish client goals: online display, paid search (PPC) and email marketing. Publishers were chosen solely based on campaign goals and brand alignment. The team worked directly with the bureau, as well as their creative agency, to develop custom landing pages and creative that delivered the message that would lead to high conversions for both the brand and CO-OP campaigns. Throughout the entire campaign, the team worked to push publishers for better performance and was often able to negotiate added value when targets were not being met.

Through PPC, the team worked diligently to optimize and develop tightly-themed keyword sets and ad groups that assisted them in being highly visible on top search engines Google, Bing and Yahoo. This led to increased traffic and higher conversion rates.

Additionally, in-depth reporting allowed Simpleview and the bureau to see which campaigns, ad groups, keywords, creative and publishers were performing best. These reports detailed top conversions as well as how users were engaging with the landing pages and website. With this information, targeting and optimization became more precise.

Results

Brand: The campaign ran for six months and served 7,408,615 impressions through email marketing, paid search and display ads. This was a 15% increase over projected numbers. The campaign also saw 68,005 visits to the four custom brand-landing pages, a 20% increase over forecasted numbers. Email marketing accounted for 236,123 opens and 14,590 clicks to the various landing pages. Paid search generated the greatest amount of visits with 49,808 and 2,314,068 impressions.

Co-Op: Co-Op partners could choose either three or six month placements and partners were rotated evenly on dynamic landing pages. During the six-month period, the campaign served 8,687,786 impressions through email marketing, paid search and display ads. The campaign also provided 57,470 visits to the CO-OP landing pages, a 42% increase over projected numbers. Email marketing accounted for 42,169 opens and 4,739 clicks to the CO-OP landing pages. PPC was also a generator of huge traffic with 44,190 visits and 2,143,416 total impressions.

Case Study

Interactive Campaign #2

Situation

The Greater Houston Convention and Visitors Bureau provides freshly written content on their websites about all the great restaurants, hotels and attractions in their city. They see themselves more as a media publisher and content provider than a traditional destination marketing organization.

However, the CVB was not optimizing their content for search engines and was spending thousands of dollars on Pay-Per-Click (PPC) ads to drive traffic to the site. In addition, the site's architecture prevented search engines' spiders from efficiently crawling and indexing content on the site.

Solution

Simpleview's SEM team immediately went to work on optimizing the Greater Houston CVB's website content and targeting their PPC efforts around specific campaigns instead of using advertising for general branding. Keyword analysis and competitive research helped the team to optimize the site's content for what people searched on Google, Yahoo, Bing and other popular search engines. The bureau's architecture was also improved as we developed a new sitemap and incorporated other techniques to enable search engines to better index the website's valuable content.



Our analysts were able to provide regular consultation on SEO and PPC best practices, including determining whether to invest time into developing a mobile App or optimizing the site for mobile devices. This also includes providing best practices on terminology people use in searches, such as labeling a page on places to eat in Houston "Restaurants" instead of "Dining."

Results

From February 2011 to January 2012, the Greater Houston CVB was able to increase their overall unique visitations by 21 percent. With the creation of a mobile site and dedicated sites for the LGBT community, culinary, reunions and Spanish-speaking travelers in 2012, overall visits to bureau-owned sites increased by 36 percent. Thanks to efforts from the Simpleview SEM team, more than 200,000 monthly visitors learn more about the city and all it has to offer travelers.

Simple. Smart.

Approachable.

Creative. Reliable.

Sophisticated.

Friendly. Innovative.

Humble but not

inferior. Confident

but not cocky.



2014-2015 MEDIA BUDGET ALLOCATION

08.26.14



Media Budget Allocation for 2014-2015

Boomer's Plan	\$132,040
RGV Plan	\$177,500
Overall Plan	\$643,484
Online Plan	\$90,000
Mexico Plan	\$96,733
TOTAL	\$1,139,757



Totally Beachin' Boomers - Flowchart

	October	November	December	January	February	March	April	May	June	July	August	September	Gross Total Cost
Media Campaign - Oct 2014-Sept 2016 MEDIUM SPECIFICATIONS DEMO: A64+, HA64+													
Print													
AARP - Southwest Getaways (Texas)							1/3 Page						\$7,000
AARP - Great Lakes 60-69 Segment (IL, MI, MN, MO, WI)			1/3 Page				1/3 Page					1/3 Page	\$41,000
AARP - West Central 60-69 Segment (MT, ND, SD, NE, NM, KS, CO, WY)			1/3 Page				1/3 Page					1/3 Page	\$39,040
Online													
AARP.org - Online geo-targeting													\$46,000
- Travel Enthusiast Section													\$0
TOTAL													\$132,040



Print & Online



Totally Beachin' Boomers Summary - \$132,040

Markets:

- Texas, Midwest, Great Lakes, West Central

Media Vehicles:

- AARP (Print)
- AARP (Online)



RGV Plan - Flowchart

		2014 Fiscal												Gross	
		October	November	December	January	February	March	April	May	June	July	August	September	Total Cost	
														Cost Per Flight	
Media Campaign - Oct 2013-Sept 2014															
MEDIUM SPECIFICATIONS															
DEMO: A18-34, HA18-34															
Television															
KRGV - ABC	- News, Prime, Fringe														\$43,000
KGBT - CBS	- News, Prime, Fringe														\$38,000
KNVO - Univision	- News, Prime, Fringe														\$35,000
Radio															
KBFM-FM (Clear Channel)	- 21 spots per week														\$10,600
KTEX - FM (Clear Channel)	- 20 spots per week														\$12,600
KBTQ - FM (Univision)	- 31 spots per week														\$10,000
KROQ-FM	- 27 spots per week														\$11,600
KVLY-FM	- 19 spots per week														\$12,600
KURV-FM	- 18 spots per week														\$4,600
TOTAL														\$177,600	



TV & Radio



RGV Plan Summary - \$177,500

TV Stations:

KRGV - ABC

KGBT - CBS

KNVO - Univision

Radio Stations:

KBFM - FM

KTEX - FM

KBTQ - FM

KROQ - FM

KVLY - FM

KURV - FM



Overall Plan - Flowchart

Media Campaign - Oct 2014 - Sept 2015 MEDIUM SPECIFICATIONS DCMO: A3-44, M3-44	2014 Fiscal												Gross Total Cost	
	October	November	December	January	February	March	April	May	June	July	August	September		
Television														\$165,000
Time Warner Cable - Dallas, San Antonio, Austin, Rio Grande Valley (Harrington, McAllen, Brownsville), Waco-Temple-Killeen, El Paso, Corpus Christi, Laredo, Wichita Falls, Beaumont-Port Arthur - TVC/IATN Interconnect Online (Dallas, Austin, SA)														\$70,000
Comcast - Houston														\$16,000
Radio														\$180,770
San Antonio - KSMG, KTFM, KROM, KGSSX														\$62,500
Austin - KLOB, KASE, KBPA, KAMX, KX-FI														\$113,770
Houston - KBRX, KKOB, KOVE														\$204,500
CMB Print														\$58,041
Texas State Travel Guide - 1/2 Page														\$1,300
Texas Highways Magazine - 1/2 Page														\$1,300
Texas Highways.com - Large Section Page Banner - 1/2 Page														\$4,300
TourTexas.com - Platinum Plan, PDF, Video														\$2,800
Exact Target - Email Marketing - 1/2 Page														\$3,682
Texas Monthly - 1/2 Page														\$10,688
Niche Print														\$34,170
Birds' Guide - Full Page														\$3,730
wwwaba.org (American Birding Association) - 180x120 right side banner														\$750
Saltwater Fishing Magazine - 1/2 Page														\$8,689
Texas Game & Fish - 1/2 Page														\$10,000
Windsurf Magazine - 728x90 Banner														\$4,716
Kitesurfer Magazine - 728x90 Banner on kitesurfer.com														\$4,688
Ride Texas - Full Page														\$2,200
Surfer Magazine - Video Pre Roll														\$16,000
TOTAL														\$243,484



TV, Radio, Print, Online



Overall Plan Summary

TV:

Time Warner Cable

- Dallas
- San Antonio
- Austin
- RGV
- Waco-Temple-Killeen
- El Paso
- Corpus Christi
- Wichita Falls
- Beaumont-Port Arthur

Comcast:

- Houston

Radio:

- San Antonio
 - KSMG
 - KTFM
 - KROM
 - KGSX
- Austin
 - KLQB
 - KASE
 - KBPA
 - KMAX
 - KHFI
- Houston
 - KBXX
 - KKQB
 - KOVE



TV & Radio



Overall Plan Summary, ctd. – \$643,484

Publications/Websites:	Publications/Websites:
– TX State Travel Guide	– Birder’s Guide
– TX Highways Magazine	– American Birding Assoc. (aba.com)
– TX Highways.com	– Saltwater Fishing Magazine
– TX Highways Events Calendar	– Texas Game & Fish
– TourTexas.com	– Windsurf Magazine
– Exact Target	– Kiteboarder Magazine
– TX Monthly	– Ride Texas
	– Surfer Magazine



Online Plan - \$90,000*

		2014 Fiscal												Gross Total Cost
		October	November	December	January	February	March	April	May	June	July	August	September	
Media Campaign - Oct 2014-Sept 2016														
MEDIUM SPECIFICATIONS														
DEMO: A25-54, skew to millennials														
Online Media														
Expedia.com														
- Texas/Mexico Plan														
TOTAL														\$90,000

Expedia.com:

- TX

- MX

*October & November, 2014 comes out of 2014 Budget.



2014-2015 MEDIA BUDGET ALLOCATION

Thank you!

08.26.14

