

TRAVEL TEXAS

FY26 Advertising Co-Op
Offerings





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TRAVEL TEXAS

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ADVERTISING CO-OP

TRAVEL  TEXAS

Thank you to all of our FY25 Co-Op partners



Menu of FY26 advertising offerings

Category	Co-Op Offering	Spots Available	FY26 Pricing
Social	Programmatic Social Stories	Unlimited	Minimum \$500 per month*
	Youtube Video View		Three tiers: \$1.5K, \$3K or \$5K
Digital	Omni Channel Packages		Minimum \$500 per month*
	Mobile Speed Targeting		Minimum \$500 per month*
	Mobile Cost per Click (CPC) Ads		Minimum \$500 per month*
Audio	Pandora Mobile Streaming Audio		Minimum \$1,000 per month*
Video	Connected TV (CTV)		Minimum \$500 per month*
Trip Builder	Travel Texas Trip Builder Inclusion	30	\$500 (for a 6 month flight)
Content	CultureMap Article Re-promotion	Unlimited	\$5,000 for 30 day re-promotion

Who's Eligible to Enroll?

- **Open to visitor-related organizations:** hotels & short-term rentals; restaurants; boutique retail; attractions & museums; theaters, event & sports venues; tours/outfitters; rodeos, special events & festivals; breweries and wineries; destination organizations (DMOs); visitor centers; beaches, parks, gardens, outdoor attractions (e.g. Blue Hole, Wimberly) and outdoor trails (e.g. paddling trail, birding trail, etc); tours and experiences (e.g. Farm to Table dining experience)
- **Travel Texas–owned placements and International Brand USA Co-Op (DMO-only):** Trip Builder, Custom Article, the Travel Texas e-newsletter, and BrandUSA Opti Campaign are available to destination organizations only. All other offerings are open to all other industry partners.
- **Shared investment is welcome:** DMOs can **co-fund** with restaurants, attractions, or lodging and **rotate creatives** to keep representation equitable. Because this is an **opt-in, paid** program, you can feature specific businesses **without implying preference**.

***Rolling enrollment** through **July 4, 2026**; many placements can run through **August**. Flight dates on most offerings can **begin** as soon as **LOA signed** and **invoice paid**.



Creative Requirements (At-a-Glance)

- **Visitor-focused, experience-led messaging:** e.g., “Experience Midland’s Top Steakhouse,” **not** price-only (“\$10.99 dinner”). You can mention value—just **lead with the experience**.
- **Creative Alignment:** Travel Texas reserves the right to ask that creative be edited to fit within the State’s brand standards and messaging – advertising that does not adhere to these requirements cannot be run through the Travel Texas Advertising Co-Op
- **We’ll Partner with You:** Proof and Travel Texas will try our best to work with partners to help them align with creative messaging requirements.
- **Specs & formats:** Specs listed with each offering in this deck and also will be included in the enrollment form and first summary email from Proof.

Creative Requirements (At-a-Glance) Continued

- **Deadlines:** Submit assets ≥ 8 weeks before flight start. For **Travel Texas–owned** placements (Trip Builder, Custom Article, e-newsletter), **all assets due by Dec 31, 2025**.
- **UTMs recommended:** We can add **UTM parameters** to click-out URLs for cleaner performance tracking.
- **Flexibility:** **A/B test** messages/creative; swaps allowed during flight (we'll help traffic updates quickly).
- **Brand safety & approvals:** All placements run in **state-vetted, brand-safe** environments; you retain **final creative approval**.
- **File delivery:** Use the **Egnyte upload link** included in your summary email—preload anytime so you're ready to launch.



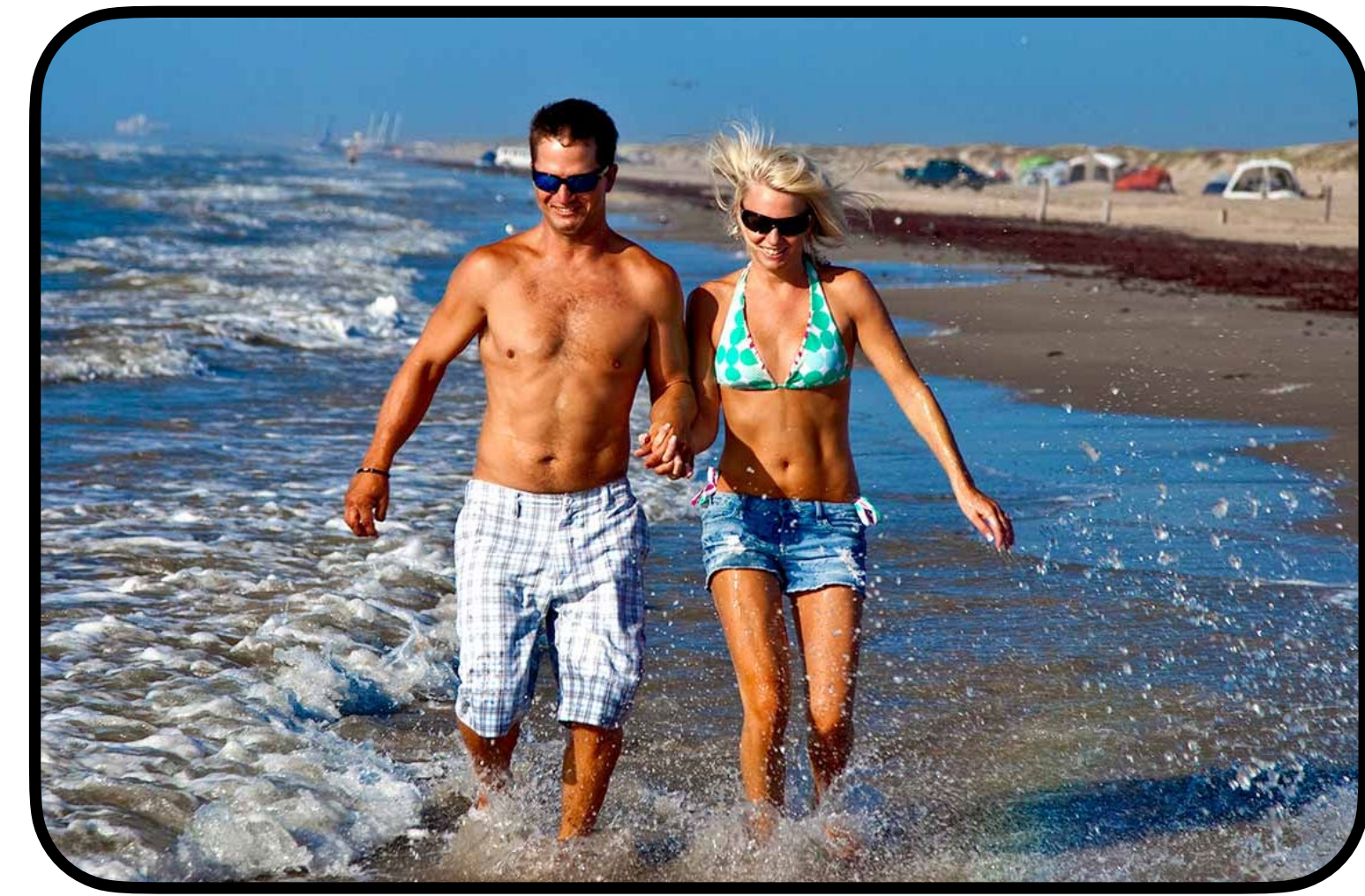
Target audiences

- Co-op partners can select from two audience segments, based on who they intend to reach.



Families

Adults 25+ with child(ren) under 18
in the HH, HHI \$75K+



Adults

Aged 25+ without kids in the HH,
HHI \$75K+

Geographic targeting

- Excluding Texas's owned and operated channels, partners can select from four geo targeting options

1

National

Ads will run throughout the country

2

Texas + Touch States

Ads will run in Texas, Oklahoma, Louisiana, Arkansas, and New Mexico

3

Statewide

Ads will only run within Texas

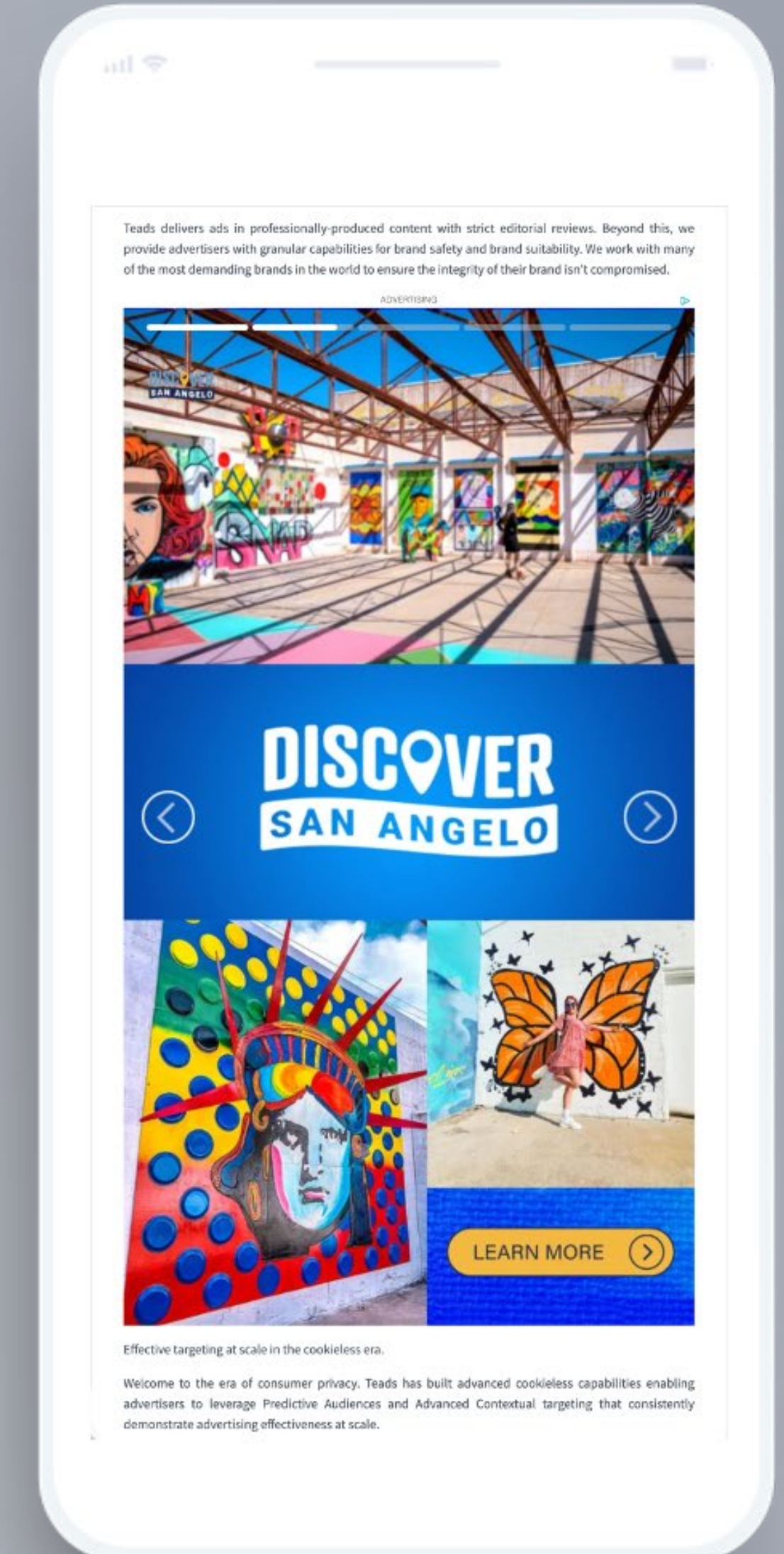
4

DMA Specific

Partner must be able to provide 1-10 specific U.S. DMAs they wish to target

Social: Programmatic Social Stories

- Leverage vertical story assets outside of social media walled gardens to extend reach across the web
- \$500 minimum per month but can spend more and no minimum number of months required
- Unlimited availability
- FY25 partners averaged a 0.35% CTR



Social: Programmatic Social Stories (Cont.)

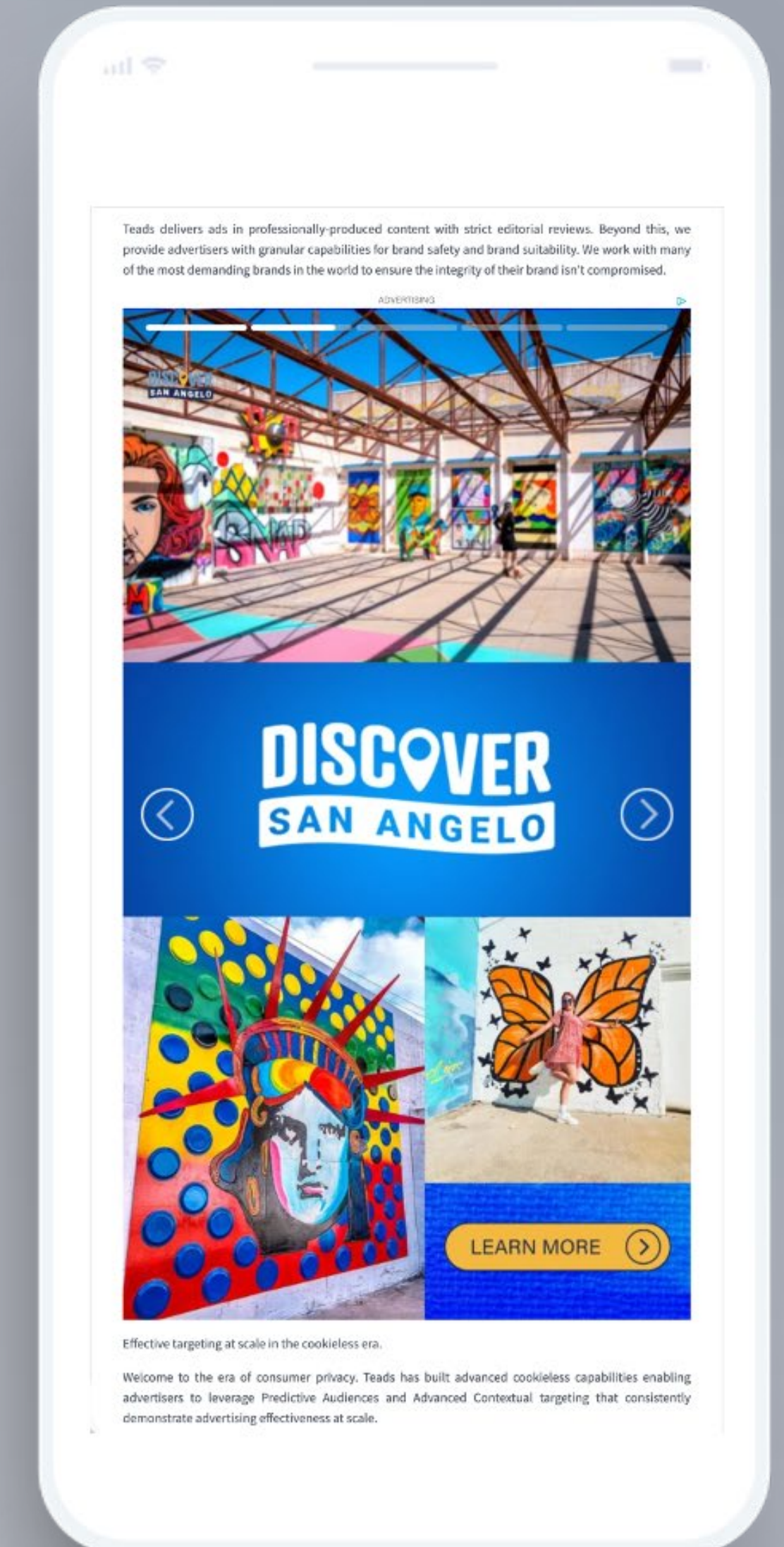
DISPLAY & VIDEO CREATIVE REQUIREMENTS

- Vertical image or video
- Sized 540x960
- MP4, PSD, JPEG accepted

All media will click out to partner's website. Please provide the click through URL for all media placements. You may supply an appended URL for tracking purposes

LAUNCH LEAD TIME

Creative is due **8 weeks** prior to start date to ensure an on-time campaign launch

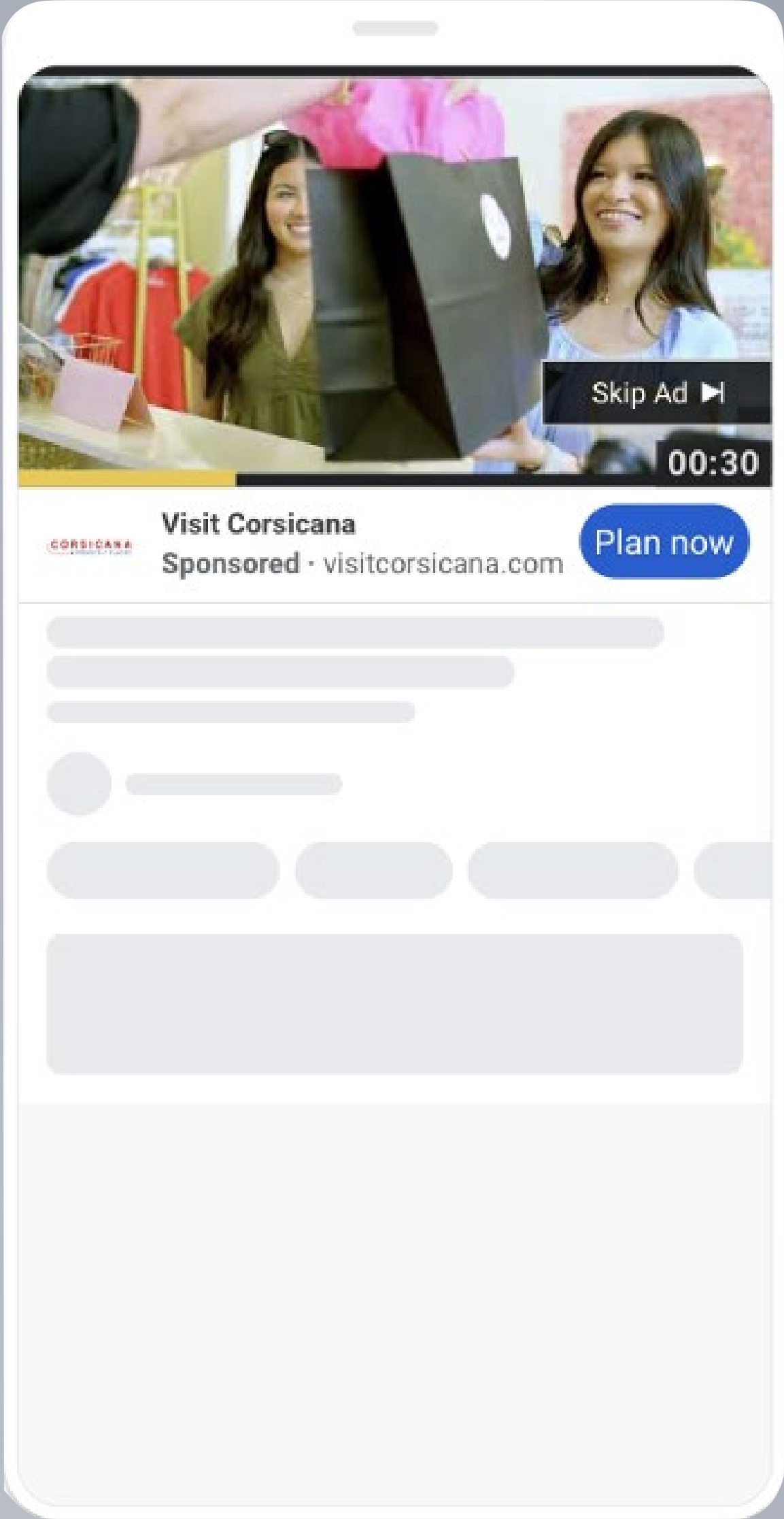


Social: YouTube Video Ads

- YouTube is the second largest search engine with over 3 billion searches each month. Reach this large audience while maximizing video ad views including on YouTube Shorts
- Three budget options to choose from with corresponding flight timing

	Small	Medium	Large
Budget	\$1,500	\$3,500	\$5,500
Guranateed :30s views	50,000	116,000	183,000
Maximum run time	2 months	3 months	4 months

- Unlimited availability



Social: YouTube Video Ads (Cont.)

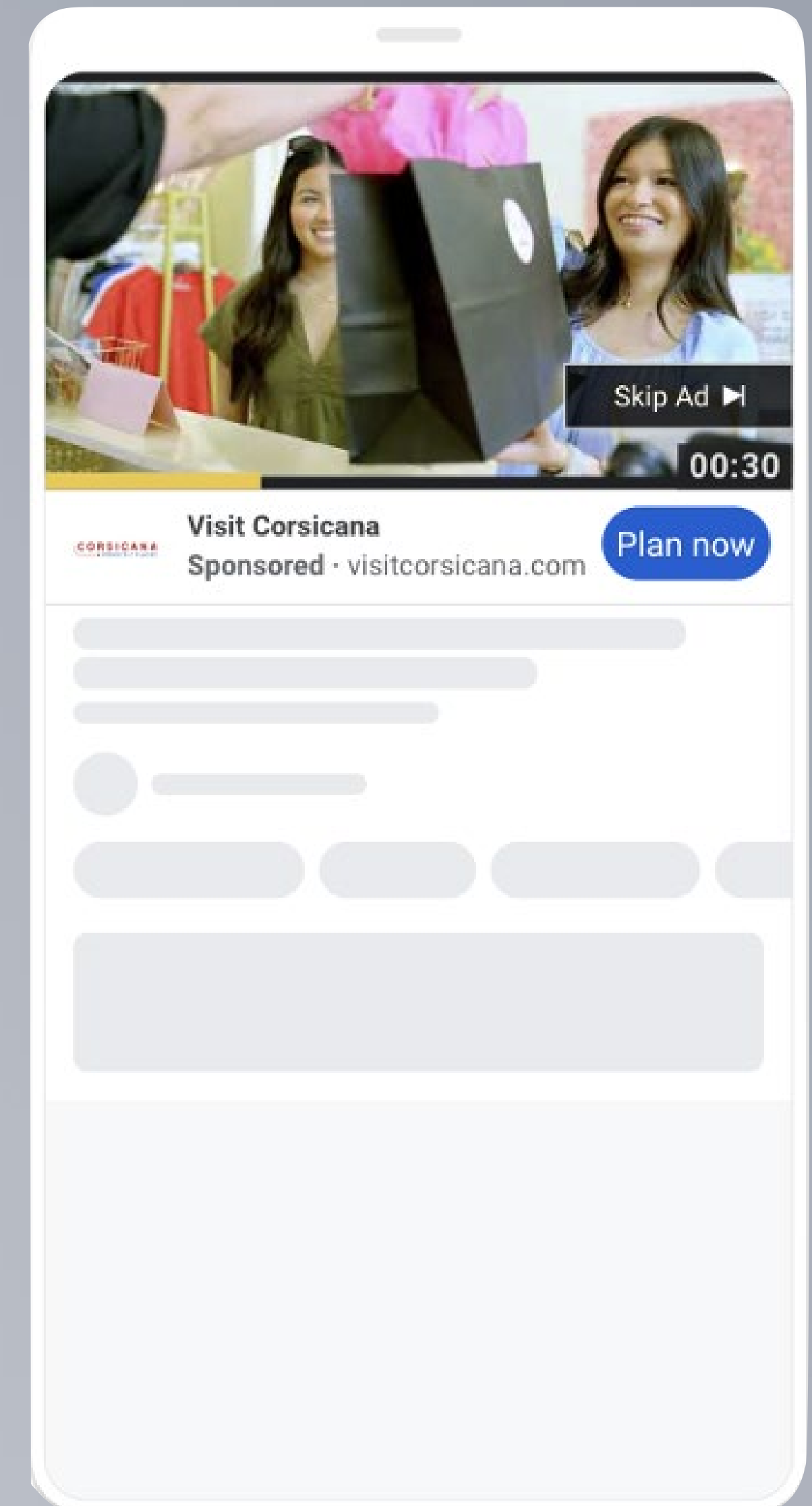
VIDEO CREATIVE REQUIREMENTS

- :10s-:60s Horizontal or Vertical video (if wanting Youtube Shorts)
- Copy:
 - Headline (15 characters, spaces included)
 - CTA (10 chracters, spaces included)
 - Long Headline (90 characterslimit)
 - Description (90 characters, spaces included)
- Click through URL

All videos must be uploaded to YouTube as public or unlisted and the YouTube video URL will be shared.

LAUNCH LEAD TIME

Creative is due **8 weeks** prior to start date to ensure an on-time campaign launch

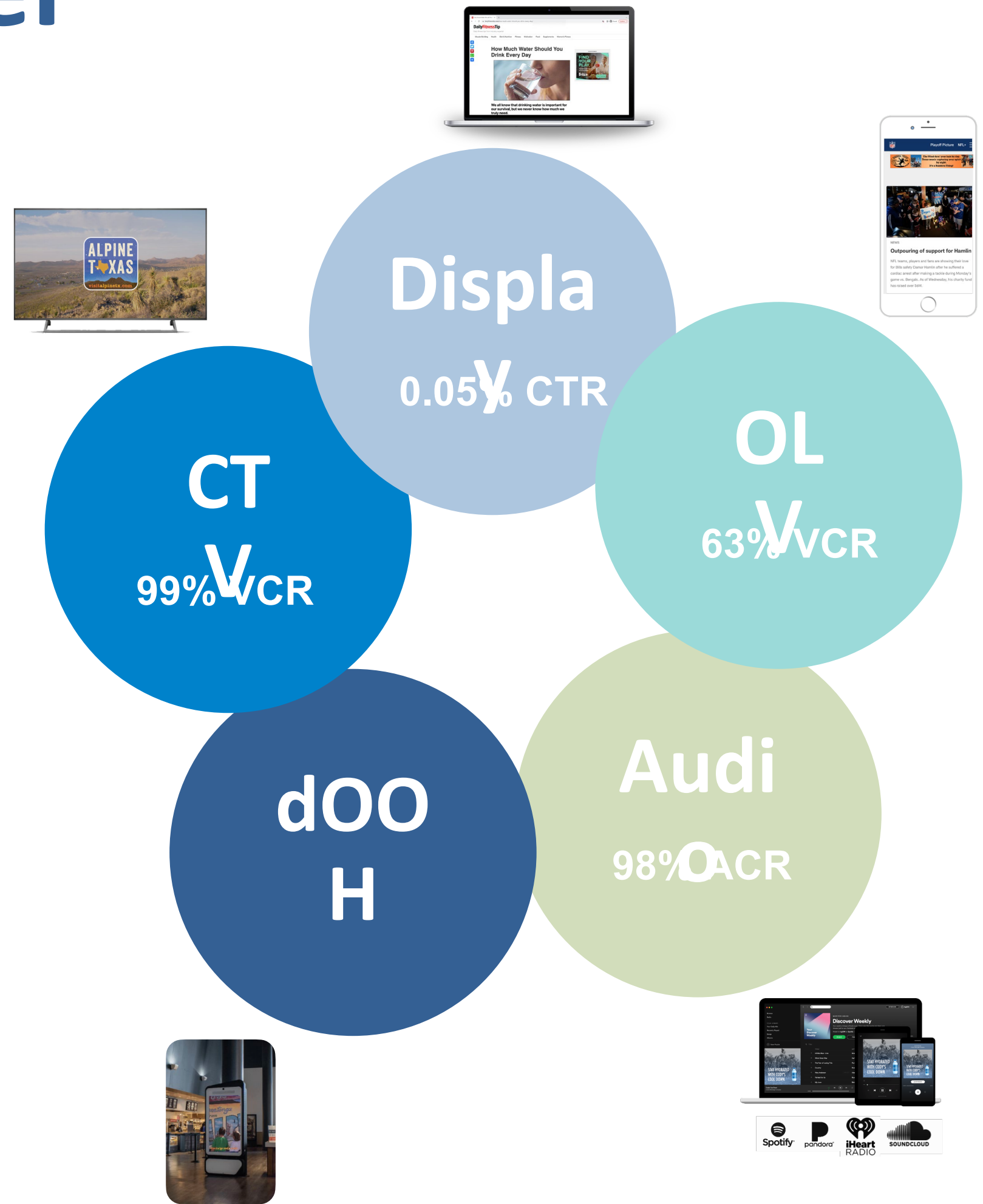


Digital: Programmatic Omni-Channel

- Partners have the option of choosing from multiple media tactics to be served under one monthly budget. Delivery will be optimized to ensure maximized performance for our partners
- Channels available are CTV, display, online video, audio and/or digital out-of-home
- Three budget options to choose from with no minimum number of months required

	Small	Medium	Large
Monthly Budget	\$500-\$999	\$1,000 - \$2,999	\$3,000
Media channels	Max of 2	Max of 3	Max of 4
Creative change limits	1 per month	2 per month	1 per week

- Unlimited availability



Digital: Programmatic Omni-Channel (Cont.)

DISPLAY & VIDEO CREATIVE REQUIREMENTS

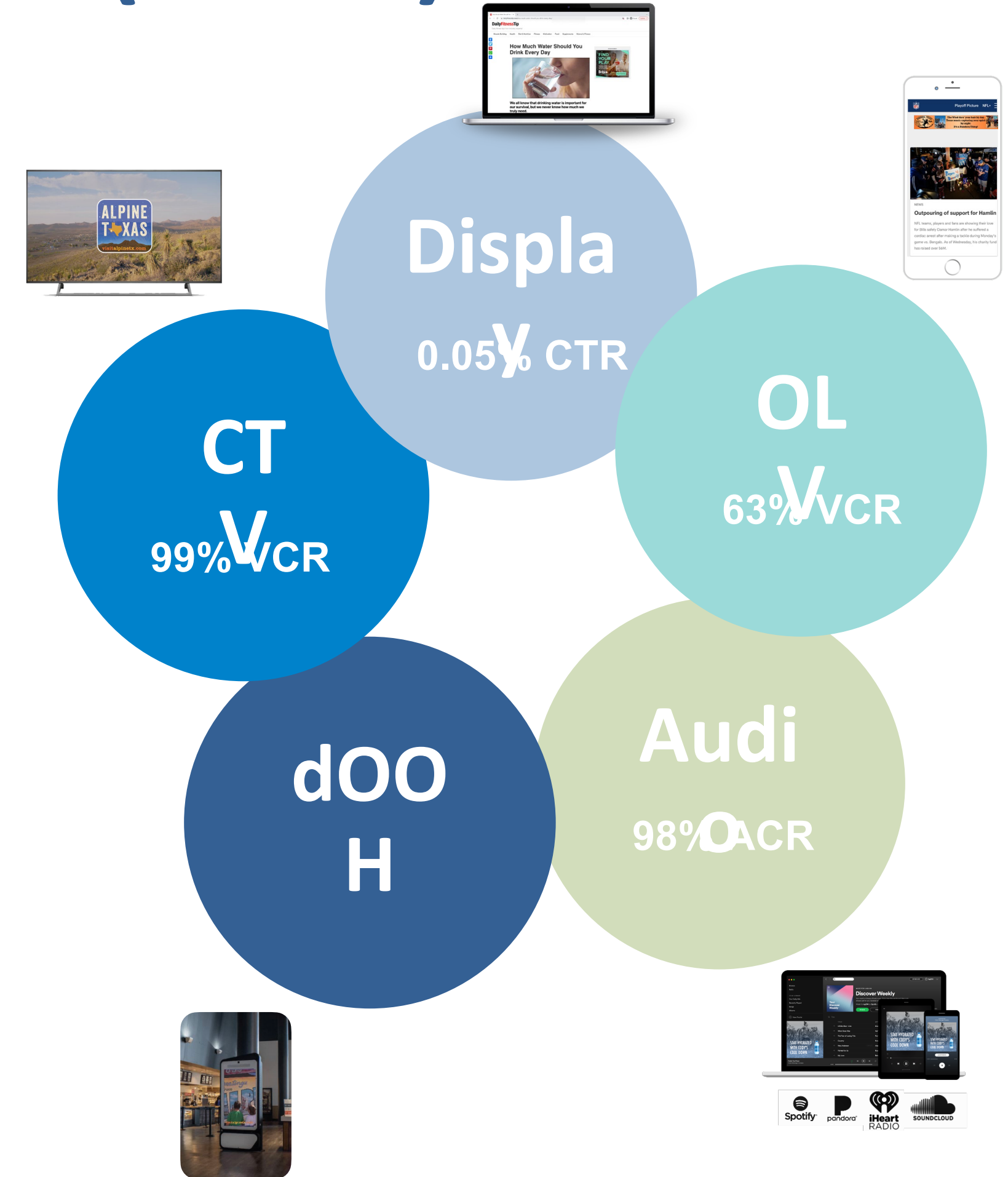
Final deliverables based on channel(s) selected

- **Display:** 160x600, 300x250, 300x600, 728x90, 320x50 ad sizes
- **CTV &/or OLV:** :15s or :30s horizontal video
- **Audio:** :30s audio spot with 640x640
 - 300x250 companion ads
- **dOOH:** 1920x1080 and 1080x1920 static or video.
 - :15s or :30s if video

All media will click out to partner's website. Please provide the click through URL for all media placements. You may supply an appended URL for tracking purposes.

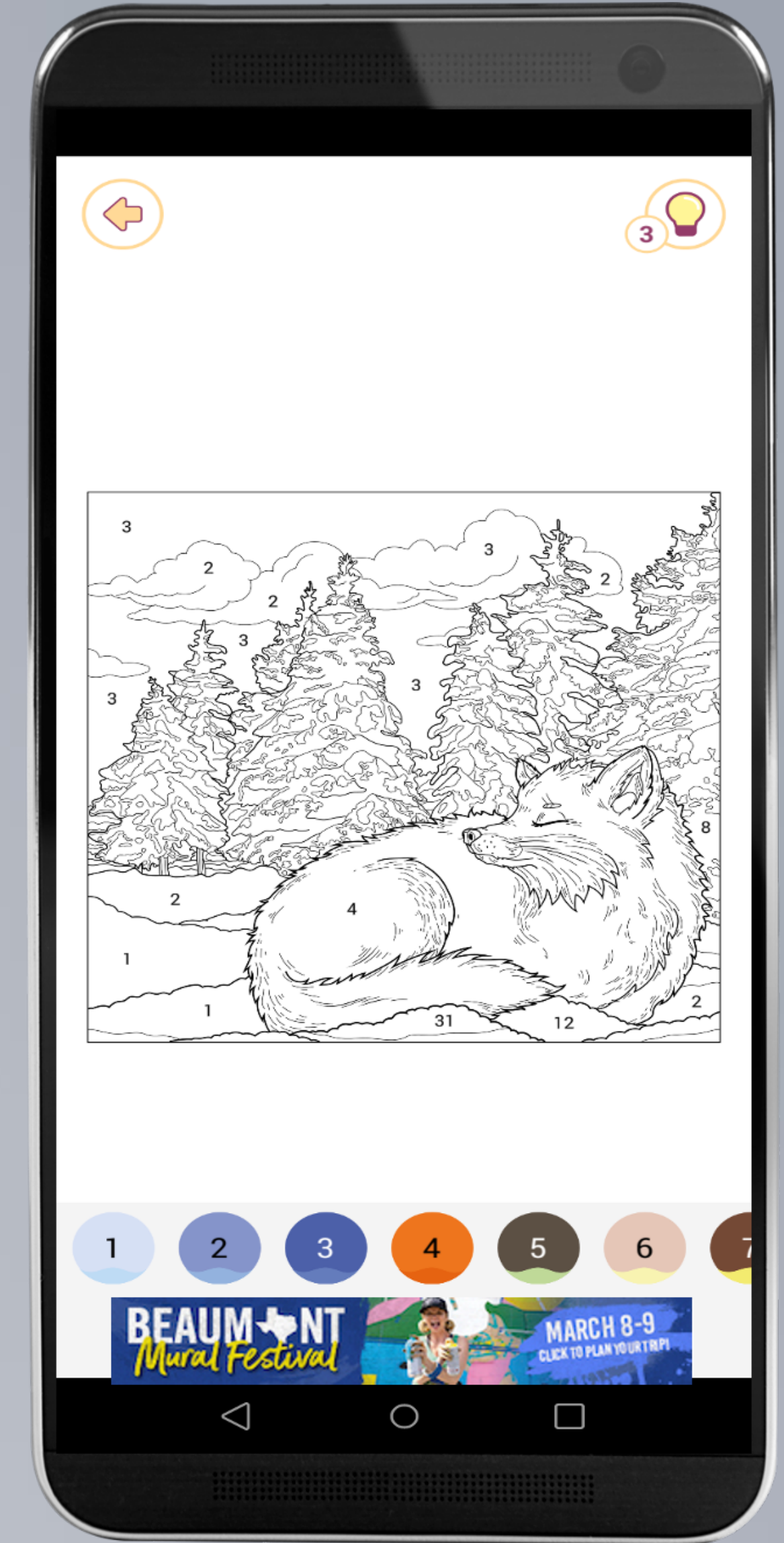
LAUNCH LEAD TIME

Creative is due **8 weeks** prior to start date to ensure an on-time campaign launch



Digital: Mobile Speed Targeting

- Mobile ads are triggered based on user's mobile device data showing patterns of speed, distance and hotel stop(s) indicating they are road trippers
- \$500 minimum per month but can spend more and no minimum number of months required
- Unlimited availability
- FY25 partners averaged .08% CTR



Digital: Mobile Speed Targeting (Cont.)

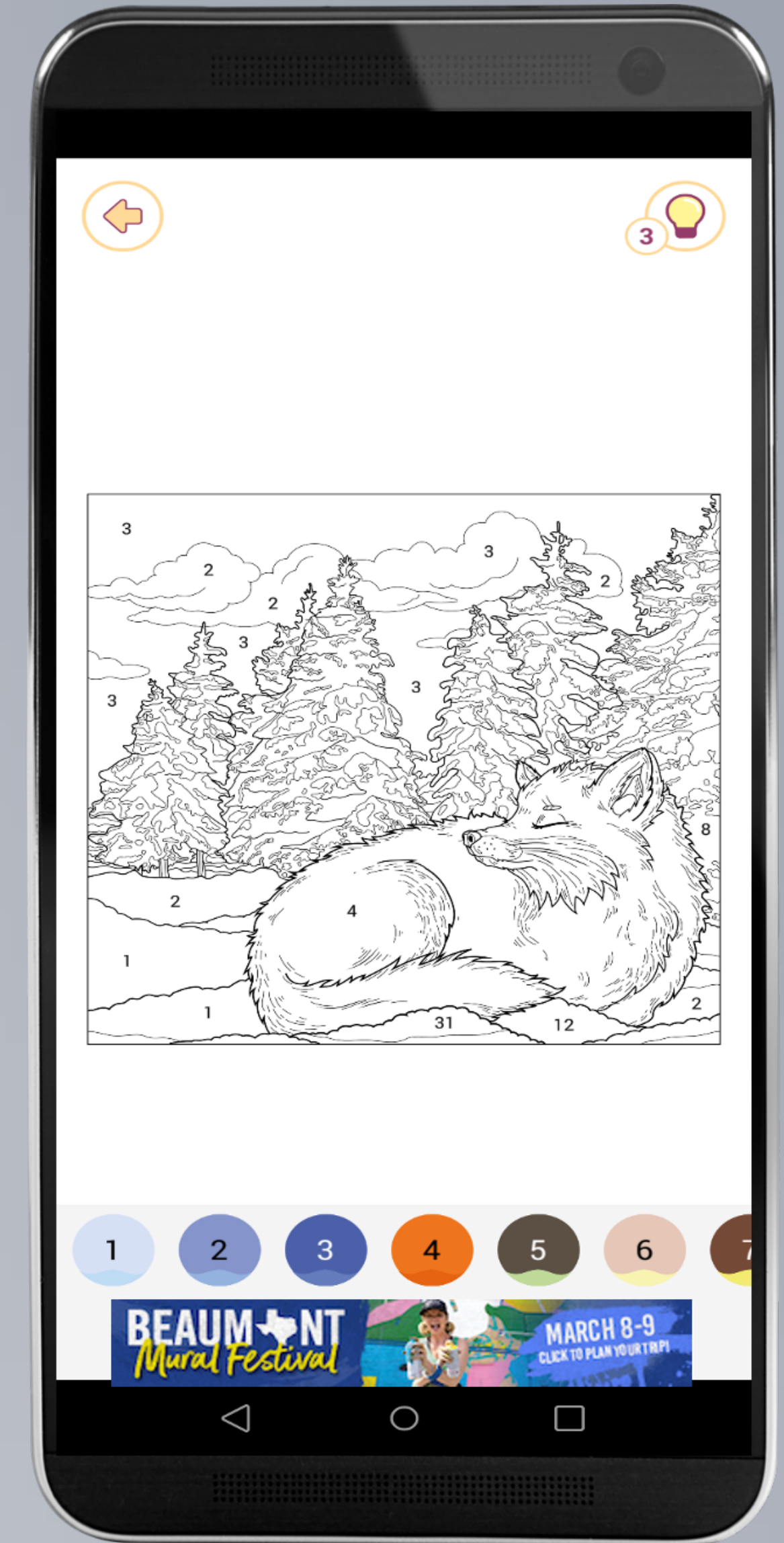
DISPLAY CREATIVE REQUIREMENTS

- 320x50 Ad size
- Maximum 3 versions

All media will click out to partner's website. Please provide the click through URL for all media placements. You may supply an appended URL for tracking purposes

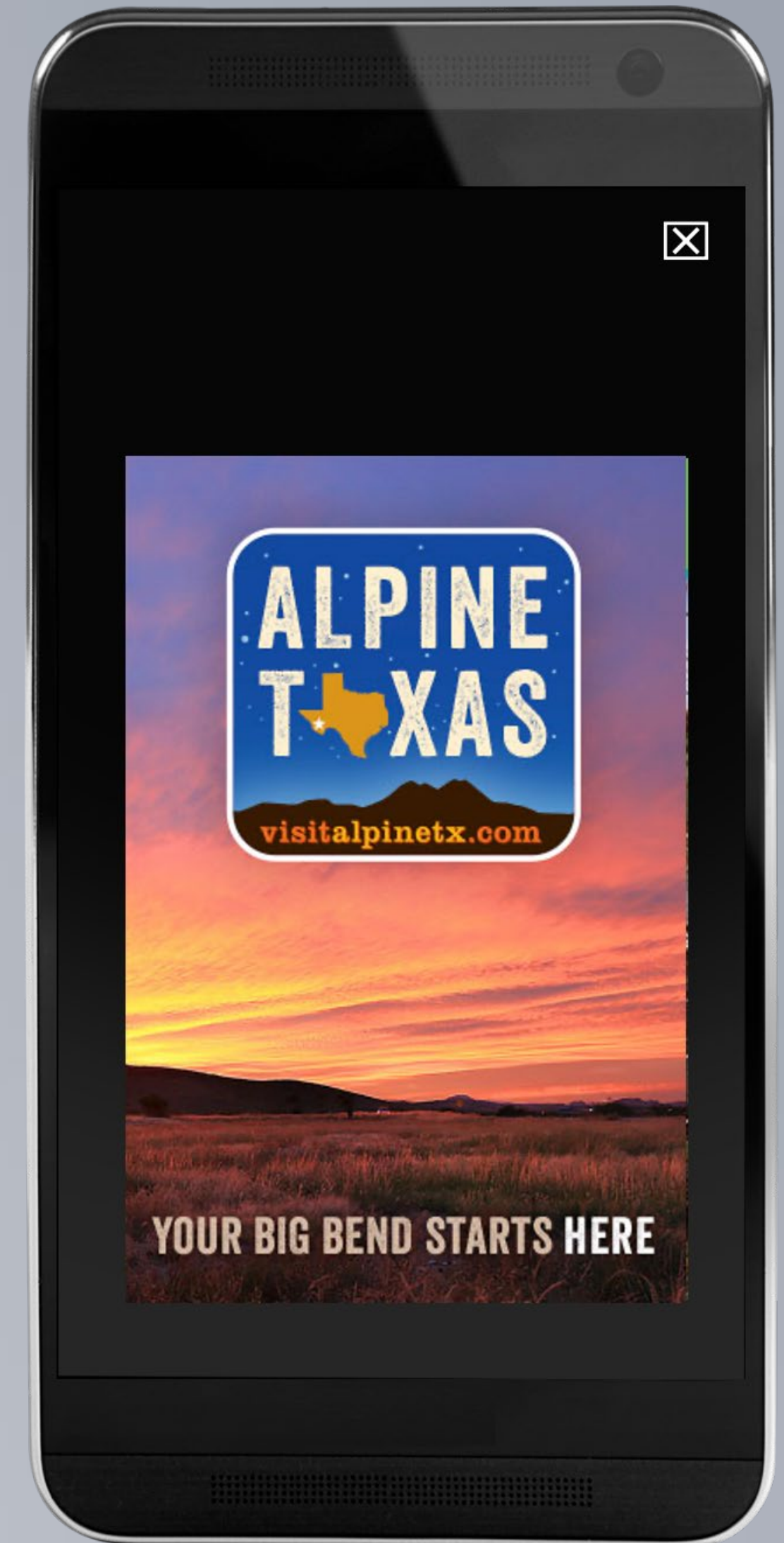
LAUNCH LEAD TIME

Creative is due **8 weeks** prior to start date to ensure an on-time campaign launch



Digital: Mobile CPC Ads

- Mobile display ads purchased at a set cost per click (CPC) designed to drive clicks and traffic to your website with efficiency
- \$500 minimum per month but can spend more and no minimum number of months required
- Unlimited availability
- FY25 partners averaged 7.17% CTR



Digital: Mobile CPC Ads (Cont)

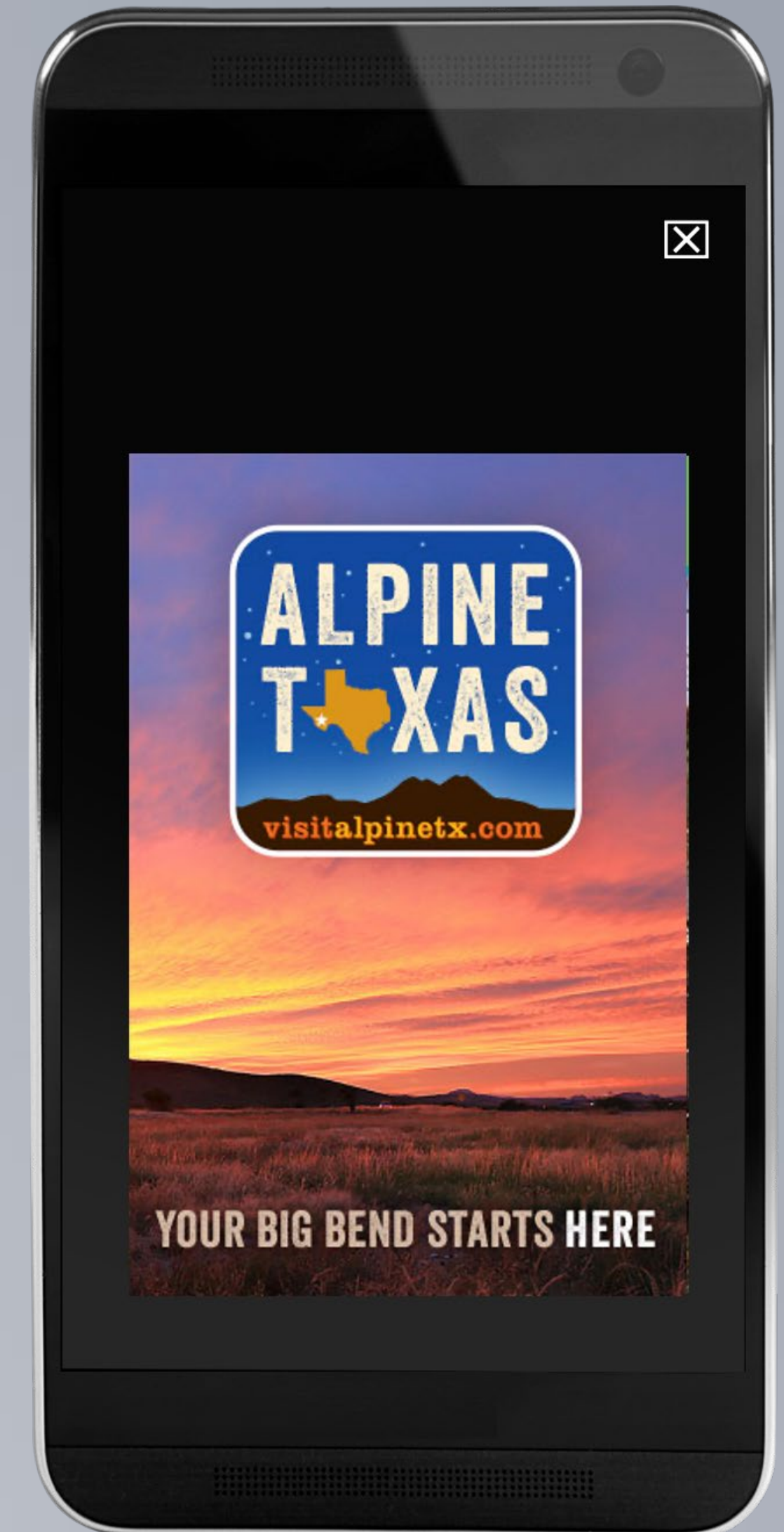
DISPLAY CREATIVE REQUIREMENTS

- 320x50, 300x250, 320x480 Ad size
- Maximum 3 versions

All media will click out to partner's website. Please provide the click through URL for all media placements. You may supply an appended URL for tracking purposes

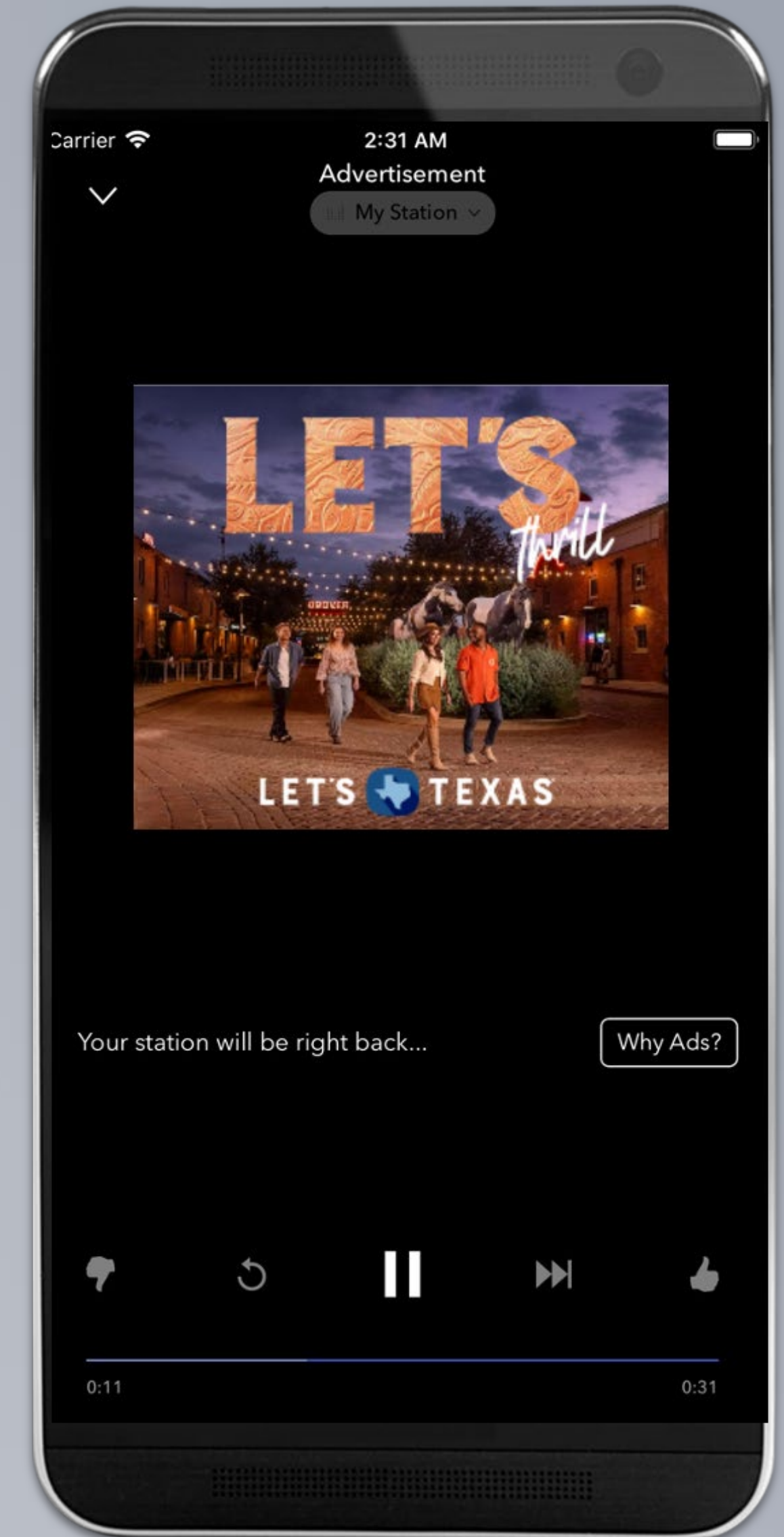
LAUNCH LEAD TIME

Creative is due **8 weeks** prior to start date to ensure an on-time campaign launch



Audio: Mobile Streaming

- Build awareness through streaming audio ads across Pandora and Soundcloud
- \$1,000 minimum per month but can spend more and no minimum number of months required
- If you do not have audio assets, Pandora/SiriusXM can record 1 script per partner with 1 round of revisions as added value. Additional scripts or revisions will incur additional fees
- Unlimited availability
- FY25 partners averaged 0.83% CTR for companion banners; audio placements are not clickable



Audio: Mobile Streaming (Cont.)

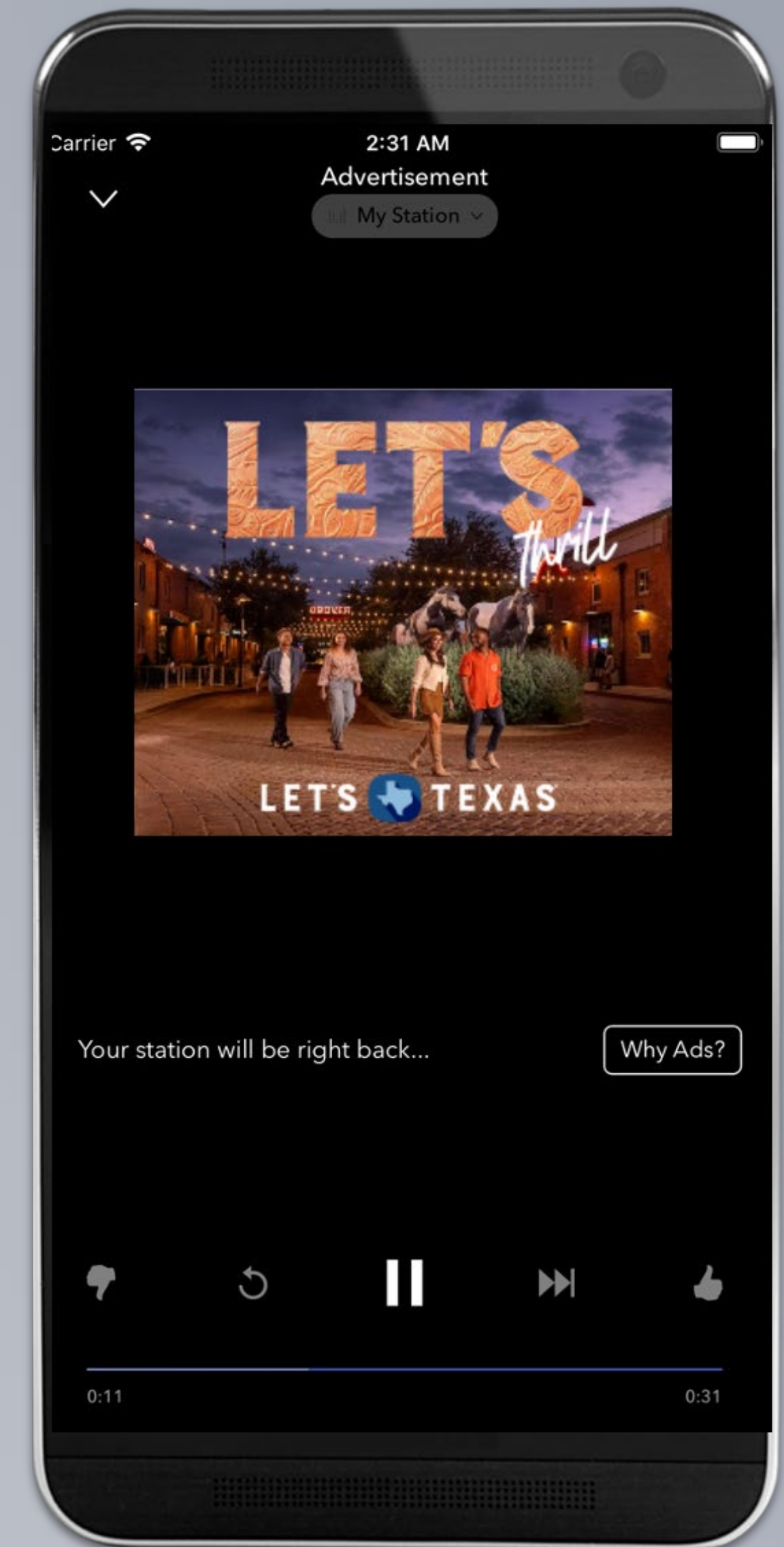
CREATIVE REQUIREMENTS

- :10s, :15s, or :30s audio spot
- 300x250 companion ad.

All media will click out to partner's website. Please provide the click through URL for all media placements. You may supply an appended URL for tracking purposes

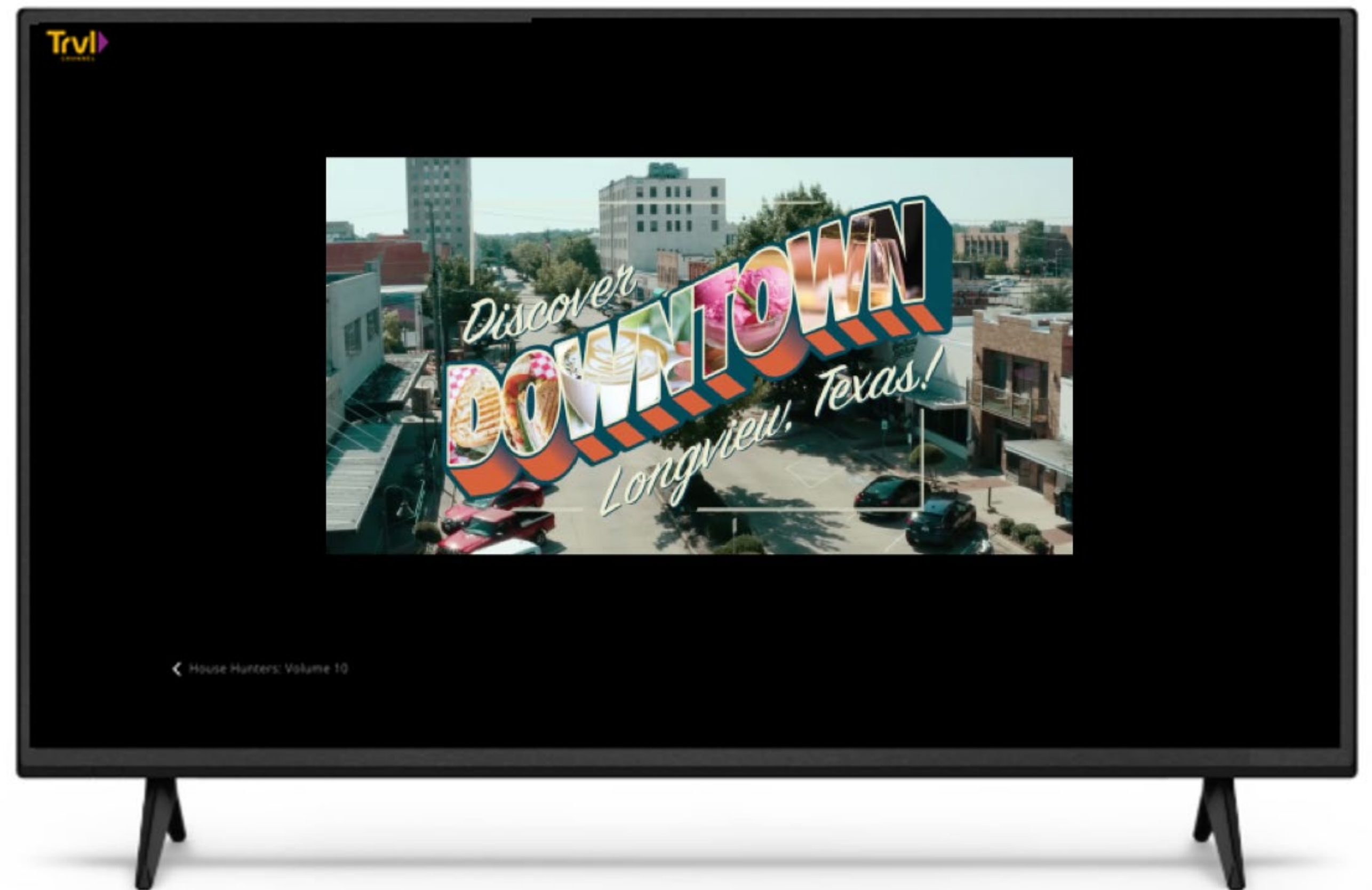
LAUNCH LEAD TIME

Creative is due **8 weeks** prior to start date to ensure an on-time campaign launch



Video: Connected TV

- Serve ads on the largest screen in the house through premium Connected TV (CTV) platforms
- \$500 minimum per month but can spend more and no minimum number of months required
- Unlimited availability
- FY25 partners averaged 99% VCR



Video: Connected TV (Cont.)

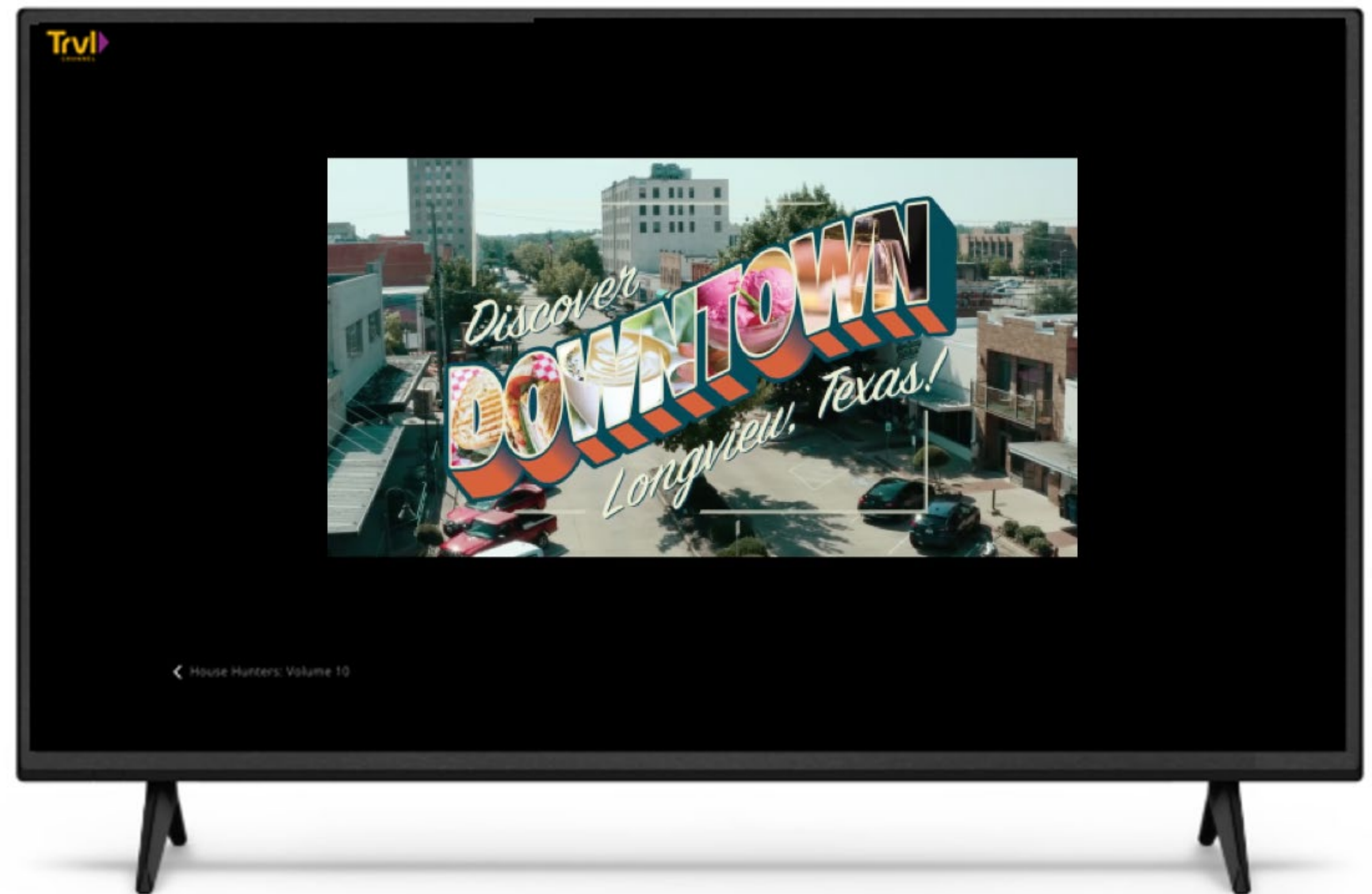
CREATIVE REQUIREMENTS

- :15s, or :30s horizontal video

All media will click out to partner's website. Please provide the click through URL for all media placements. You may supply an appended URL for tracking purposes

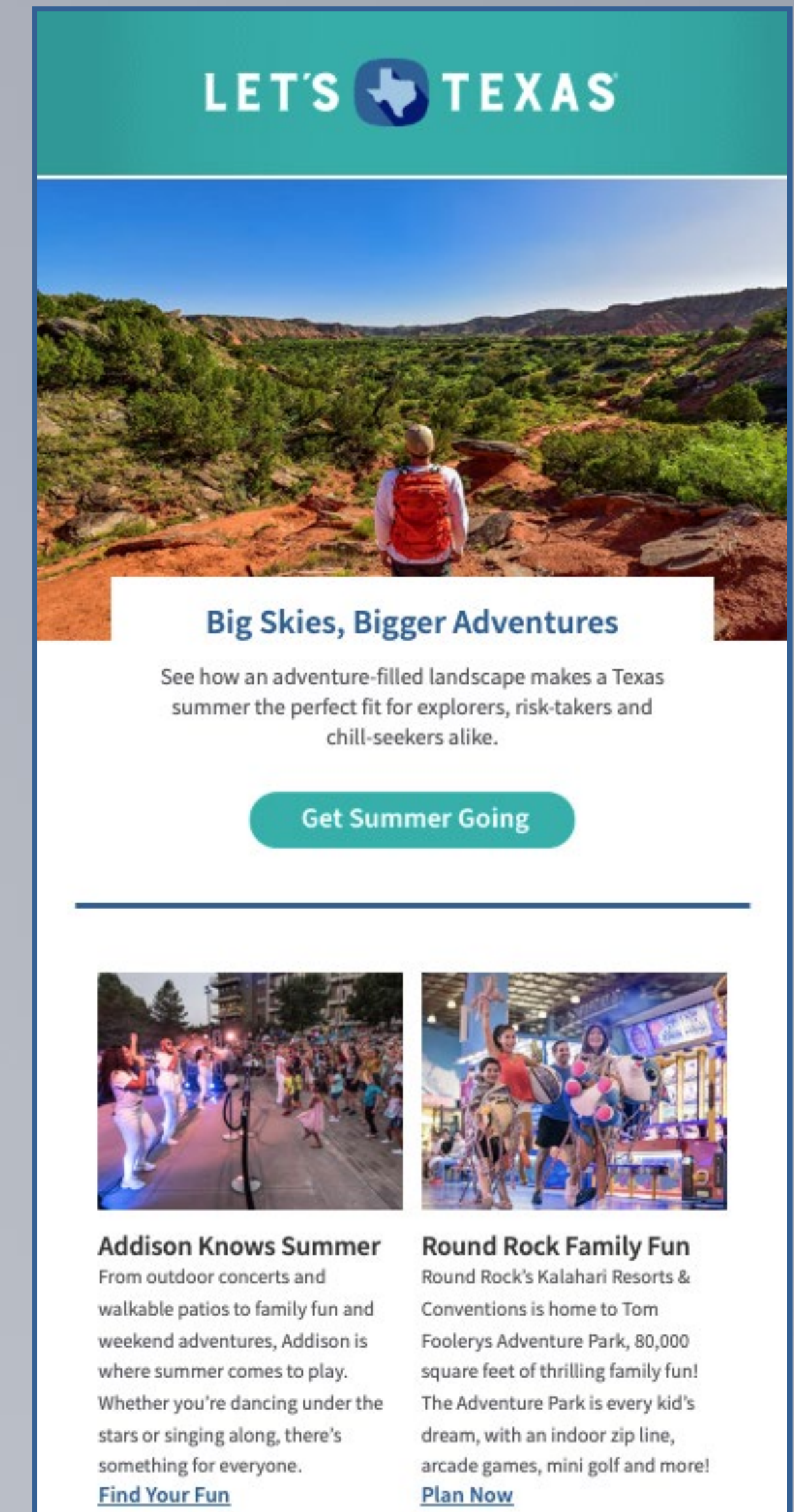
LAUNCH LEAD TIME

Creative is due **8 weeks** prior to start date to ensure an on-time campaign launch



Email: Feature in Travel Texas's monthly newsletter*

- Featured placement in monthly newsletter that goes out to over 850k opt-in subscribers.
- \$500 per email
- Partners are limited to a max of one email placement due to limited availability and high sellout
- In FY25, Travel Texas emails average a 5.24% OR; 0.39% CTR, 7.45% CtOR



Email Newsletter Themes & Specs*

Sign ups are time-stamped and will be first come, first serve

18 spots available

Partners to select 1 month and 1 back up month at sign up

CREATIVE REQUIREMENTS

Image headline

Body copy

CTA

Signed image release form

Month	Co-Op Theme
February 2026	Heartfelt Adventures: Celebrate Love Across Texas
March 2026	Saddle Up Experiences: Western Adventures in Texas
April 2026	Texas in Bloom! Festivals, Flowers, and Scenic spots in Texas
May 2026	Savor Award Winning Texas BBQ (culinary focused with ties to MG)
June 2026	Kick Off Your Texas Adventure: World Cup Edition World Cup (Sports/Soccer related)
July 2026	Coastal Adventures Experience Texas by the Sea
August 2026	Artful Journeys Texas History & Culture
September 2026	State Fairs, Family & Fall Fun
October 2026	Ghostly Getaways Explore the Haunted Side of Texas

Website: Trip Builder Inclusion*

- Have your destination featured within the Travel Texas Trip Builder
- Provide a high-res hero image that represents your destination. Choose from one of six categories to be featured in:

Outdoor
Adventure

Parks &
Attractions

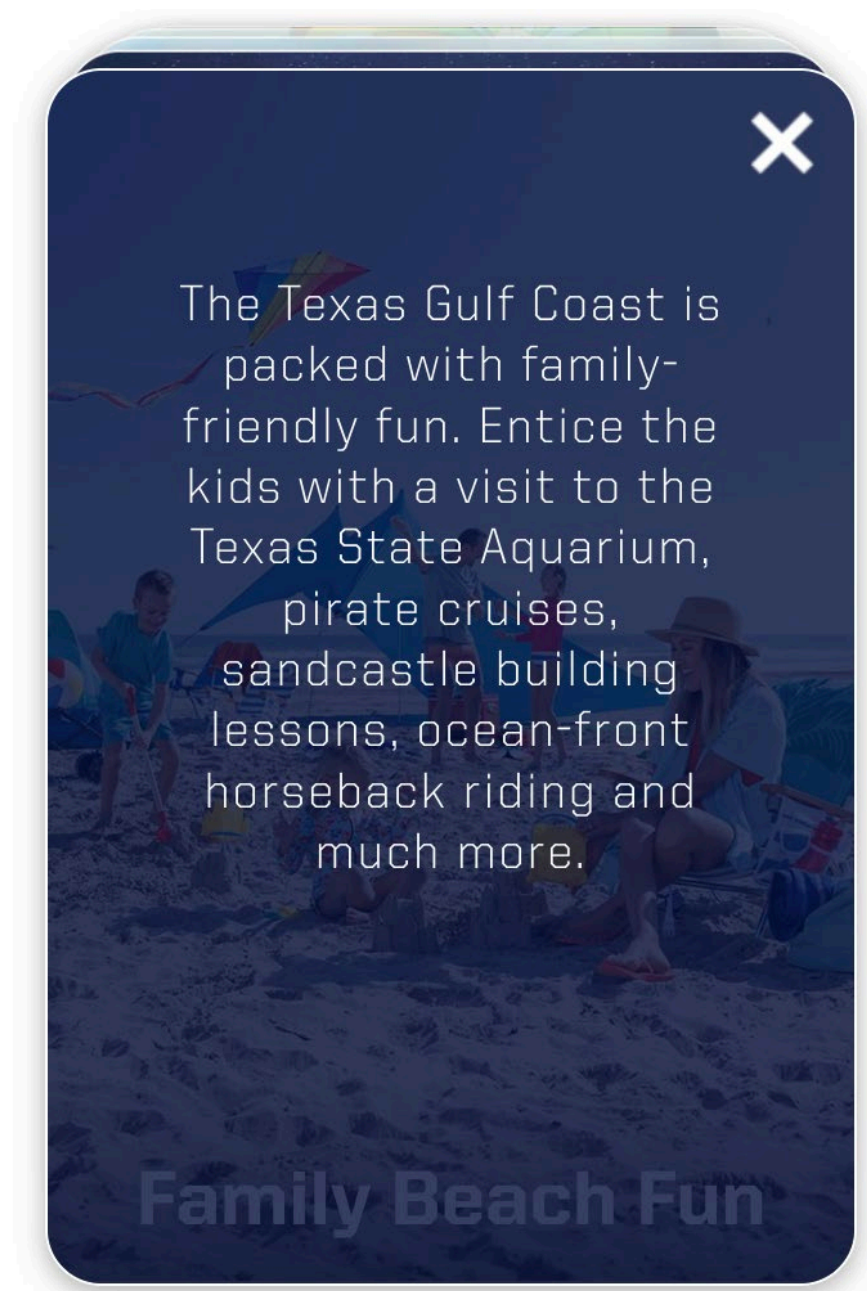
Western
Experience

Food &
Drink

Arts &
Culture

Beach &
Water

- 30 spots available
- Proof Advertising will create the copy and card mock-up with the image provided
- **Cost:** \$500 for 6 months, \$1,000 for 12 months



Website: Custom Article*

- Custom featured article on the [Texas Cities](#) page of the Travel Texas website. Partner can include preferred click through links with UTM tracking if desired
- \$1,000 for new article and 3 month flight. Article remains accessible post flight.
- 12 spots available
- Proof Advertising will create the full article draft with the information & images provided by partner
- **LAUNCH LEAD TIME:** All creative and Questionnaire responses are **due by December 31st, 2025** to ensure an on-time campaign launch. Delays in delivery may impact the scheduled rotation and cannot postpone the start of the following advertiser's campaign.



Content: Re-Promote an existing CultureMap Article

- The existing article receives promotion across CultureMap's digital platforms—including online, email, and social channels—for 30 days.
- \$5,000 per article promotion
- Articles will run across all five CultureMap markets (Austin, Dallas, Fort Worth, Houston, and San Antonio)
- Unlimited Availability
- In FY25, readers spent an average of 1:30 on page.

culturemap DALLAS

RESTAURANTS + BARS CITY LIFE ENTERTAINMENT TRAVEL REAL ESTATE ARTS

SOCIETY HOME + DESIGN FASHION + BEAUTY INNOVATION EVENTS MORE

MAIN MENU

Shop. Dine. Play. Stay. VISIT Shenandoah TEXAS

CLICK TO PLAN YOUR VISIT!

promoted series

Texas Road Trips

ON THE ROAD

How to get the most out of small-but-spectacular Shenandoah

By CultureMap Create Jun 4, 2025 | 11:56 am

f t e

Ice cream lovers are sure to find a treat at The Sweet Swirl. Photo courtesy of Visit Shenandoah

Shop. Dine. Play. Stay. VISIT Shenandoah TEXAS

Located in the North Houston/Woodlands area

CLICK TO PLAN YOUR VISIT!

Read This Next

PROMOTED

Ride into Fort Worth summer fun with the TRE Summer Adventures Giveaway

Promoted articles are crafted by CultureMap Create on behalf of our sponsors.

Looking for a destination for an overnight trip, weekend getaway, or family vacation? You might want to consider [Shenandoah](#).

Situated in the booming North Houston area and adjacent to Conroe, Spring, and The Woodlands, Shenandoah packs a punch with more than 60 restaurants, 13 well-reviewed and affordable hotels, nine family-friendly entertainment venues, five shopping centers, and a variety of outdoor amenities such as four city parks, all in an easy-to-navigate, compact footprint of 2.2 square miles.

Content: Re-Promote an existing CultureMap Article Cont.

NO ADDITIONAL CREATIVE NEEDED

All media will click out to partner's website. Please provide the click through URL for all media placements. You may supply an appended URL for tracking purposes

CREATIVE (OPTIONAL)

- Banner ad sizes: 728x90, 300x600, 300x250, 320x100 (All must be provided to surround your article)

LAUNCH LEAD TIME

Creative is due **8 weeks** prior to start date to ensure an on-time campaign launch

RESTAURANTS + BARS

CITY LIFE

ENTERTAINMENT

TRAVEL

REAL ESTATE

ARTS

SOCIETY

HOME + DESIGN

FASHION + BEAUTY

INNOVATION

EVENTS


MORE

culturemap

DALLAS

MAIN

MENU



Shop. Dine. Play. Stay.

VISIT

Shenandoah

TEXAS

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promoted series

Texas Road Trips


ON THE ROAD

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By CultureMap Create Jun 4, 2025 | 11:56 am



Ice cream lovers are sure to find a treat at The Sweet Swirl. Photo courtesy of Visit Shenandoah




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Located in the North Houston/Woodlands area


VISIT

Shenandoah

TEXAS

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PROMOTED

Ride into Fort Worth summer fun with the TRE Summer Adventures Giveaway

TRAVEL

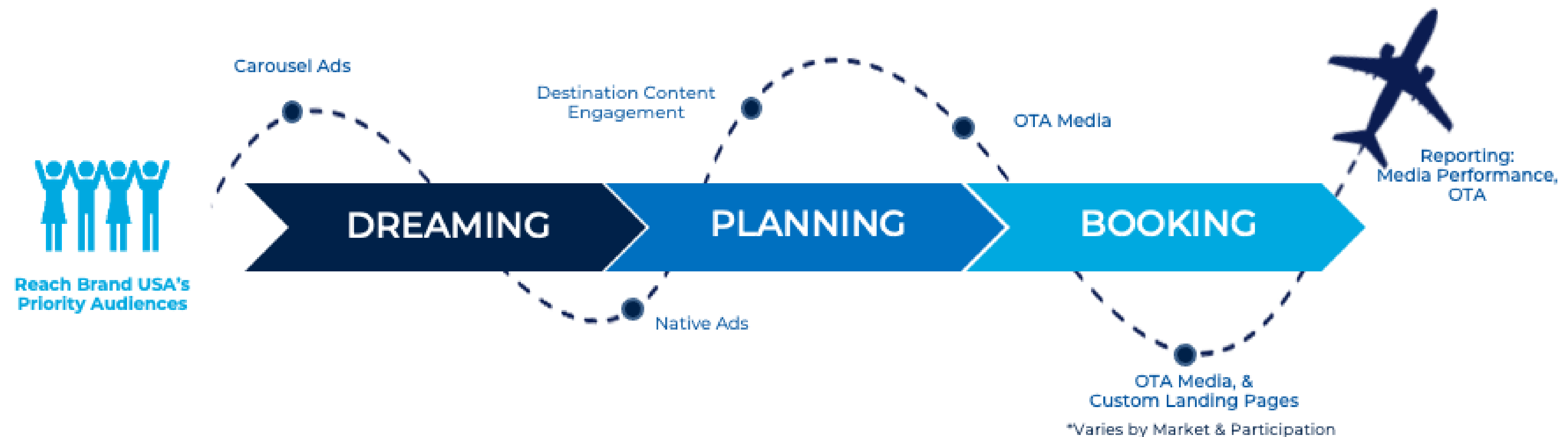


TEXAS

International Optimized Audience Campaign

Reach International travelers with impactful messaging and effective targeting leveraging Brand USA's proprietary international audiences to drive engagement and activation during key planning periods.

**Partners to work directly with Brand USA on deliverables*



International Campaign Elements

Destination Selection By: October 31, 2025
Production Materials By: November 28, 2025

Target Market	Co-op Campaign	Program Value	Programmatic Media		Expedia	Booking.com	Kayak**	Total Estimated Impressions	Reporting
Canada	Campaign 2 \$11,500	\$86,250	600,000 Native Imps.	1 Tile, 2,700,000 Carousel Imps.	420,000 Imps. & Hotel Search Page	425,000 Imps. & Hotel Search Page	325,000 Imps.	4,470,000	Media Performance, Booking.com & Expedia Attribution
	Campaign 3 \$6,000	\$48,000	1,000,000 Native Imps.	1 Tile, 2,700,000 Carousel Imps.	Visit The USA Page mention	Visit The USA Page mention	N/A	3,700,000	Media Performance, Booking.com & Expedia Attribution
Germany & United Kingdom	Campaign 2 \$11,500	\$86,250	570,000 Native Imps.	1 Tile, 2,500,000 Carousel Imps.	N/A	780,000 Imps. & Hotel Search Page	400,000 Imps.	4,250,000	Media Performance & Booking.com Attribution
	Campaign 3 \$6,000	\$48,000	1,000,000 Native Imps.	1 Tile, 2,500,000 Carousel Imps.	N/A	Visit The USA Page mention	N/A	3,500,000	Media Performance & Booking.com Attribution

*Links to redeveloped Destination Landing Page on VisitTheUSA.com/AmericaTheBeautiful.com
**Links to Campaign Level Booking.com Hotel Search Page (Hotel Search)
*** Limited to 15 campaigns total

International Campaign Reporting Summary

Media Channel	Primary KPI	Campaign 2	Campaign 3
Programmatic Native 100% SOV	Click-Through-Rate (CTR)	Impressions, Clicks, & CTR	Impressions, Clicks, & CTR
Programmatic Carousel Shared SOV	Impressions, & Interaction Rate (IR)	Impressions, Tile Clicks, & CTR	Impressions, Tile Clicks & CTR
Expedia (CA)	Travel Intent, Bookings	Media Performance & Attribution Report	Attribution Report
Booking.com (All Markets)	Travel Intent, Bookings	Media Performance & Attribution Report	Attribution Report
Kayak (All Markets)	Travel Intent, Impact & Insights	Media Performance	N/A

International Campaign Timeline

In-Market	Target Market	Destination Selection By	Production Timeline	Campaign Dates*
Spring 2026	Canada	October 31, 2025	November 28, 2025	03/15/2026 - 05/25/2026
	Germany	October 31, 2025	November 28, 2025	04/06/2026 - 06/05/2026
	United Kingdom	October 31, 2025	November 28, 2025	04/06/2026 - 06/05/2026

**Campaign dates subject to change*

Recap of FY26 Advertising Offerings

Category	Co-Op Offering	Spots Available	FY26 Pricing	Timing Available
Social	Programmatic Social Stories	Unlimited	Minimum \$500 per month*	Dec 2025 - Aug 2026
	Youtube Video View		Three tiers: \$1.5K, \$3K or \$5K	
Digital	Omni Channel Packages		Minimum \$500 per month*	
	Mobile Speed Targeting		Minimum \$500 per month*	
	Mobile Cost per Click (CPC) Ads		Minimum \$500 per month*	
Audio	Pandora Mobile Streaming Audio		Minimum \$1,000 per month*	
Video	Connected TV (CTV)		Minimum \$500 per month*	
Trip Builder	Travel Texas Trip Builder Inclusion	30	\$500 (for a 6 month flight), \$1K (for 1 year flight)	Dec 2025 - Aug 2026
Content	CultureMap Article Re-promotion	Unlimited	\$5,000 for 30 day re-promotion	Dec 2025 - Aug 2026
International	International Optimized Audience Campaign	15	Two Tiers: \$6K, \$11.5K	Mar 2026 - June 2026

FY26 Advertising Benchmarks

Category	Co-Op Offering	Benchmarks
Social	Programmatic Social Stories	.35% CTR
	Youtube Video View	0.14% CTR
Digital	Omni Channel Packages	Display: 0.05% CTR
		OLV: 63% VCR
		CTV: 99% VCR
		Audio: 98% ACR
		DOOH: 100% of imps. delivered.
	Mobile Speed Targeting	.08% CTR
	Mobile Cost per Click (CPC) Ads	7.17% CTR
Audio	Pandora Mobile Streaming Audio	.83% CTR for companion banners *Audio placements are not clickable
Video	Connected TV (CTV)	99% VCR
Content	CultureMap Article Re-promotion	Average time on page: 1:30

FY26 Co-Op Timeline

Sign Up	Opens 2pm on 9/24
Offerings confirmation	1 week after sign up
LOA/Estimate	2-3 weeks after confirming FY26 Co-Op offerings
Invoice to partner	1 week after receiving signed LOA/Estimate
Creative to Proof Advertising	Partners must provide assets 8 weeks before launch date
Partner creative approval	1 week before launching
Traffic creative	1 week prior to desired start date
Launch	1st of each month unless specified
Monthly reporting	4-5 weeks after initial launch.

FY26 Co-Op Contacts

If you have any questions regarding the Co-Op opportunities or would like to discuss which might be right for you, please contact the following people:

Travel Texas

April Bear

Domestic Communications Specialist

TravelTexasCoop@gov.Texas.gov

Madeline Phillips

Cooperative Advertising Specialist

TravelTexasCoop@gov.Texas.gov

Proof Advertising

Haley Schenken

Account Supervisor

TTAdvertisingCo-Op@proof-advertising.com

Vianney Mena-Fuentes

Assistant Account Executive

TTAdvertisingCo-Op@proof-advertising.com

If you have any questions regarding the International Co-Op opportunities, please contact the following people:

Brand USA

Maya Hua

mhua@thebrandusa.com

Miles Partnership

Debi Saldana

debi.saldana@milespartnership.com



SCAN FOR CO-OP OFFERINGS



THANK YOU

TRAVEL  TEXAS