



Travel Texas Co-Op Program — At a Glance


What is the Travel Texas Co-Op?


A cost-effective marketing partnership program that connects Texas destinations and visitor-related organizations with high-impact digital advertising opportunities. Managed by **Travel Texas** in partnership with **Proof Advertising** (for advertising) and **MMGY** (for PR/Social offerings), the program is designed to extend your reach while minimizing your workload.


Benefits of the Program


 **Discounted Advertising Rates** – Access statewide marketing opportunities at a fraction of the standard cost.


 **Expert Guidance** – One-on-one support from Travel Texas staff and agency partners (Proof for advertising, MMGY for PR/Social).


 **Strategic Alignment** – Campaign recommendations tailored to your goals and budget.


 **Custom Audience Targeting** – All offerings include demographic and geographic targeting, with some allowing more granular segmentation.


 **Detailed Metrics & Reporting** – Monthly reports, annual wrap reports, and optional UTM code tracking.


 **Brand Safety Assurance** – All placements are vetted by the State to ensure safe, high-quality environments.


 **Simplified Process** – One contract (LOA) and a single invoice cover multiple channels, reducing admin work.


 **Hands-Off Management** – Partners provide creative direction/assets; our team handles trafficking, formatting, and contracting—while you retain final approval.


 **A/B Testing Potential** – Many offerings are low-cost enough to test creative and messaging variations.


 **Flexibility & Responsiveness** – Ads can be paused, swapped, or adjusted quickly for weather, events, or updated campaigns.

 **Creative Flexibility** – Swap creative sets anytime to support new campaigns or refreshed messaging.

 **Ongoing Enrollment** – Runs through July 4, 2026 (ads may continue through August).

 **Print + Digital Integration** – Complements *Texas Highways* and *Texas Events Magazine* print opportunities with robust digital coverage.

 **Best Practices for Event Ads** — Launch flights **~60 days before the event** to maximize awareness and align with industry visitor planning windows.

 **Advocacy & stewardship:** Great way to **stretch dollars**, demonstrate value to stakeholders and residents, foster **leadership buy-in**, and show **financial stewardship**—especially when budgets are tight. Acts as advocacy for your department and for **tourism as an economic driver**.


Who Can Participate?

The Co-Op is open to **all visitor-related organizations**:

Who Can Participate (Eligibility)


 Hotels & Short-Term Rentals


 Restaurants


 Retail Shops (including boutique retail)

 Attractions & Museums

 Breweries & Wineries


 Theaters & Sports Venues

 Tours & Outfitters / Experiences (e.g., farm-to-table dining experience)

 Special Visitor Events (e.g., rodeos, festivals)

 Destination Organizations (DMOs)

 Visitor Centers







 Parks, Gardens, Beaches & Outdoor Attractions/Trails (e.g., Blue Hole – Wimberley; paddling or birding trails)

🔒 DMO-only (Travel Texas-owned & International): **Trip Builder, Travel Texas.com Custom Article, Travel Texas e-newsletter, and Brand USA Opti Campaign** are available to destination organizations only. **All other offerings are open to the wider industry.**



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 request edits so creative meets **State brand standards & messaging**. Ads that do not adhere **cannot** run in the Co-Op.
- 🤝 **We’ll partner with you: Proof + Travel Texas** will work with you to align copy/assets to requirements.
- 📋 **Specs & formats:** Listed with each offering in the **FY26 deck**, embedded in the **enrollment form**, and summarized in your **post-enrollment email**.
- 📅 **Deadlines:** Submit assets **≥ 8 weeks** before flight. For **Travel Texas-owned** (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; **mid-flight swaps** allowed (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 in your summary email—**preload anytime** so you’re launch-ready.

FY26 Key Dates


- **Informational Webinar** –  September 17, 2025 –  2:00 PM
- **PR/Social Enrollment Opens** –  September 24, 2025 –  10:00 AM
- **Advertising Enrollment Opens** –  September 24, 2025 –  2:00 PM
- **Ongoing Enrollment** – Through **July 4, 2026** (ads can run through August)

Enrollment & Timing

-  **Rolling enrollment** through **July 4, 2026**; many flights can run through **August**.
-  **Go-live readiness**: Most offerings can begin **as soon as the LOA is signed and the invoice is paid** (plan ~**8 weeks** lead time for creative/trafficking).

General Program Timeline

The Co-Op can move as quickly as partners are able, but please note the most time-consuming step is often getting the **Letter of Agreement (LOA)** signed. Partners should factor in adequate time for signatures when planning flight dates.

 This timeline is provided as a general **estimate based on past program cycles**. Actual timing may vary depending on the complexity of placements, creative development, and partner turnaround.

- **Sign-Up Opens**: September 24, 2025 – 2:00 PM
- **Offerings Confirmation**: ~1 week after sign-up
- **LOA / Estimate Issued**: 2–3 weeks after confirming FY26 Co-Op offerings
- **Invoice to Partner**: ~1 week after receiving signed LOA/Estimate
- **Creative Assets Due to Proof Advertising**: 8 weeks before launch date
- **Partner Creative Approval**: 1 week before launch
- **Traffic Creative**: 1 week before desired start date
- **Launch Dates**: 1st of each month (unless otherwise specified)

- **Monthly Reporting:** 4–5 weeks after initial launch
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Ways to Leverage the Co-Op

Co-fund & rotate creatives (equity-friendly)

- **Collaborate** with restaurants, attractions, and lodging to **share costs and benefits**.
- **Feature community partners** with lower-entry placements (e.g., Programmatic Social Stories).
- **Rotate multiple creatives** to keep representation **equitable**.
- **Align flights** to seasonal visitation trends and signature **events**.

Example:

A community purchases **Programmatic Social Stories** for **\$500/month (~70,000 impressions)** using images from a local restaurant. The restaurant contributes **\$100/month**, gaining meaningful digital exposure at a fraction of the cost while benefiting from shared creative assets.

Governance note

- Because this is an **opt-in, paid** program, you can feature specific businesses **without implying preference**. Always follow your local policies.
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The Marketing Funnel & Co-Op Offerings

Awareness (reach & memory)

- **Connected TV (CTV)** — premium, big-screen reach; **~99% VCR**; great to open a sequence.
- **YouTube Video Ads** — broad reach; :15/:30 + Shorts; **~0.14% CTR**.
- **Streaming Audio (Pandora/SoundCloud)** — efficient frequency; **~98% completion**; companion banners **~0.83% CTR**.
- **Programmatic Social Stories** — story-style units beyond Meta; **~0.35% CTR**; quick buzz for seasonal/weekend pushes.

- **Programmatic Omni-Channel (upper-funnel lanes)** — CTV/OLV/Audio/dOOH for scaled awareness; Display for light prospecting; Display avg **0.05% CTR**, OLV **~63% VCR**.
- **CultureMap Article Re-Promotion (30 days)** — editorial halo across TX metros; avg time on page **~1:30**.
- **Custom Article (Texas Cities page)** — evergreen content; discoverable; fuels top-of-funnel discovery.

Use when: launching a new season/campaign, supporting marquee events, or broad market introductions.

Engagement (consideration & content interaction)

- **Programmatic Social Stories** — swipes, taps, short video views; local/seasonal creative performs best.
- **YouTube Video Ads** — views, view-through; remarketing pools for next touch.
- **Programmatic Omni-Channel (mid-funnel lanes)** — **OLV** for completions; **Display** for site visits/retargeting; **Audio** to reinforce; **dOOH** near venues.
- **Travel Texas Monthly Newsletter** — opted-in planners; **~4.72% open**, **~7% CTOR**.
- **Custom Article (Texas Cities page)** — pageviews, time on page, scroll depth, UTM clicks.
- **CultureMap Article Re-Promotion** — quality time on page; social/email amplification.
- **Trip Builder Inclusion** — card views + clicks at the plan-making moment.
- **Mobile Speed Targeting** — in-motion audiences; timely “exit now” prompts; **~0.08% CTR**; strong when paired with clear CTAs.

Use when: educating, inspiring itinerary ideas, or warming audiences before you ask for a booking/visit.

Action (site actions, leads, bookings, foot traffic)

- **Mobile CPC Ads** — lower-funnel workhorse; drive to deals, tickets, “plan your trip” pages; **~7.17% CTR** typical.

- **Retargeting via Programmatic Display** — nudge to convert after video/audio/CTV touches.
- **Travel Texas Monthly Newsletter** — drive clicks to offers and event pages (UTM-tagged).
- **Trip Builder Inclusion** — **click-outs** to high-value pages; capture itinerary intent.
- **Mobile Speed Targeting** — last-mile nudges (maps, calls, “book now”) while travelers are nearby/in-state.

Use when: you have clear conversion goals (tickets, lodging, RSVPs, map opens/calls) and strong landing pages.

Quick sequencing ideas

- **Awareness → Engagement → Action:** CTV/YouTube → OLV/Newsletter/Content → Display retargeting + Mobile CPC.
- **Event push (≈60 days out):** YouTube/Stories → CultureMap re-promotion/Newsletter → Mobile CPC + Mobile Speed Targeting in final 2–3 weeks.
- **Road-trip seasonality:** Streaming Audio/CTV → Stories/OLV → Mobile Speed Targeting + Trip Builder.

Tip: add **UTM parameters** to every click-out; judge success by the primary KPI for the stage (e.g., VCR for awareness, time on page/scroll for engagement, CTR/conversions for action), then look at assisted conversions in aggregate.