



# STAND ALONE EMAIL BROADCASTS

*Use the targeted medium that provides one of the best returns on investment.*

## Planning a marketing campaign for your destination, accommodation, event, attraction or restaurant?

### STANDARD PRICING

#### TTIA Members

25k - 50k quantity	\$64/thousand
50k - 500k quantity	\$57/thousand

#### Non-Members

25k - 50k quantity	\$85/thousand
50k - 500k quantity	\$76/thousand

- These Selects included in standard pricing:
  - Target Geo(s)
  - Travel Interests
  - Additional Selects at \$5/k
- Email message would include your information, a call to action and links
- Sent by TourTexas.com on your behalf
- Use your creative or have it designed by the AJR Media Group development team
- 25k (minimum) to 500k opt-in subscribers can be combined to obtain quantity discounts

#### Core Selects

Address Type  
Age  
Dwelling Type  
Gender  
Homeowner Type  
Household Composition  
Income  
Latitude  
Length of Residence  
Longitude  
Marital Status  
Median Home Value  
Median Income  
Median Years in School  
Oldest Age at Address  
Property Type  
Title  
Wealth

#### Online Response Categories

Apparel  
Auctions  
Auto Loans  
Bankruptcy  
Beauty  
Business Op Seekers  
Business Op/Home Business  
Cable and Internet Services  
Collectibles and Gifts  
Computing  
Credit Cards  
Dating Services  
Debt Collection  
Education  
Electronics  
Entertainment  
Financial  
Fitness  
Gambling  
Health  
Home Business  
Home Improvement  
Insurance  
Investments  
Mortgage  
Software  
Sweepstakes  
Tax Services  
Telecom  
Travel  
Weight Loss  
Wireless

#### Ethnicity

African American  
Arabic  
Armenian  
Chinese  
Czechoslovakian  
Danish  
Dutch  
English  
Estonian  
Filipino  
Finnish  
French  
German  
Greek  
Hungarian  
Indian  
Irish  
Italian  
Japanese  
Korean  
Norwegian  
Polish  
Portuguese  
Russian  
Scottish  
Serbian  
Spanish  
Swedish  
Thai  
Turkish



## SPECIAL FREQUENCY DISCOUNT OPPORTUNITY!

now through June 30, 2012

**Buy 3, save 25% | Buy 4, save 34% | Buy 5, save 43% | Buy 6, save 52%**

See your AJR Media Group Account Executive for complete details

Represented proudly & exclusively by



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