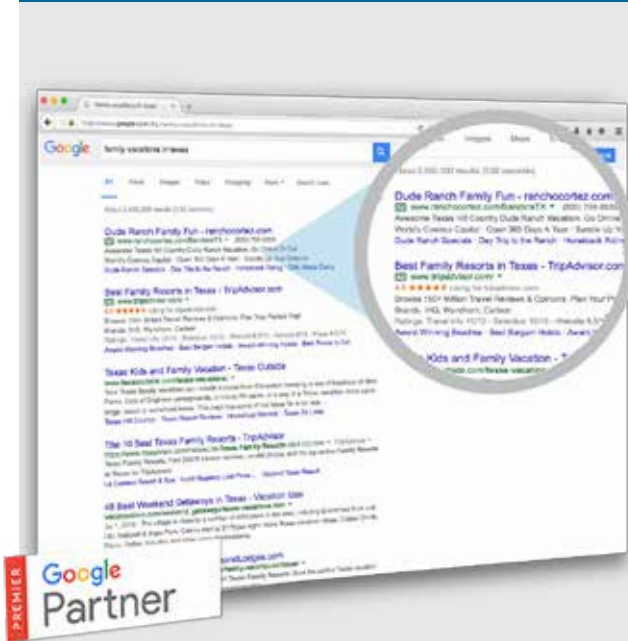


# Texas Travel Industry Association

SEARCH ENGINE MARKETING CO-OP

October 1, 2016 – September 30, 2017



## GUARANTEED RESULTS

TTIA and Madden Media are once again proud to offer its Search Engine Marketing Co-op to Texas partners. With this program, you can drive qualified traffic to your website and interest travelers in your destination at a low cost.

## CUSTOMIZATION FOR EACH ADVERTISER

Our Google certified experts will closely and carefully evaluate your site to unearth the variety of keyword opportunities presented in the copy. Each campaign receives customized ads to match users' exact search terms, generating visits to the pages on your website that match their interests.

## COOPERATION, NOT COMPETITION

By organizing efforts, you eliminate competition with other Texas destinations, which drives up prices. Cooperation ensures high traffic at a low cost.

## DAILY MONITORING & DETAILED REPORTING

Our expert team monitors your campaign daily to make adjustments and ensure it's performing on or above target. You'll also receive reports each month in a format that allows you to easily see the status of your campaign.

## FLEXIBLE CAMPAIGN DURATION

Customize your package from 4 months minimum to 12 months.

As of July 2016, this program has delivered more than **24,600 clicks** to Texas partners and has **served 770,083 impressions**.

| CLICKS PER MONTH | COST PER MONTH    |
|------------------|-------------------|
| Platinum: 3,274  | Platinum: \$2,100 |
| Gold: 2,121      | Gold: \$1,400     |
| Silver: 1,009    | Silver: \$700     |

## Reserve yours today!



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