



HOUSTON

Greater Houston Convention and Visitors Bureau
2012 ONLINE MEDIA KIT



VisitHouston.com is the official visitors site for Houston. The site functions as the premier online "buyers' guide" for business travelers, vacationers, event planners and others spending money in the Houston area. With nearly 700,000 page views to the website each month, this highly targeted and affluent audience relies on VisitHouston.com to help them determine where to spend their money.

Why Advertise on VisitHouston.com?

Our site targets a qualified audience with disposable income, a high propensity to travel and above-average education. It is more important than ever to maintain a strong presence in the marketplace and online advertising is the most economical, effective and measurable advertising option available.

Here's why:

- Low cost of entry
- Most efficient and measurable advertising medium
- Ability to reach locals and visitors
- Flexibility - medium allows advertisers to easily modify offers
- Unlimited reach to a targeted, affluent audience

The key to marketing success is to get your brand or business in front of the right demographic, when they are ready and willing to buy. This program provides that opportunity.

8.2 MILLION
Average Annual Page Views

1.9 MILLION
Average Annual Unique Visitors

683,843
Average Page Views/Month

Audience and Reach

Gender:

33.3% Male
66.7% Female

Marital Status:

39.1% Married
29.3% With children under 18

Age:

25 - 54 General Age Range
34 - 44 Median Age Range

Education:

21.9% Some College
30.9% College Graduate
37.9% Post Graduate

HH Income Range Avg.:

\$73,868

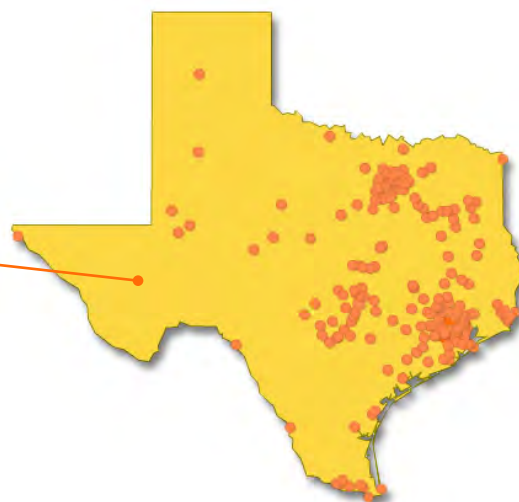
**Source: Destination Analysts
2011 Survey*

Buying Power:

Vacationers to the city of Houston spend an average of \$474.71 in market, per day.

Top 5 cities visiting website:

1. Houston
2. Austin
3. Dallas
4. Spring
5. San Antonio



**Source: Google Analytics - based on a 12-month average (July, 1 2010 - June 30, 2011)*

VisitHouston.com Web Network Snapshot

Main Website



VisitHouston.com –
 With nearly 2 million visitors and 8.2 million annual pageviews, VisitHouston.com is the official site for locals and visitors. Newly redesigned, the site now offers news, an enhanced online booking engine for attractions tickets and hotels, an easy to navigate calendar of events and dynamic content.

Additional Websites



HoustonCulinaryTours.com –
 Home to Houston's popular "Where The Chefs Eat" culinary tours, this site is a must stop for foodies.

MyGayHouston.com –
 Official visitor LGBT site for Houston. Voted 2011 Best Local LGBT web site from *Out Smart* magazine.

VisitHouston.com Homepage Ad Placements

1 Homepage Navigation Bar

Special Homepage placement! Create unique brand awareness by placing your company in one of the most viewed positions on the site.

2 ARES Featured Display

This ad placement is located where readers are primed to make buying decisions on where to stay, what to do and where to go.

3 Premium Banner

The Premium Banner spot offers advertisers a larger, more prominent space for delivering a message.

4 Feature Banner

The Feature Banner is positioned prominently near content that our readers have indicated a strong interest in.

5 Horizontal Banner

The horizontal format immediately grabs the reader's attention.

6 Special Offers

The Special Offers unit includes photo and description of your coupon.

The screenshot shows the VisitHouston.com homepage with several ad placements highlighted by red boxes and numbered callouts:

- 1 Homepage Navigation Bar:** Located at the top of the page, containing links for Travel Tools and Tips, Things To Do, Coupons and Discounts, News, Restaurants, Shopping, and Nightlife.
- 2 ARES Featured Display:** A large rectangular ad unit located below the navigation bar, featuring a search bar and a featured hotel listing for the La Montrose Suite Hotel.
- 3 Premium Banner:** A large rectangular ad unit located below the featured display, with a dark background and white text.
- 4 Feature Banner:** A rectangular ad unit located below the premium banner, with a dark background and white text.
- 5 Horizontal Banner:** A wide, thin ad unit located at the bottom of the page, featuring a cityscape background and the text "GO TO THE TOP".
- 6 Special Offers:** A unit located in the top right corner, featuring a photo and description of a coupon.

VisitHouston.com Ad Dimensions and Rates

1 Homepage Navigation Bar

Example Ad

Size: 140x50 (pixels)
Impressions: 60,000
Single placement
\$715/month

2 ARES Feature Display

Example Ad

Size: 245x140 (pixels)
Impressions: 100,000 ROS*
\$1,350/month

3 Premium Banner

Example Ad

Size: 300x250 (pixels)
Impressions: 100,000 ROS*
\$1,350/month

4 Feature Banner

Example Ad

Size: 300x100 (pixels)
Impressions: 100,000 ROS*
\$700/month

5 Horizontal Banner

Example Ad

Size: 600x90 (pixels)
Impressions: 100,000 ROS*
\$1,000/month

6 Special Offers



50 word description**
Impressions: 40,000
\$200/month or \$500/quarter

*Average Monthly Impressions ROS (Run of Site)

**Coupons must be a minimum 15% value.

NOTE: All ads sold on a three month minimum basis.

Member Benefit!

GHCVB Members receive a 15% discount off the open rate. Ask about our multi-site discount.



5 Category Sponsor



Size: 140x50 (pixels)

Content recognition of your business with a direct link to your website. Can include logo or image.

Category	Impressions	Placements	Monthly Investment
Green Houston	1,000*	1	\$100
Events Calendar	120,000*	1	\$1,320

*Average Monthly Impressions

6 Featured Listing



\$125/month*

Only a limited number of organizations can be showcased in a special section. Your Feature Listing gives you highly-visible, graphic “online real estate,” a direct link to your website and, of course, a presence “At-The-Top.”

- Attractions
- Art Galleries
- Farmers Markets
- Golf Courses
- Hotels
- Museums
- Performing Arts
- Nightlife
- Parks and Outdoors
- Restaurants
- Shopping
- Sports
- Spas
- Tours
- Transportation

*Member discount not applicable on this unit.

VisitHouston.com Monthly Newsletter

VisitHouston.com Newsletter –

Sent monthly to 40,000+ subscribers with a 15% average open rate.

1 Feature Banner



Example Ad

Size: 300x100 (pixels)
 Impressions: 3,500*
 \$400/month

The Feature Banner is positioned prominently near content that our readers have indicated a strong interest in.

2 Premium Banner



Example Ad

Size: 180x300 (pixels)
 Impressions: 3,500*
 \$400/month

The Feature Banner is positioned prominently near content that our readers have indicated a strong interest in.

*Average Monthly Impressions



Member Benefit!

GHCVB Members receive a 15% discount off the open rate. Ask about our multi-site discount.

Other Advertising Options from GHCVB



GHCVB HOUSTON MEETING PLANNERS GUIDE

The GHCVB Houston Meeting Planners Guide is the only officially-recognized meeting planners guide promoting Houston as a convention & meetings destination. The 2013 Houston Meeting Planners Guide features an easy-to-use, spiral bound format, an interactive online version for use by GHCVB staff and an online version at www.visithouston.com/meetings. This is a dynamic sales tool for the GHCVB staff and meeting professionals looking to book Houston.

7,000 copies annually



HOUSTON OFFICIAL VISITORS GUIDE

The Houston Official Visitors Guide is the most powerful and respected advertising vehicle available to showcase your business within the valuable travel and tourism market. Published semi-annually, the Guide reaches visitors with a circulation and distribution that is unmatched. Produced by the Greater Houston Convention & Visitors Bureau, it is the only official primary fulfillment publication to promote Houston as a premier travel destination.

400,000 copies annually

FOR ADVERTISING INFORMATION ON THE MEETING PLANNERS GUIDE OR THE VISITORS GUIDE CONTACT:

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