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GOOP

1990

PROGRAM

Texas

It's Like A Whole
Other Country.

UNIVERSITY OF TEXAS
AT ARLINGTON
LIBRARY
APR 25 1990
Texas Department of Commerce
Tourism Division
TEXAS
DOCUMENT

HF
661
T63
T49
1989



AFY2939

INTRODUCTION

The 1990 Texas Tourism campaign is the most aggressive the state has ever undertaken. Our marketing program is designed to increase the Texas market share of world travel while building a positive image for the state and generating consumer interest in Texas as a vacation destination.

To maximize awareness of Texas and its vacation opportunities, a cooperative advertising program has been developed for Spring 1990. Co-op participation will be available in national magazines, national cable TV, spot TV* and spot radio*. The list of spot markets has been expanded for 1990, offering numerous co-op opportunities for industry partners.

TDOC's co-op program is designed to be effective, affordable and easy for you to participate in. The program will assist your marketing activities in several ways:

Help you *break through* the *advertising clutter* by placing your product in proximity to the Texas message.

Provide you with a more *efficient* media *buy* through radio tags and special consumer print discounts.

Provide marketing *opportunities* for virtually every budget range, from national cable TV to spot radio tags.

Allow you to "*close the sale*" by providing consumers with specifics regarding prices and destination information.

The following sections outline the details of the 1990 advertising co-op program. The information explains how the program works in each market, along with worksheets and order forms for your convenience.

Participation is on a *first come, first served* basis. Early media placement is encouraged to ensure that individual markets are available during desired flight dates. The deadline for all requests is October 31, 1989.

We do need your participation. Together we will continue to increase Texas' \$17 billion travel industry and provide more jobs for Texans.

*Spot = Market Specific

TEXAS TOURISM FY 1990 COMPREHENSIVE MEDIA PLAN

1989

1990

1989			1990										
Sep	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sep	Oct
28 4 11 18	25 2 9 16 23	30 6 13 20	27 4 11 18	25 1 8 15 22	29 5 12 19	26 5 12 19	22 2 9 16 23 30	21 7 14	28 4 11 18	25 2 9 16 23	30 6 13 20	27 3 10 17	24 1 8 15 22
			CABLE TV										
			NATIONAL AND REGIONAL PRINT										
			SPOT TV										
			SPOT RADIO										
			WINTER TEXAN PRINT										
			TRAVEL TRADE PRINT										
			INTERNATIONAL										

MEDIA PLAN

WHO ARE WE TARGETING?

Vacation Travelers

Adults 25-54 with a household income of \$25,000+

Winter Texans

Adults 50+ with a household income of \$35,000+

WHAT MEDIA ARE WE USING?

National

Cable TV

Consumer Magazines

Spot

TV

Radio

WHAT MARKETS ARE WE TARGETING?

Albuquerque

Baton Rouge

Chicago

Detroit

Indianapolis

Jackson, MS

Jacksonville, FL

Kansas City

Little Rock

Los Angeles

New Orleans

Oklahoma City

St. Louis

Tulsa

WHAT PERIODS ARE WE PLANNING?

Base Program (vacation travelers)

1. Broadcast: February-May

2. Print: February-June

Winter Texans

1. Print: July-October

PARTICIPATION GUIDELINES

I. MEDIA

All packages will be sold on a *first come, first served basis*, with category/product exclusivity.

The co-op partners are responsible for placing their "share" of the media schedule. All advertisers will be billed directly by the media for their share.

All co-op buys for radio and television will be in two-week increments, which is referred to as one co-op "package."

There will be a maximum of *two co-op partners per package* (two-week flight) *per market*.

Co-op broadcast schedules must be from stations and day parts on TDOC's original buy.

Close coordination between the co-op partner's media buyer, TDOC and GSD&M's media department is a must to ensure smooth execution of the program.

Deadline to sign up is October 31, 1989. The lead time will help ensure proper co-op placement, due to the availability situation in broadcast.

All costs are based on 1990 planning estimates and are subject to change upon final media negotiations.

II. CREATIVE

Any advertiser promoting travel to Texas in a positive manner is eligible to participate.

We encourage you to "close the sale" with product and price specifics in your message.

The Texas advertising theme is "Texas. It's Like A Whole Other Country." We encourage you to tie-in your advertising message in order to reinforce Texas' positioning:

"There is so much to see and do that visiting Texas is almost like visiting a whole other country."

Your message is subject to TDOC's approval, based on above guidelines.

SPOT RADIO

CREATIVE UNIT IS A :60 COMMERCIAL

:45 Texas message (75%)

:15 Co-op partner message (25%)

The specified advertising support for each TDOC/co-op package is 100 TRP's* (target rating points per week. Therefore, *the co-op partner will purchase 25 TRP's* each week:

Purchaser	Weekly Buy	Commercial Unit
TDOC Media buy	75 TRP's	:45/:15
Co-op Partner buy**	<u>25 TRP's</u>	<u>:45/:15</u>
Total Buy	100 TRP's	:45/:15

The benefits to you, the co-op partner, is that you *pay* for 25 TRP's but *receive* 100 TRP's for each week of the two-week flight.

*Target rating points: A means of measuring audience delivery, one rating point equals one percent of the target audience.

**The co-op partner's 25 TRP's buy will be on the station or stations of the co-op partner's choice from TDOC's original buy.

SPOT TELEVISION

CREATIVE UNIT IS A :30 COMMERCIAL FOR EACH PARTICIPANT

:30 Texas message

:30 Co-op partner message

The spot TV package allows the co-op partner to run their existing :30 commercial.

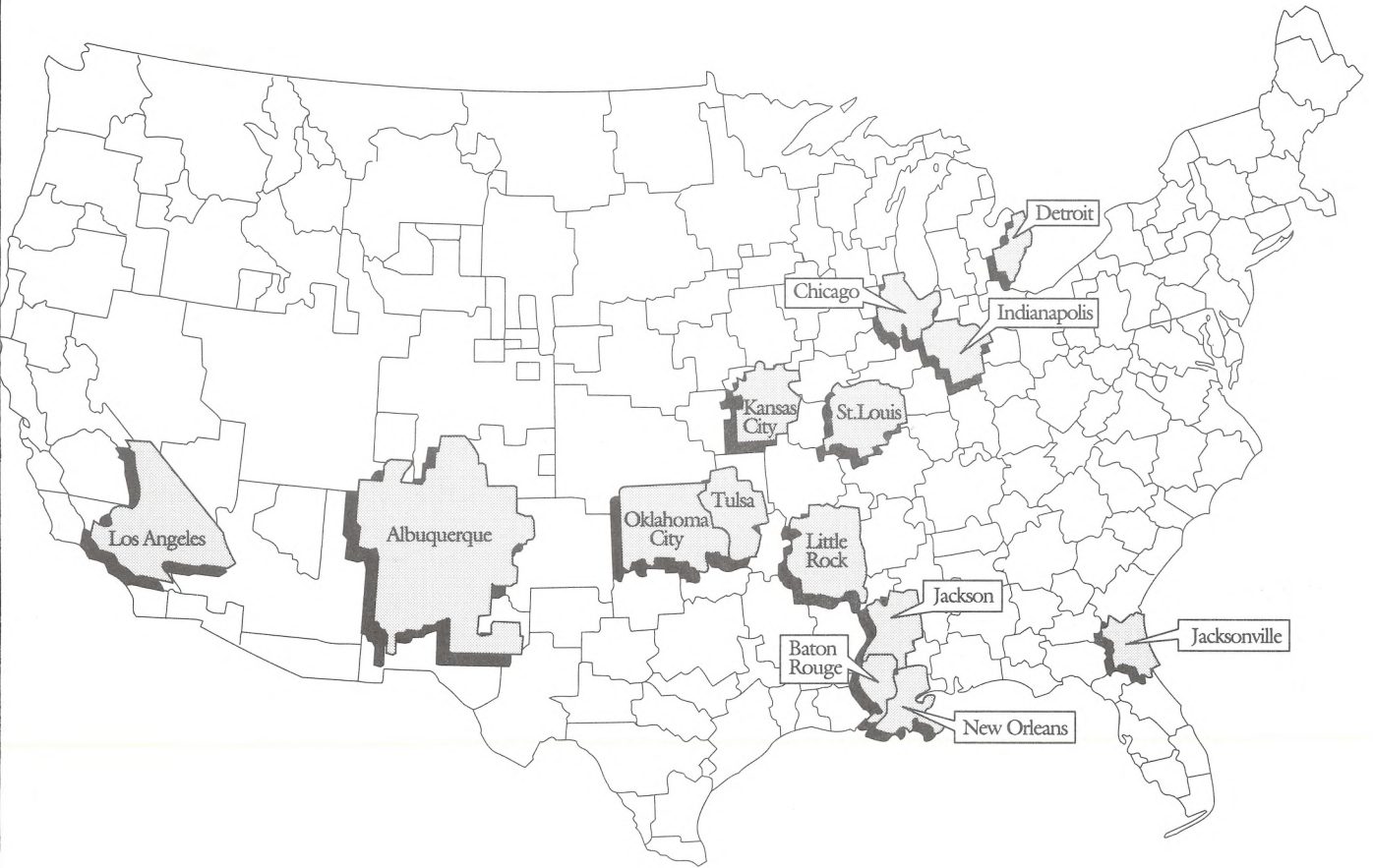
GSD&M will "reserve" a :60 unit when placing TDOC's TV buy. Wherever possible the co-op partner's media buyer will schedule their commercial immediately following TDOC's :30 Texas message.

The buy is as follows:

Purchaser	Weekly Buy	Commercial Unit
TDOC Media buy	50 TRP's	:30
Co-op Partner buy	50 TRP's	:30

The co-op partner benefits from the added impact of their message when it runs within the Texas travel environment created by TDOC's TV commercials.

TEXAS TOURISM 1990 SPOT MARKETS*



We are targeting the following 14 spot markets in Spring 1990:

Albuquerque
Baton Rouge
Chicago
Detroit
Indianapolis

Jackson, MS
Jacksonville, FL
Kansas City
Little Rock

Los Angeles
New Orleans
Oklahoma City
St. Louis
Tulsa

TEXAS TOURISM 1990 SPOT MARKET MEDIA PLAN

	1989			1990																																																	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug																																									
	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27
GROUP A																																																					
Spot TV																																																					
Spot Radio																																																					
GROUP B																																																					
Spot TV																																																					
Spot Radio																																																					
GROUP C																																																					
Spot TV																																																					
Spot Radio																																																					

Group A: (500+/Cold)
 Chicago
 Detroit
 Indianapolis
 Kansas City
 St. Louis

Group B: (500+/Warm)
 Jacksonville
 Los Angeles

Group C: (<500 miles)
 Albuquerque (radio only)
 Baton Rouge
 Jackson
 Little Rock
 New Orleans
 Oklahoma City
 Tulsa

Group A: Markets 500 miles or more from Texas in cold climate.
 Group B: Markets 500 miles or more from Texas in warm climate.
 Group C: Markets less than 500 miles from Texas.

TRP's based on TDOC's media buy - prior to co-op participation.

ALBUQUERQUE

RADIO

Co-op Buy: Two-week package

Advertising Weight: 100 target rating points per week (200 total per package).
(Approximately 40-50 spots per week.)

Creative Unit: :60 Commercial
 :45 Texas message
 :15 Co-op partner's message

Schedule: Monday-Sunday
 6:00 a.m.-12:00 midnight

Co-op Partner's Responsibilities: 1. Co-op partner buys 25 target rating points per week on designated station(s).
(Approximately 10-12 spots per week.)
2. Combined with 75 target rating points per week from TDOC schedule co-op partner receives 100 target rating points each week or 200 total per package.

Total Market Cost: \$6,600 per two-week package

Co-op Partner Cost: \$1,650 (25% of market cost)

TELEVISION

Not available.

BATON ROUGE

RADIO

Co-op Buy: Two-week package

Advertising Weight: 100 target rating points per week (200 total per package).
(Approximately 40-50 spots per week.)

Creative Unit: :60 Commercial
 :45 Texas message
 :15 Co-op partner's message

Schedule: Monday-Sunday
 6:00 a.m. - 12:00 midnight

Co-op Partner's Responsibilities: 1. Co-op partner buys 25 target rating points per week on designated station(s)
(Approximately 10-12 spots per week.)
2. Combined with 75 target rating points per week from TDOC schedule co-op partner receives 100 target rating points each week or 200 total per package

Total Market Cost: \$4,000 per two-week package

Co-op Partner Cost: \$1,000 (25% of market cost)

TELEVISION

Co-op Buy: Two-week package

Advertising Weight: 50 target rating points for each partner each week (100 total per two-week package).
(Approximately 6-8 spots per week.)

Creative Unit: :30 Commercial

Schedule: Early morning; Early/late news; Prime/prime access; Late fringe

Co-op Partner's Responsibilities: 1. Co-op partner buys 50 target rating points each week — matched by 50 target rating points from TDOC schedule.
2. Schedules commercials back-to-back with TDOC commercials, when possible resulting in a 60-second Texas travel commercial.

Co-op Partner Cost: \$3,100 per two-week package

CHICAGO

RADIO

Co-op Buy: Two-week package

Advertising Weight: 100 target rating points per week (200 total per package).
(Approximately 40-50 spots per week.)

Creative Unit: :60 Commercial
:45 Texas message
:15 Co-op partner's message

Schedule: Monday-Sunday
6:00 a.m.-12:00 midnight

Co-op Partner's Responsibilities: 1. Co-op partner buys 25 target rating points per week on designated station(s).
(Approximately 10-12 spots per week.)
2. Combined with 75 target rating points per week from TDOC schedule co-op partner receives 100 target rating points each week or 200 total per package.

Total Market Cost: \$38,000 per two-week package

Co-op Partner Cost: \$9,500 (25% of market cost)

TELEVISION

Co-op Buy: Two-week package

Advertising Weight: 50 target rating points for each partner each week (100 total per two-week package).
(Approximately 6-8 spots per week.)

Creative Unit: :30 Commercial

Schedule: Early morning; Early/late news; Prime/prime access; Late fringe

Co-op Partner's Responsibilities: 1. Co-op partner buys 50 target rating points each week — matched by 50 target rating points from TDOC schedule.
2. Schedules commercials back-to-back with TDOC commercials, when possible, resulting in a 60-second Texas travel commercial.

Co-op Partner Cost: \$33,400 per two-week package

DETROIT

RADIO

Co-op Buy: Two-week package

Advertising Weight: 100 target rating points per week (200 total per package).
(Approximately 40-50 spots per week.)

Creative Unit: :60 Commercial
 :45 Texas message
 :15 Co-op partner's message

Schedule: Monday-Sunday
 6:00 a.m.-12:00 midnight

Co-op Partner's Responsibilities: 1. Co-op partner buys 25 target rating points per week on designated station(s)
(Approximately 10-12 spots per week.)
2. Combined with 75 target rating points per week from TDOC schedule co-op partner receives 100 target rating points each week or 200 total per package.

Total Market Cost: \$21,200 per two-week package

Co-op Partner Cost: \$5,300 (25% of market cost)

TELEVISION

Co-op Buy: Two-week package

Advertising Weight: 50 target rating points for each partner each week (100 total per two-week package).
(Approximately 6-8 spots per week.)

Creative Unit: :30 Commercial

Schedule: Early morning; Early/late news; Prime/prime access; Late fringe

Co-op Partner's Responsibilities: 1. Co-op partner buys 50 target rating points each week — matched by 50 target rating points from TDOC schedule.
2. Schedules commercials back-to-back with TDOC commercials, when possible resulting in a 60-second Texas travel commercial.

Co-op Partner Cost: \$16,300 per two-week package

INDIANAPOLIS

RADIO

Co-op Buy: Two-week package

Advertising Weight: 100 target rating points per week (200 total per package).
(Approximately 40-50 spots per week.)

Creative Unit: :60 Commercial
:45 Texas message
:15 Co-op partner's message

Schedule: Monday-Sunday
6:00 a.m.-12:00 midnight

Co-op Partner's Responsibilities: 1. Co-op partner buys 25 target rating points per week on designated station(s).
(Approximately 10-12 spots per week.)
2. Combined with 75 target rating points per week from TDOC schedule co-op partner receives 100 target rating points each week or 200 total per package.

Total Market Cost: \$9,800 per two-week package

Co-op Partner Cost: \$2,450 (25% of market cost)

TELEVISION

Co-op Buy: Two-week package

Advertising Weight: 50 target rating points for each partner each week (100 total per two-week package).
(Approximately 6-8 spots per week.)

Creative Unit: :30 Commercial

Schedule: Early morning; Early/late news; Prime/prime access; Late fringe

Co-op Partner's Responsibilities: 1. Co-op partner buys 50 target rating points each week — matched by 50 target rating points from TDOC schedule.
2. Schedules commercials back-to-back with TDOC commercials, when possible, resulting in a 60-second Texas travel commercial.

Co-op Partner Cost: \$10,200 per two-week package

JACKSON, MS

RADIO

Co-op Buy: Two-week package

Advertising Weight: 100 target rating points per week (200 total per package).
(Approximately 40-50 spots per week.)

Creative Unit: :60 Commercial
:45 Texas message
:15 Co-op partner's message

Schedule: Monday-Sunday
6:00 a.m.-12:00 midnight

Co-op Partner's Responsibilities: 1. Co-op partner buys 25 target rating points per week on designated station(s).
(Approximately 10-12 spots per week.)
2. Combined with 75 target rating points per week from TDOC schedule co-op partner receives 100 target rating points each week or 200 total per package.

Total Market Cost: \$2,200 per two-week package

Co-op Partner Cost: \$550 (25% of market cost)

TELEVISION

Co-op Buy: Two-week package

Advertising Weight: 50 target rating points for each partner each week (100 total per two-week package).
(Approximately 6-8 spots per week.)

Creative Unit: :30 Commercial

Schedule: Early morning; Early/late news; Prime/prime access; Late fringe

Co-op Partner's Responsibilities: 1. Co-op partner buys 50 target rating points each week — matched by 50 target rating points from TDOC schedule.
2. Schedules commercials back-to-back with TDOC commercials, when possible resulting in a 60-second Texas travel commercial.

Co-op Partner Cost: \$3,600 per two-week package

JACKSONVILLE, FL

RADIO

Co-op Buy: Two-week package

Advertising Weight: 100 target rating points per week (200 total per package).
(Approximately 40-50 spots per week.)

Creative Unit: :60 Commercial
 :45 Texas message
 :15 Co-op partner's message

Schedule: Monday-Sunday
 6:00 a.m.-12:00 midnight

Co-op Partner's Responsibilities: 1. Co-op partner buys 25 target rating points per week on designated station(s).
(Approximately 10-12 spots per week.)
2. Combined with 75 target rating points per week from TDOC schedule co-op partner receives 100 target rating points each week or 200 total per package.

Total Market Cost: \$7,200 per two-week package

Co-op Partner Cost: \$1,800 (25% of market cost)

TELEVISION

Co-op Buy: Two-week package

Advertising Weight: 50 target rating points for each partner each week (100 total per two-week package).
(Approximately 6-8 spots per week.)

Creative Unit: :30 Commercial

Schedule: Early morning; Early/late news; Prime/prime access; Late fringe

Co-op Partner's Responsibilities: 1. Co-op partner buys 50 target rating points each week — matched by 50 target rating points from TDOC schedule.
2. Schedules commercials back-to-back with TDOC commercials, when possible, resulting in a 60-second Texas travel commercial.

Co-op Partner Cost: \$5,600 per two-week package

KANSAS CITY

RADIO

Co-op Buy: Two-week package

Advertising Weight: 100 target rating points per week (200 total per package).
(Approximately 40-50 spots per week.)

Creative Unit: :60 Commercial
 :45 Texas message
 :15 Co-op partner's message

Schedule: Monday-Sunday
 6:00 a.m.-12:00 midnight

Co-op Partner's Responsibilities: 1. Co-op partner buys 25 target rating points per week on designated station(s).
(Approximately 10-12 spots per week.)
2. Combined with 75 target rating points per week from TDOC schedule co-op partner receives 100 target rating points each week or 200 total per package.

Total Market Cost: \$10,800 per two-week package

Co-op Partner Cost: \$2,700 (25% of market cost)

TELEVISION

Co-op Buy: Two-week package

Advertising Weight: 50 target rating points for each partner each week (100 total per two-week package).
(Approximately 6-8 spots per week.)

Creative Unit: :30 Commercial

Schedule: Early morning; Early/late news; Prime/prime access; Late fringe

Co-op Partner's Responsibilities: 1. Co-op partner buys 50 target rating points each week — matched by 50 target rating points from TDOC schedule.
2. Schedules commercials back-to-back with TDOC commercials, when possible, resulting in a 60-second Texas travel commercial.

Co-op Partner Cost: \$7,800 per two-week package

LITTLE ROCK

RADIO

Co-op Buy: Two-week package

Advertising Weight: 100 target rating points per week (200 total per package).
(Approximately 40-50 spots per week.)

Creative Unit: :60 Commercial
 :45 Texas message
 :15 Co-op partner's message

Schedule: Monday-Sunday
 6:00 a.m.-12:00 midnight

Co-op Partner's Responsibilities: 1. Co-op partner buys 25 target rating points per week on designated station(s).
(Approximately 10-12 spots per week.)
2. Combined with 75 target rating points per week from TDOC schedule co-op partner receives 100 target rating points each week or 200 total per package.

Total Market Cost: \$5,200 per two-week package

Co-op Partner Cost: \$1,300 (25% of market cost)

TELEVISION

Co-op Buy: Two-week package

Advertising Weight: 50 target rating points for each partner each week (100 total per two-week package).
(Approximately 6-8 spots per week.)

Creative Unit: :30 Commercial

Schedule: Early morning; Early/late news; Prime/prime access; Late fringe

Co-op Partner's Responsibilities: 1. Co-op partner buys 50 target rating points each week — matched by 50 target rating points from TDOC schedule.
2. Schedules commercials back-to-back with TDOC commercials, when possible, resulting in a 60-second Texas travel commercial.

Co-op Partner Cost: \$4,200 per two-week package

LOS ANGELES

RADIO

Co-op Buy: Two-week package

Advertising Weight: 100 target rating points per week (200 total per package).
(Approximately 40-50 spots per week.)

Creative Unit: :60 Commercial
:45 Texas message
:15 Co-op partner's message

Schedule: Monday-Sunday
6:00 a.m.-12:00 midnight

Co-op Partner's Responsibilities: 1. Co-op partner buys 25 target rating points per week on designated station(s)
(Approximately 10-12 spots per week.)
2. Combined with 75 target rating points per week from TDOC schedule co-op partner receives 100 target rating points each week or 200 total per package.

Total Market Cost: \$66,000 per two-week package

Co-op Partner Cost: \$16,500 (25% of market cost)

TELEVISION

Co-op Buy: Two-week package

Advertising Weight: 50 target rating points for each partner each week (100 total per two-week package).
(Approximately 6-8 spots per week.)

Creative Unit: :30 Commercial

Schedule: Early morning; Early/late news; Prime/prime access; Late fringe

Co-op Partner's Responsibilities: 1. Co-op partner buys 50 target rating points each week — matched by 50 target rating points from TDOC schedule.
2. Schedules commercials back-to-back with TDOC commercials, when possible resulting in a 60-second Texas travel commercial.

Co-op Partner Cost: \$52,000 per two-week package

NEW ORLEANS

RADIO

Co-op Buy: Two-week package

Advertising Weight: 100 target rating points per week (200 total per package).
(Approximately 40-50 spots per week.)

Creative Unit: :60 Commercial
:45 Texas message
:15 Co-op partner's message

Schedule: Monday-Sunday
6:00 a.m.-12:00 midnight

Co-op Partner's Responsibilities: 1. Co-op partner buys 25 target rating points per week on designated station(s).
(Approximately 10-12 spots per week.)
2. Combined with 75 target rating points per week from TDOC schedule co-op partner receives 100 target rating points each week or 200 total per package.

Total Market Cost: \$10,000 per two-week package

Co-op Partner Cost: \$2,500 (25% of market cost)

TELEVISION

Co-op Buy: Two-week package

Advertising Weight: 50 target rating points for each partner each week (100 total per two-week package).
(Approximately 6-8 spots per week.)

Creative Unit: :30 Commercial

Schedule: Early morning; Early/late news; Prime/prime access; Late fringe

Co-op Partner's Responsibilities: 1. Co-op partner buys 50 target rating points each week — matched by 50 target rating points from TDOC schedule.
2. Schedules commercials back-to-back with TDOC commercials, when possible, resulting in a 60-second Texas travel commercial.

Co-op Partner Cost: \$6,700 per two-week package

OKLAHOMA CITY

RADIO

Co-op Buy: Two-week package

Advertising Weight: 100 target rating points per week (200 total per package).
(Approximately 40-50 spots per week.)

Creative Unit: :60 Commercial
:45 Texas message
:15 Co-op partner's message

Schedule: Monday-Sunday
6:00 a.m.-12:00 midnight

Co-op Partner's Responsibilities: 1. Co-op partner buys 25 target rating points per week on designated station(s).
(Approximately 10-12 spots per week.)
2. Combined with 75 target rating points per week from TDOC schedule co-op partner receives 100 target rating points each week or 200 total per package.

Total Market Cost: \$5,800 per two-week package

Co-op Partner Cost: \$1,450 (25% of market cost)

TELEVISION

Co-op Buy: Two-week package

Advertising Weight: 50 target rating points for each partner each week (100 total per two-week package).
(Approximately 6-8 spots per week.)

Creative Unit: :30 Commercial

Schedule: Early morning; Early/late news; Prime/prime access; Late fringe

Co-op Partner's Responsibilities: 1. Co-op partner buys 50 target rating points each week — matched by 50 target rating points from TDOC schedule.
2. Schedules commercials back-to-back with TDOC commercials, when possible, resulting in a 60-second Texas travel commercial.

Co-op Partner Cost: \$4,700 per two-week package

ST. LOUIS

RADIO

Co-op Buy: Two-week package

Advertising Weight: 100 target rating points per week (200 total per package).
(Approximately 40-50 spots per week.)

Creative Unit: :60 Commercial
:45 Texas message
:15 Co-op partner's message

Schedule: Monday-Sunday
6:00 a.m.-12:00 midnight

Co-op Partner's Responsibilities: 1. Co-op partner buys 25 target rating points per week on designated station(s).
(Approximately 10-12 spots per week.)
2. Combined with 75 target rating points per week from TDOC schedule co-op partner receives 100 target rating points each week or 200 total per package.

Total Market Cost: \$14,800 per two-week package

Co-op Partner Cost: \$3,700 (25% of market cost)

TELEVISION

Co-op Buy: Two-week package

Advertising Weight: 50 target rating points for each partner each week (100 total per two-week package).
(Approximately 6-8 spots per week.)

Creative Unit: :30 Commercial

Schedule: Early morning; Early/late news; Prime/prime access; Late fringe

Co-op Partner's Responsibilities: 1. Co-op partner buys 50 target rating points each week — matched by 50 target rating points from TDOC schedule.
2. Schedules commercials back-to-back with TDOC commercials, when possible, resulting in a 60-second Texas travel commercial.

Co-op Partner Cost: \$10,700 per two-week package

TULSA

RADIO

Co-op Buy: Two-week package

Advertising Weight: 100 target rating points per week (200 total per package).
(Approximately 40-50 spots per week.)

Creative Unit: :60 Commercial
:45 Texas message
:15 Co-op partner's message

Schedule: Monday-Sunday
6:00 a.m.-12:00 midnight

Co-op Partner's Responsibilities: 1. Co-op partner buys 25 target rating points per week on designated station(s).
(Approximately 10-12 spots per week.)
2. Combined with 75 target rating points per week from TDOC schedule co-op partner receives 100 target rating points each week or 200 total per package.

Total Market Cost: \$6,400 per two-week package

Co-op Partner Cost: \$1,600 (25% of market cost)

TELEVISION

Co-op Buy: Two-week package

Advertising Weight: 50 target rating points for each partner each week (100 total per two-week package).
(Approximately 6-8 spots per week.)

Creative Unit: :30 Commercial

Schedule: Early morning; Early/late news; Prime/prime access; Late fringe

Co-op Partner's Responsibilities: 1. Co-op partner buys 50 target rating points each week — matched by 50 target rating points from TDOC schedule.
2. Schedules commercials back-to-back with TDOC commercials, when possible resulting in a 60-second Texas travel commercial.

Co-op Partner Cost: \$4,100 per two-week package

HOW TO GET INVOLVED

1. Co-op partner receives packet, completes worksheet and order form.
2. Partner keeps part 5 of order form and returns all other completed forms to TDOC representative prior to October 31, 1989.
3. TDOC representative reviews completed forms and determines availability of requested market(s) and time frame(s).
4. TDOC representative returns approved request to co-op participant and forwards approved form to GSD&M.
5. GSD&M reviews approved request and supplies appropriate media schedule(s) to TDOC. TDOC representative sends proposed media schedule to co-op partner.
6. Co-op partner sends radio script or television creative (cassette, storyboards, scripts, etc.) to TDOC for approval. TDOC representative approves creative message.
7. Co-op partner buys media schedule(s) and confirms placement with GSD&M.
8. GSD&M reissues traffic instructions to the stations purchased to reflect co-op participation.
9. Co-op partner ships approved advertising materials to proper media representative with traffic instructions.
10. GSD&M sends final confirmation of schedule to co-op partner and TDOC representative.

BATON ROUGE CO-OP WORKSHEET

Co-op Partner: Texas Resort

RADIO

Two-week Package Cost: \$4,000
25% Co-op Partner Cost = \$1,000
(50 target rating points)

Check Desired Dates: ✓ March 12 - 25
 ✓ April 9 - 22
 May 7 - 20

Co-op Cost Per Package = \$1,000
x 2 Number of Packages
= 2,000 Radio Co-op Cost

TELEVISION

Two-week Package Cost: \$3,100
(100 target rating points)

Check Desired Dates: ✓ March 12 -25
 ✓ April 9 - 22
 May 7 -20

Co-op Cost Per Package = \$3,100
x 2 Number of Packages
= 6,200 TV Co-op Cost

Total Baton Rouge Cost: \$ 8,200

CO-OP ORDER FORM

Co-op Partner Texas Resort
 Address 100 East First Phone (000) 000-0000
 Contact John Doe

		Package Start Dates	# Co-op Packages	Co-op Partner Cost/Package	Total Co-op Partner Cost
ALBUQUERQUE	Radio	_____	_____	x \$1,650 =	\$ _____
		_____	_____	Albuquerque:	\$ _____
BATON ROUGE	Radio	<u>3/12, 4/9</u>	<u>2</u>	x \$1,000 =	\$ <u>2,000</u>
	TV	<u>3/12, 4/9</u>	<u>2</u>	x \$3,100 =	\$ <u>6,200</u>
		_____	_____	Baton Rouge:	\$ <u>8,200</u>
CHICAGO	Radio	_____	_____	x \$9,500 =	\$ _____
	TV	_____	_____	x \$33,400 =	\$ _____
		_____	_____	Chicago:	\$ _____
DETROIT	Radio	_____	_____	x \$5,300 =	\$ _____
	TV	_____	_____	x \$16,300 =	\$ _____
		_____	_____	Detroit:	\$ _____
INDIANAPOLIS	Radio	_____	_____	x \$2,450 =	\$ _____
	TV	_____	_____	x \$10,200 =	\$ _____
		_____	_____	Indianapolis:	\$ _____
JACKSON, MS	Radio	_____	_____	x \$550 =	\$ _____
	TV	_____	_____	x \$3,600 =	\$ _____
		_____	_____	Jackson:	\$ _____
JACKSONVILLE, FL	Radio	_____	_____	x \$1,800 =	\$ _____
	TV	_____	_____	x \$5,600 =	\$ _____
		_____	_____	Jacksonville:	\$ _____
KANSAS CITY	Radio	_____	_____	x \$2,700 =	\$ _____
	TV	_____	_____	x \$7,800 =	\$ _____
		_____	_____	Kansas City:	\$ _____
LITTLE ROCK	Radio	_____	_____	x \$1,300 =	\$ _____
	TV	_____	_____	x \$4,200 =	\$ _____
		_____	_____	Little Rock:	\$ _____
LOS ANGELES	Radio	_____	_____	x \$16,500 =	\$ _____
	TV	_____	_____	x \$52,000 =	\$ _____
		_____	_____	Los Angeles:	\$ _____
NEW ORLEANS	Radio	_____	_____	x \$2,500 =	\$ _____
	TV	_____	_____	x \$6,700 =	\$ _____
		_____	_____	New Orleans:	\$ _____
OKLAHOMA CITY	Radio	_____	_____	x \$1,450 =	\$ _____
	TV	_____	_____	x \$4,700 =	\$ _____
		_____	_____	Oklahoma City:	\$ _____
ST. LOUIS	Radio	_____	_____	x \$3,700 =	\$ _____
	TV	_____	_____	x \$10,700 =	\$ _____
		_____	_____	St. Louis:	\$ _____
TULSA	Radio	_____	_____	x \$1,600 =	\$ _____
	TV	_____	_____	x \$4,100 =	\$ _____
		_____	_____	Tulsa:	\$ _____
				Total Co-op Commitment:	\$ <u>8,200</u>

Costs are based on 1990 estimates and are subject to final media negotiations.

Department of Commerce,
 Division
 12008
 X 78711
 1-9448

Signature _____ Date _____
 TDOC Confirmation _____ Date _____

ALBUQUERQUE CO-OP WORKSHEET

Co-op Partner: _____

RADIO

Two-week Package Cost: \$6,600
25% Co-op Partner Cost = \$1,650
(50 target rating points)

Check Desired Dates: _____ March 12 - 25
_____ April 9 - 22
_____ May 7 - 20

Co-op Cost Per Package = \$1,650
x _____ Number of Packages
= _____ Radio Co-op Cost

TELEVISION — Not Available

Total Albuquerque Cost: \$ _____

BATON ROUGE CO-OP WORKSHEET

Co-op Partner: _____

RADIO

Two-week Package Cost: \$4,000
25% Co-op Partner Cost = \$1,000
(50 target rating points)

Check Desired Dates: _____ March 12 - 25
_____ April 9 - 22
_____ May 7 - 20

Co-op Cost Per Package = \$1,000
x _____ Number of Packages
= _____ Radio Co-op Cost

TELEVISION

Two-week Package Cost: \$3,100
(100 target rating points)

Check Desired Dates: _____ March 12 - 25
_____ April 9 - 22
_____ May 7 - 20

Co-op Cost Per Package = \$3,100
x _____ Number of Packages
= _____ TV Co-op Cost

Total Baton Rouge Cost: \$ _____

CHICAGO CO-OP WORKSHEET

Co-op Partner: _____

RADIO

Two-week Package Cost: \$38,000
25% Co-op Partner Cost = \$ 9,500
(50 target rating points)

Check Desired Dates: _____ February 12 - 25
_____ March 5 - 18
_____ March 26 - April 8

Co-op Cost Per Package = \$ 9,500
x _____ Number of Packages
= _____ Radio Co-op Cost

TELEVISION

Two-week Package Cost: \$33,400
(100 target rating points)

Check Desired Dates: _____ February 12 - 25
_____ March 5 - 18
_____ March 26 - April 8

Co-op Cost Per Package = \$33,400
x _____ Number of Packages
= _____ TV Co-op Cost

Total Chicago Cost: \$ _____

DETROIT CO-OP WORKSHEET

Co-op Partner: _____

RADIO

Two-week Package Cost: \$21,200
25% Co-op Partner Cost = \$ 5,300
(50 target rating points)

Check Desired Dates: _____ February 12 - 25
_____ March 5 - 18
_____ March 26 - April 8

Co-op Cost Per Package = \$ 5,300
x _____ Number of Packages
= _____ Radio Co-op Cost

TELEVISION

Two-week Package Cost: \$16,300
(100 target rating points)

Check Desired Dates: _____ February 12 - 25
_____ March 5 - 18
_____ March 26 - April 8

Co-op Cost Per Package = \$16,300
x _____ Number of Packages
= _____ TV Co-op Cost

Total Detroit Cost: \$ _____

INDIANAPOLIS CO-OP WORKSHEET

Co-op Partner: _____

RADIO

Two-week Package Cost: \$ 9,800
25% Co-op Partner Cost = \$ 2,450
(50 target rating points)

Check Desired Dates: _____ February 12 - 25
_____ March 5 - 18
_____ March 26 - April 8

Co-op Cost Per Package = \$ 2,450
x _____ Number of Packages
= _____ Radio Co-op Cost

TELEVISION

Two-week Package Cost: \$10,200
(100 target rating points)

Check Desired Dates: _____ February 12 - 25
_____ March 5 - 18
_____ March 26 - April 8

Co-op Cost Per Package = \$10,200
x _____ Number of Packages
= _____ TV Co-op Cost

Total Indianapolis Cost: \$ _____

JACKSON, MS CO-OP WORKSHEET

Co-op Partner: _____

RADIO

Two-week Package Cost: \$2,200
25% Co-op Partner Cost = \$ 550
(50 target rating points)

Check Desired Dates: _____ March 12 - 25
_____ April 9 - 22
_____ May 7 - 20

Co-op Cost Per Package = \$ 550
x _____ Number of Packages
= _____ Radio Co-op Cost

TELEVISION

Two-week Package Cost: \$3,600
(100 target rating points)

Check Desired Dates: _____ March 12 - 25
_____ April 9 - 22
_____ May 7 - 20

Co-op Cost Per Package = \$3,600
x _____ Number of Packages
= _____ TV Co-op Cost

Total Jackson Cost: \$ _____

JACKSONVILLE, FL CO-OP WORKSHEET

Co-op Partner: _____

RADIO

Two-week Package Cost: \$7,200
25% Co-op Partner Cost = \$1,800
(50 target rating points)

Check Desired Dates: _____ February 26 - March 11
_____ March 19 - April 1
_____ April 9 - 22

Co-op Cost Per Package = \$1,800
x _____ Number of Packages
= _____ Radio Co-op Cost

TELEVISION

Two-week Package Cost: \$5,600
(100 target rating points)

Check Desired Dates: _____ February 26 - March 11
_____ March 19 - April 1
_____ April 9 - 22

Co-op Cost Per Package = \$5,600
x _____ Number of Packages
= _____ TV Co-op Cost

Total Jacksonville Cost: \$ _____

KANSAS CITY CO-OP WORKSHEET

Co-op Partner: _____

RADIO

Two-week Package Cost: \$10,800
25% Co-op Partner Cost = \$ 2,700
(50 target rating points)

Check Desired Dates: _____ February 12 - 25
_____ March 5 - 18
_____ March 26 - April 8

Co-op Cost Per Package = \$ 2,700
x _____ Number of Packages
= _____ Radio Co-op Cost

TELEVISION

Two-week Package Cost: \$ 7,800
(100 target rating points)

Check Desired Dates: _____ February 12 - 25
_____ March 5 - 18
_____ March 26 - April 8

Co-op Cost Per Package = \$ 7,800
x _____ Number of Packages
= _____ TV Co-op Cost

Total Kansas City Cost: \$ _____

LITTLE ROCK CO-OP WORKSHEET

Co-op Partner: _____

RADIO

Two-week Package Cost: \$5,200
25% Co-op Partner Cost = \$1,300
(50 target rating points)

Check Desired Dates: _____ March 12 - 25
_____ April 9 - 22
_____ May 7 - 20

Co-op Cost Per Package = \$1,300
x _____ Number of Packages
= _____ Radio Co-op Cost

TELEVISION

Two-week Package Cost: \$4,200
(100 target rating points)

Check Desired Dates: _____ March 12 - 25
_____ April 9 - 22
_____ May 7 - 20

Co-op Cost Per Package = \$4,200
x _____ Number of Packages
= _____ TV Co-op Cost

Total Little Rock Cost: \$ _____

LOS ANGELES CO-OP WORKSHEET

Co-op Partner: _____

RADIO

Two-week Package Cost: \$66,000
25% Co-op Partner Cost = \$16,500
(50 target rating points)

Check Desired Dates: _____ February 26 - March 11
_____ March 19 - April 1
_____ April 9 - 22

Co-op Cost Per Package = \$16,500
x _____ Number of Packages
= _____ Radio Co-op Cost

TELEVISION

Two-week Package Cost: \$52,000
(100 target rating points)

Check Desired Dates: _____ February 26 - March 11
_____ March 19 - April 1
_____ April 9 - 22

Co-op Cost Per Package = \$52,000
x _____ Number of Packages
= _____ TV Co-op Cost

Total Los Angeles Cost: \$ _____

NEW ORLEANS CO-OP WORKSHEET

Co-op Partner: _____

RADIO

Two-week Package Cost: \$10,000
25% Co-op Partner Cost = \$ 2,500
(50 target rating points)

Check Desired Dates: _____ March 12 - 25
_____ April 9 - 22
_____ May 7 - 20

Co-op Cost Per Package = \$ 2,500
x _____ Number of Packages
= _____ Radio Co-op Cost

TELEVISION

Two-week Package Cost: \$ 6,700
(100 target rating points)

Check Desired Dates: _____ March 12 - 25
_____ April 9 - 22
_____ May 7 - 20

Co-op Cost Per Package = \$ 6,700
x _____ Number of Packages
= _____ TV Co-op Cost

Total New Orleans Cost: \$ _____

OKLAHOMA CITY CO-OP WORKSHEET

Co-op Partner: _____

RADIO

Two-week Package Cost: \$5,800
25% Co-op Partner Cost = \$1,450
(50 target rating points)

Check Desired Dates: _____ March 12 - 25
_____ April 9 - 22
_____ May 7 - 20

Co-op Cost Per Package = \$1,450
x _____ Number of Packages
= _____ Radio Co-op Cost

TELEVISION

Two-week Package Cost: \$4,700
(100 target rating points)

Check Desired Dates: _____ March 12 - 25
_____ April 9 - 22
_____ May 7 - 20

Co-op Cost Per Package = \$4,700
x _____ Number of Packages
= _____ TV Co-op Cost

Total Oklahoma City Cost: \$ _____

ST. LOUIS CO-OP WORKSHEET

Co-op Partner: _____

RADIO

Two-week Package Cost: \$14,800
25% Co-op Partner Cost = \$ 3,700
(50 target rating points)

Check Desired Dates: _____ February 12 - 25
_____ March 5 - 18
_____ March 26 - April 8

Co-op Cost Per Package = \$ 3,700
x _____ Number of Packages
= _____ Radio Co-op Cost

TELEVISION

Two-week Package Cost: \$10,700
(100 target rating points)

Check Desired Dates: _____ February 12 - 25
_____ March 5 - 18
_____ March 26 - April 8

Co-op Cost Per Package = \$10,700
x _____ Number of Packages
= _____ TV Co-op Cost

Total St. Louis Cost: \$ _____

TULSA CO-OP WORKSHEET

Co-op Partner: _____

RADIO

Two-week Package Cost: \$6,400
25% Co-op Partner Cost = \$1,600
(50 target rating points)

Check Desired Dates: _____ March 12 - 25
_____ April 9 - 22
_____ May 7 - 20

Co-op Cost Per Package = \$1,600
x _____ Number of Packages
= _____ Radio Co-op Cost

TELEVISION

Two-week Package Cost: \$4,100
(100 target rating points)

Check Desired Dates: _____ March 12 - 25
_____ April 9 - 22
_____ May 7 - 20

Co-op Cost Per Package = \$4,100
x _____ Number of Packages
= _____ TV Co-op Cost

Total Tulsa Cost: \$ _____

NATIONAL CABLE TELEVISION

National cable television will be available for co-op participation on all networks purchased.

The cable networks available include:

- CNN/Headline News
- The Weather Channel
- The Nashville Network

The media buy will be placed by the co-op partner's media buyer, but will require close coordination with GSD&M.

The commercials will run immediately following the Texas message when possible, resulting in extended exposure for the Texas travel messages.

Complete details of the national cable TV schedule are available upon request.

FY 1990 CABLE TV PLAN

1990

	Jan	Feb	Mar	April	May	June	July	Aug	
	25 1 8 15 22	29 5 12 19	26 5 12 19	26 2 9 16 23	30 7 14 21	28 4 11 18	25 2 9 16 23	30 6 13 20 27	
CNN/HLN		■	■	■					
The Weather Channel		■		■					
The Nashville Network		■		■					

NATIONAL MAGAZINES

TDOC has negotiated the Texas Master Contract with the following publications. Under the Master Contract, all Texas travel advertisers benefit from the state's frequency rate for volume discounts, ranging from 5% to 30%.

For additional information on how to participate in the Master Contract, please contact the sales representatives listed below.

AAA Home & Away	Mike Moore	214/596-8777
Adventure Road	Susan Tauster	312/263-4100
Conde Nast Traveler	Gina Broccolo	312/649-3500
Country Living	Janet Wheeler	214/991-4994
Discovery	Dick Griffith	214/931-9001
Friendly Exchange	Cathy Porepp	515/284-3506
Golden Years	Joy Burleson	214/827-5000
Mature Outlook	Dick Griffith	214/931-9001
Midwest Living	Janie Vieck	312/580-1636
Midwest Motorist	Mike Moore	214/596-8777
National Geographic Traveler	Dick Griffith	214/931-9001
New Choices	Marcus Loy	214/788-2939
Southern Living	Bob Grossman	214/522-7020
Travel & Leisure	Joe Kelly	214/380-0416
Travel Holiday	Judy McCuskey	312/644-3888
Vista USA	Marcus Loy	214/788-2939



ADDITIONAL PROGRAMS

The following programs are designed to assist your marketing efforts in promoting travel to and within Texas.

CONSUMER

How to "Talk Texan" is a humorous three-minute *audio cassette* which teaches out-of-staters "how to talk Texan," while promoting Texas as a travel destination. The tape is available for your promotional activities.

Virtually every radio station provides an opportunity for airlines, hotels, car rentals and destinations to promote and provide sampling opportunities for their products and services. In Spring 1989, TDOC's radio *merchandising* generated 54 promotional trips to Texas.

Eleven major magazines published Texas *advertorial sections* during the past year. In 1990, opportunities exist for you to run adjacent print ads, thus gaining additional impact through association with the Texas editorial.

For further information, please call Anita Neama, Advertising Coordinator, at 512/320-9448.

TRAVEL TRADE

A *tour operator Matching Funds Program* has been established to encourage development of tour operator packages to Texas.

Through *in-state "site inspections"* during 1989, TDOC assisted 40 travel journalists and 124 travel industry professionals in 13 group inspection tours. The trips resulted in heightened public awareness of what Texas has to offer regarding destinations and attractions.

Over 13,000 travel agents were reached through TDOC's 1989 participation in 14 domestic *travel trade shows*. Trade missions are planned in 1990 in the U.S., Canada and Mexico.

For further information, please call Walt Bowden, Travel Trade Manager, at 512/320-9450.

INTERNATIONAL

TDOC is marketing Texas as a travel destination to Canada, Mexico, England, Germany and Japan, thus providing you with promotional opportunities with these countries.

For further information, please call Mary Lynn McBride, International Travel Trade Coordinator, at 512/320-9449.

Texas is a leading member of *America's Heartland*, a six-state travel marketing consortium created to promote international travel to the Heartland states. The program is primarily targeted at Canada and U.K.

For further information, please call Derrith Bondurant, *America's Heartland* Executive Director, at 512/462-9191, extension 1062.

IN-STATE HOSPITALITY PROGRAMS

The *hospitality training program*, conducted in cooperation with Texas A&M University, is offered to all hospitality-related businesses to teach front line "meeters and greeters" and managers proven customer-service techniques.

The "*Texas Friendly Spoken Here*" campaign encourages Texans to be friendly to visitors by promoting the importance of tourism to Texas. The program provides unlimited promotional tie-ins for the private and public sectors. Logo sheets, stickers and bumper stickers are available on request.

Our "*Honorary Texan*" program was initially developed as a promotion for Winter Texans, the hundreds of thousands who visit and stay in Texas during the winter months. The program is generic in nature and designed to encourage visitors to return to Texas year after year.

For further information, please call Duane Smith, Community Development Manager, at 512/320-9424.

MEDIA RELATIONS

TDOC's Media Department provides an accurate, appealing image of Texas attractions and destinations to consumer and travel trade media. The department also maintains a *photographic library* containing more than 70,000 quality black and white and color images of Texas. These images are available free of charge to assist co-op partners in their promotional efforts.

For further information, please call Mike Murphy, Chief of Media Relations, at 512/320-9412.

CONSUMER DATA BASE

TDOC is developing a brand-new *consumer data base*, TTAP (Texas Travelers Access Program), which is in addition to the currently available TRAX System. In 1990, TTAP will be available to provide consumer demographics, interests, activities, means of transportation, preferred accommodations, travel destinations and more. The data base will be available to assist your marketing efforts in targeting the consumer in order to "close the sale."

For further information, please call Ed McWilliams, Research Specialist, at 512/320-9455.