



TEXAS ON THE **GO**.COM
THE ONLINE B2B INTELLIGENCE CHANNEL

Media Kit 2010

TexasOnTheGo.Com is the "Go To" website and e-zine for business executives, decision makers, and entrepreneurs who want to be informed and do business in Texas with Texas companies and government agencies.

Our goal is to promote Texas commerce statewide, nationally and internationally, to attract new trade markets to the State and project Texas business in global markets.

TexasOnTheGo.Com provides a one-stop resource of practical information, business opportunities and innovative strategies, including a forward-looking perspective on current social, political and economic issues, helping business grow and compete.

Since its launch in 2008, the e-zine has grown to a circulation of over 35,000 subscribers and the website enjoys a continuous growth of over forty percent month to month.

Latin America Consulting & Communications LLC (LACC) is the parent company for **TexasOnTheGo.Com**, the online B2B intelligence channel.

Newsletter Circulation
+ 34,000



Geographic Reach:

- 51% Houston
- 19% Austin
- 13% San Antonio
- 11% Dallas
- 6% Other

Browsing Peak

Times: **11AM to 4PM**

Target Market:

- 57% Business Owners & Entrepreneurs
- 19% Corporate
- 16% Government
- 8% Other

Readership Age:

- 13% 25 – 34
- 75% 35 – 55
- 12% +55

Monthly Website Stats (Avg. 2009)



Unique Visitors: 29,000 Page views: 143,000

Published by LACC P.O Box 5305, Kingwood, TX 77325-5305
832-285-8015 info@texasonthego.com

Advertorials



An **Advertorial** is an advertisement in the form of an article designed to inform and educate the reader, while at the same time providing valid information to your prospective clients about your products and services. The information is presented in such a manner to immediately captivate the reader's attention along with branding your company.

The article stays online for a period of 24 months allowing future access to current and new users. The Meta Tags of the page will additionally attract hits from the major search engines, which provide a residual effect to your marketing efforts.

Advertorials are one of the most, if not the best, efficient and cost effective marketing tools. According to Google® Text Advertisement generates "click-through rate 4-5 times higher than industry standard for banner ads."

Advantages:

- E-mail to our database via our newsletter to over 34,000 readers.
- Target segments including: Business owners (Small Business, Minority Own, Women Own, Veteran Own), Government Officials, Corporate Executives, entrepreneurs and decision makers in Texas or interested in doing business with Texas.
- Free Banner 300 x 300 in article
- The article can be provided by your company or elaborated by our staff.

You can maximize results from our website online applications by:

- Send to your former, current and potential customers
- Share in:

Linkedin - Facebook - del.icio.us - Digg - Furl - Yahoo! - My Web StumbleUpon - Google Bookmarks - Technorati - reddit

350 – 400 words 1 images	\$499.00
750 – 850 words 2 images	\$750.00

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Newsletter Cover Banners

650 x 90 Texas Size	\$299.00
164 x 600 Skyscraper	\$199.00
468 x 90 Big Box	\$129.00
164 x 200 Small Box*	\$59.99*

Price per issue
*Minimum 4 issues

Big Box
468 x 90 Pixels
Actual size

Small Box

164 x 200
Pixels

Actual size

Demographics

Target Market: Business owners (Small Business, Minority Own, Women Own, Veteran Own), Government Officials, Corporate Executives, entrepreneurs and decision makers in Texas or interested in doing business with Texas.

Frequency: Weekly
Circulation: +34,000
Format: Newsletter E-Zine

Skyscraper

164 x 600
Pixels

Actual size

Texas size Banner
650 x 90 Pixels
Actual size

Website Banners Monthly Prices

650 x 90 Texas Size (Front Page)	\$199.00
650 x 90 Texas Size (Articles Bottom)	\$159.00
180 x 600 Skyscraper B (Front Page)	\$189.00
180 x 600 Skyscraper B (Interior)	\$149.00
468 x 60 Slim Texan (Front Page Top)	\$139.00
468 x 60 Slim Texan (Interior Top)	\$89.00
180 x 200 Grabber (Front Page)	\$99.00
180 x 200 Grabber (Interior)	\$59.99
180 x 100 Tiny Texan (Front Page)	\$49.00*
180 x 100 Tiny Texan (Interior)	\$39.00*

*Minimum of 2 months

Actual Sizes

Tiny Texan
180 x 100 Pixels
Actual Size

Grabber Box
180 x 200
Actual Size

Skyscraper B
180 x 600
Pixels
Actual Size

Slim Texan 468 x 60 Pixels
Actual Size

Texas size Banner
650 x 90 Pixels
Actual size

Sponsorship Packages

Bronze Sponsor

\$650

- ✓ 1 Advertorial (450 words – 2 images)
- ✓ 3 Newsletter Small Box Cover Banner 164 x 200
- ✓ 1 Grabber Banner 180 x 200 for 30 days (Home Page)
- ✓ 2 Banner Design

Silver Sponsor

\$1250

- ✓ 1 Advertorial (750 words – 4 images)
- ✓ 4 Newsletter Big Box Cover Banner 468 x 90
- ✓ 1 Texas Size Banner 650 x 90 for 30 days (Home Page)
- ✓ Hosting of company video (30mg Max)
- ✓ 2 Banner Design

Gold Sponsors

\$2250

- ✓ 2 Advertorials (750 words – 4 images or video)
- ✓ 1 Texas Size Banner 650 X 90 for 60 days (Home Page)
- ✓ 8 Newsletter Cover Big Box Banner 468 x 90
- ✓ Hosting of company video (30mg Max)
- ✓ 2 Banner Design

Platinum Sponsors

\$5,000

- ✓ 3 Advertorials in chosen section (750 words – 4 images or video)
- ✓ 16 Newsletter Big Box Cover Banners 468 x 90
- ✓ 1 Skyscraper Banner 180 x 600 on Home page for 16 weeks
- ✓ 16 Texas Size Article Banners 650 x 90 on the top section of articles published on selected section.
- ✓ 6 Banner Design
- ✓ Hosting of company video (30mg Max)
- ✓ 1 Landing Page (Company info, links, up to 4 images)

Ask about other Sponsorship Opportunities

BLOGS – Webinar – Video

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Need help to outreach your M/W/DBE goals?

Think out of the box!

TexasOnTheGo.com gives you instant access to more than 34,000 potential suppliers eager to learn your procurement processes and win business.

How can you reach out to this targeted network?

- Promote your organization with custom advertorial and/or landing pages
- Educate and attract prospective suppliers through Webinars
- Get in-depth exposure by being profiled in a eBlast or Special Edition
- Raise brand awareness through Sponsorship Opportunities
- Connect affordably with online Banner Ads (from \$59.99)



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