



New Braunfels CVB FY 2025 Media Calendar

Months	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
Streaming	Houston			Houston				Houston				Houston	
	Dallas			Dallas				Dallas				Dallas	
	Ft.Worth			Ft. Worth				Ft. Worth				Ft. Worth	
	Austin			Austin				Austin				Austin	
	Harlingen			Harlingen				Harlingen				Harlingen	
				Corpus								Midland	
Paid Social	Houston			Houston				Houston				Houston	
	Dallas			Dallas				Dallas				Dallas	
	Ft.Worth			Ft. Worth				Ft. Worth				Ft. Worth	
	San Antonio			San Antonio				San Antonio				San Antonio	
	Austin			Austin				Austin				Austin	
	Harlingen			Harlingen				Harlingen				Harlingen	
	Corpus		Midland										
Search	All Markets - DMA's												All Mkts DMA's
YouTube				Houston									
				Dallas									
				Ft.Worth									
Airport					Austin								
Print							NB Monthly						
								San Antonio					
								Austin					
Tour Texas	Content remains on Tour Texas site all year												

*Note: Houston, Dallas, San Antonio and Austin are targeted by zip code (excluding NB from San Antonio)

Harlingen, Corpus and Midland are targeted by DMA

All Markets are targeted by DMA for Search - excluding NB from San Antonio

Target Zip Codes

Houston:	77494, 77573, 77386, 77382, 77459, 77546, 77379, 77450, 77007, 77008, 77005, 77493, 77584, 77433, 77429, 77407, 77077, 77511, 77406, 77057, 77377, 77018, 77079, 77521, 77081, 77079, 77521, 77081, 77539, 77345, 77059, 77580, 77479, 77441, 77094, 77005, 77401, 77010
DFW:	75034, 76012, 76051, 75002, 76063, 75087, 75126, 76028, 75232, 75035, 75071, 75019, 75068, 75243, 76179, 76137, 75056, 76065, 75211, 75072, 75206, 75230, 75214, 75204, 75218, 76092, 75022, 76049, 76244, 76108, 76227, 75154, 76131, 75075, 76107, 76005, 76401, 75070, 75032, 76645, 76017, 75214, 75209, 76034, 75244
Austin:	78613, 78665, 78664, 78681, 78660, 78748, 78703, 78730, 78731, 78738, 78751, 78732, 78735, 78726, 78739, 78640, 78610, 78644, 78629, 78641, 78745, 78613, 78665, 78664, 78681, 78704, 78648, 78620, 78741, 78744, 78723, 78758, 78727, 78602, 78749, 78738, 78759, 78753, 78702, 78734, 78606, 78653, 78628, 78754, 78634
San Antonio:	78245, 78254, 78249, 78023, 78255, 78257, 78006, 78248, 78253, 78250, 78228, 78121, 78230, 78251, 78223, 78240, 78213, 78201, 78229, 78227, 78222, 78207, 78221, 78015, 78061