



# eNEWSLETTER FEATURED SPOTLIGHT Specifications

## What We Need From You!

- ★ 300 words of copy
- ★ 2 photos - min. 350 x 350 px
- ★ 3 external hyperlinks
- ★ Full contact information
- ★ URL to link to

## Submissions & Deadlines

All materials are due the **15th of the month prior** to your scheduled run.

Submit files for your eNewsletter Spotlight at [materials.ajrmediagroup.com](http://materials.ajrmediagroup.com)

If you have purchased a newsletter placement and your materials are NOT received by the due date, content will be automatically pulled from your content pages or website. We cannot accept materials after the due date.

### SPOTLIGHT TEXAS...



#### Lubbock | This is West Texas!

Venture deep into West Texas and experience Lubbock, a vibrant city that values its Western heritage, boasts an impressive lineup of musical talent and knows a thing or two about growing delicious wine grapes.

When traveling to Lubbock, visitors will experience the real West as they learn about the history of farming and ranching at the Bayer Museum of Agriculture and the National Ranching Heritage Center. Also, the American Wind Power Center is a can't-miss attraction boasting the largest collection of windmills in the world.

As for the arts, Lubbock promotes an impressive local arts scene including a monthly First Friday Art Trail, as well as Texas Tech University's public art collection, named among the top 10 in the nation by Public Art Review magazine.

On almost any night, live music fills the streets of the Depot Entertainment District. Many entertainers launch their musical careers from the "Hub City" so musical talent is in good supply. The city is most known as the birthplace of rock 'n' roll legend Buddy Holly. Holly's legacy is preserved at the Buddy Holly Center, a museum that features a rare collection of the music legend's records, as well as unique memorabilia donated by his family, friends and fans.

Along with Buddy Holly and The Crickets, musicians such as Natalie Maines of the Dixie Chicks, Waylon Jennings, Mac Davis, Joe Ely, Ritchie McDonald, The

Josh Abbott Band and more, call Lubbock home. Along with great musical talent, Lubbock prides itself in the fact that 80 percent of Texas wine grapes are grown right here in the South Plains. With five major wineries, visitors have a plethora of options to satisfy any palate.

For more local attractions and must-see events, check out our [interactive visitor's guide](#), go to [VisitLubbock.org](http://VisitLubbock.org), call 806.747.5232, or visit their page on [TourTexas.com](http://TourTexas.com).



[Learn More](#)



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### PLEASE NOTE! Tour Texas eNewsletters scheduled sends:

- Hot & Happening Event eNewsletter - EVERY FIRST TUESDAY OF YOUR START MONTH
- Tour Texas 1st eNewsletter** - BETWEEN THE 1ST AND THE 15TH OF YOUR START MONTH
- Tour Texas 2nd eNewsletter** - BETWEEN THE 16TH AND THE 30TH OF YOUR START MONTH