

# Digital Opportunities

## Online Advertising

### Overview

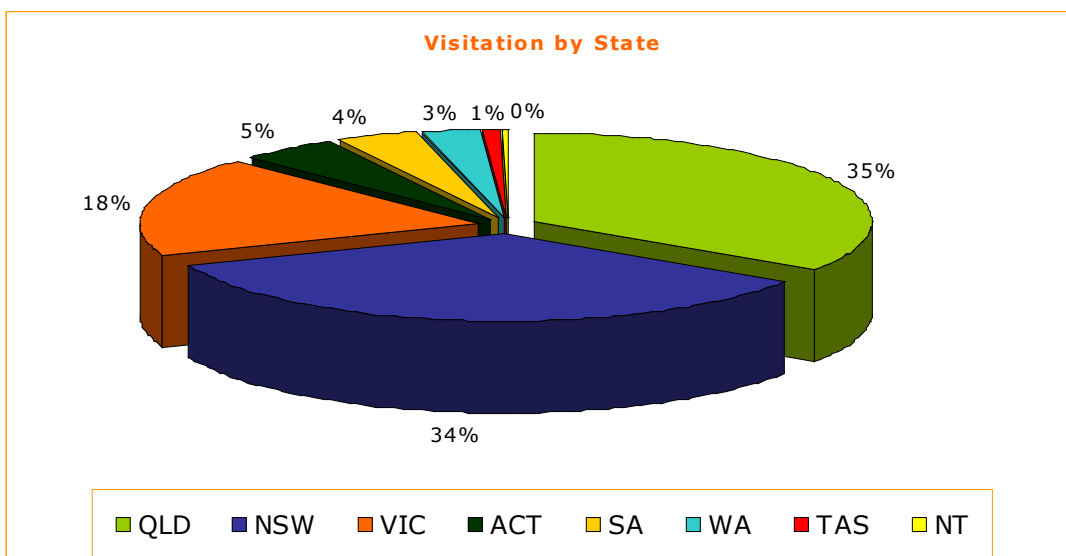
This advertising proposal offers a limited number of online advertising opportunities on Tourism Queensland's flagship consumer website [www.QueenslandHolidays.com.au](http://www.QueenslandHolidays.com.au).

The proposal is only available to Queensland tourism operators, who must be subscribed to the Australian Tourism Data Warehouse (ATDW).

[www.QueenslandHolidays.com.au](http://www.QueenslandHolidays.com.au) is the official tourism website for Queensland. The site offers a comprehensive collection of information on Queensland accommodation, tours, attractions, events, destinations and travel tools, and as such the site provides access to a highly targeted audience and is an ideal advertising outlet for the promotion of Queensland tourism products.

### Site Statistics (January 2010 - December 2010)

- Page impressions: 19,789,710
- Monthly Average Visitor Sessions: 343,331
- Market visitation: Domestic 85% & International 15%
- Average time on site: 8 minutes 4 seconds



### Banner advertising

The proposed packages are based on a \$35 cost per thousand (CPM) impressions basis and include exposure through the Skyscraper ad placement in contextually relevant sections throughout the site.

This cost basis is considered to be a reduction on the market value and is a cost effective way to expose your business to a highly targeted audience.

Recent Tourism Queensland research indicates that on average 45% of site visitors intend on making a booking after visiting Queensland Holidays.

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### Skyscraper Placement

- Contextually relevant position



## Packages

Packages consist of Skyscraper placements, run throughout contextually aligned sections of the site. A customised campaign schedule will be developed for each advertiser, to ensure display advertising is served in relevant sections of the site.

Five advertising packages are available, with substantial discounts applied to package options 3, 4 and 5.

	Timeframe	Impressions served	Cost (excluding GST)
Package 1	4-6 weeks	50,000	\$1,750
Package 2	8-10 weeks	100,000	\$3,500
Package 3	3-4 months	200,000	\$6,500 <i>incl 5% discount</i>
Package 4	6-8 months	500,000	\$15,750 <i>incl 10% discount</i>
Package 5	12 months	1,000,000	\$29,750 <i>incl 15% discount</i>

Note: Prices are in Australian dollars (AUD), exclusive of GST and are valid to 30 June 2012.

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### Creative

The cost of creative production is not included in these package pricings. Tourism Queensland recommends that digital creative is refreshed regularly to minimise creative wear out and maximise response rates.

Tourism Queensland recommends the use of a specialist digital agency in the development of creative and can provide recommendations on request.

### Specifications

Placement	Width (pixels)	Height (pixels)	File Type	Max. File Size
Skyscraper	160	600	JPG GIF SWF	39kb

### Restrictions

- Flash banner ads must also have a GIF/JPG static version supplied for browsers without Flash or JavaScript enabled
- Flash banners must not embed the click through link within the compiled swf
- The click through should be defined through the variable clickTag passed to the flash, e.g. banner\_160x600.swf?clickTag=http://www.google.com
- Please note that this is case sensitive i.e. not clickTAG, clicktag, ClickTag, but **clickTag**
- For further detail, please refer to: <http://gts.dartmotif.com/validator/guide.html>
- The click through from Flash banners should open the website in a new browser window

To test a Flash file is correctly calling the click tag, please use the following validator: <http://gts.dartmotif.com/validator/>

### Tracking and Reporting

Tourism Queensland uses Double Click to serve ads on our websites. Packages include agreed campaign reporting on key metrics.

### Bookings

For further information or to secure an advertising package, please contact:

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 Digital Marketing Coordinator  
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### Terms and conditions

For more information regarding advertising terms and conditions and related requirements please refer to Advertising Requirements information sheet.