

Digital Opportunities

Consumer e-Newsletter Advertising

Overview

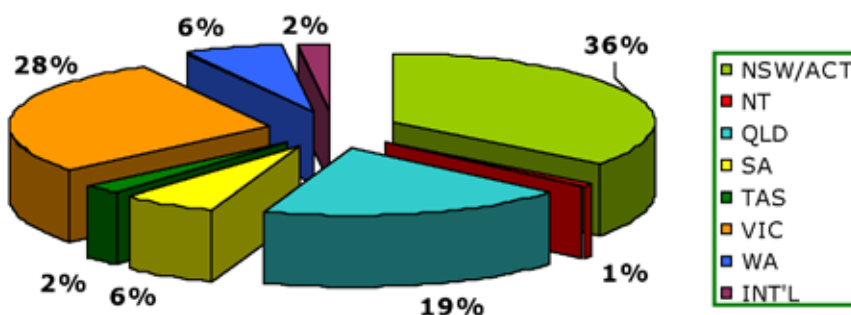
Tourism Queensland are providing operators with an extremely cost effective digital marketing opportunity to engage with a highly qualified audience through a small number of advertising placements available within the 'Shine in Queensland' consumer e-newsletter sends.

About Shine in Queensland e-Newsletter

- Database of 426,485 subscribers (June 2011)
- Overall there are 14 tactical and regular e-Newsletter sends throughout the year, however there are only 5 sends this year which feature advertising opportunities so numbers are limited. These sends are timed to maximise open rates and consumer interaction.
- Delivered to a highly engaged domestic audience interested in holidaying in Queensland.
- Strong response rates, with open and click through rates above industry benchmarks.
- Regular e-Newsletter inclusions:
 - Content tailored to Intrastate and Interstate audiences
 - Feature articles on Queensland destinations and experiences, driving traffic to www.queenslandholidays.com.au for more detailed content
 - "Events" section to highlight upcoming events in the Queensland calendar
 - "Site Features" to communicate features on the Queensland Holidays website (e.g. holiday deals, brochures, video streaming, new features, campaigns, and maps)
 - Exclusive "Subscriber Only" offers, competitions and promotions

Subscriber Breakdown

Subscription by State



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QH e-Newsletter Schedule 2011/12

Limited advertising space is available in all editions - see following tables for dates, positions and costs with examples provided on the next page.

Month	Send*	Booking Deadline	Creative Deadline
September 2011	01 & 05/09/11	18/08/11	25/08/11
October 2011	06 & 10/10/11	22/09/11	29/09/11
February 2012	02 & 06/02/12	19/01/12	26/01/12
March 2012	01 & 05/03/12	16/02/12	26/02/12
May 2012	10 & 14/05/12	26/04/12	03/05/12

*Please note: Send dates are subject to change. Changes will only be made to improve open or click through rates and therefore gain greater exposure for your advertised product offer. Failure to meet deadlines may necessitate the rescheduling of ad creative to a later newsletter edition. First send date refers to the subject line test send to 10% of the database.

Banner Advertising

Placement	Cost	Creative Size	Max File Size	File Type
Small Banner Ad (maximum 2 available)	\$1,100 per edition	314 pixels wide x 77 pixels high	20rb	GIF/JPG
Large Banner Ad (maximum 2 available)	\$2,000 per edition	637 pixels wide x 88 pixels high	30rb	GIF/JPG

- Rates equate to a cost per thousand exposures (CPM) of \$2.58 for the small ad placements and \$4.69 for the larger ad based on the current database of 426,485 subscribers. This is an extremely cost effective reach to a highly targeted and interested audience.
- Advertising is only available for purchase by Queensland operators/partners and can only promote Queensland product through either a brand or retail/price point offer.
- No competition promotions will be accepted.
- Eligible operators must be subscribed to the Australian Tourism Data Warehouse (ATDW).
- Prices are in Australian dollars (AUD), subject to change without notice, **exclusive** of GST and are valid to **30 June 2012**.

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Queensland Holidays e-Newsletter Examples

1 x Large Banner (pictured)
637 x 88 pixel gif/jpg
size under 30kb
\$2,000 +gst per edition

2 x Small Banner Ads (pictured)
314x77 pixel gif/jpg file
size under 20kb
\$1,100 +gst each per edition

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Supply of Advertising Creative

- TQ can recommend agencies to develop online creative for operators. Please contact Tige Simmons tige.simmons@tq.com.au for details.
- Creative must be supplied as a **static JPG or GIF only** and not exceed the maximum file size outlined on page 2.
- For tips on maximising the response from your ad placement in the Shine in Queensland e-Newsletter, please request a copy of the Maximising Creative Tips sheet when booking your placement.
- The creative file and click through URL (web) address must be supplied to TQ by the deadline date specified on page 2. This can be emailed to tige.simmons@tq.com.au.

Reporting

Advertisers will receive a data report on completion of the e-Newsletter send, detailing delivery and open rates, and click through results specific to their ad placement.

Advertising Bookings

For advertising bookings & availability contact:

Coroneo & Co

Phone: 07 3252 4860

Further Information

For other information, please contact TQ Digital Marketing:

Tige Simmons

Email: tige.simmons@tq.com.au

Phone: 07 3535 5268

Terms and Conditions

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