

Partnership Advertising 6



15 x 4 columns (148mm)



20 x 3 columns (110mm) MONO

Domestic Partnership Advertising

Brand Queensland Co-operative Advertising involves co-operation between operators and Tourism Queensland, where the operator's advertising dollar is extended by access to media rates negotiated by TQ. This is known as the TQ media rate. These rates vary depending on the target market and advertising medium and in general provide considerable savings.

How Can You Benefit

Greater recognition through association of your product with the major destination marketing campaign activity.

- Substantial savings through specially negotiated TQ media rates.
- Opportunities to participate in coordinated and planned marketing activities.

For Partnership Advertising information visit tq.com.au/qldmarketing



Baseplate colour options