

## Tourism Queensland Cooperative Advertising Opportunities 2010

# Digital Opportunities – Queensland Holidays e-Newsletter

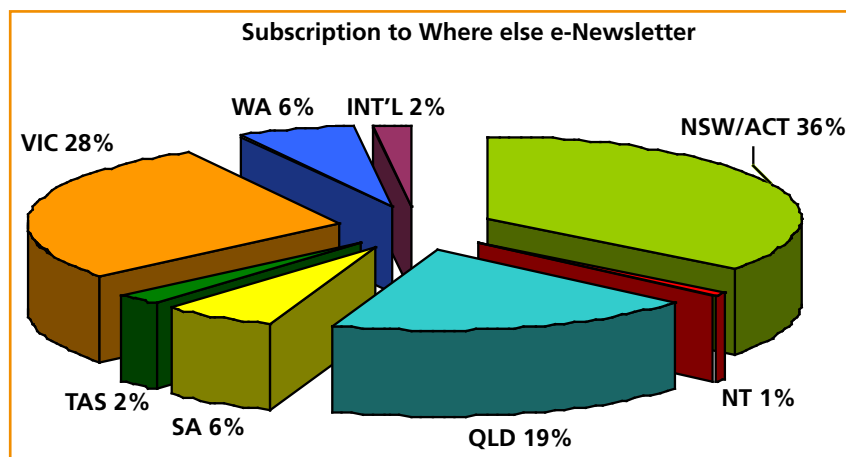
### Overview

Tourism Queensland are providing operators with an extremely cost effective digital opportunity to engage with a highly qualified domestic audience through a small number of advertising placements available within the “Where else...” consumer e-Newsletter sends.

### About Where else... e-Newsletter

- Database of 380,000 subscribers (as of February 2010)
- Six sends this year, timed to maximise open rates and consumer interaction
- Highly engaged domestic audience interested in holidaying in Queensland
- Strong response rates, with open and click through response rates above industry benchmarks
- Regular e-Newsletter inclusions:
  - Feature stories on Queensland destinations and/or experiences, driving traffic to [queenslandholidays.com.au](http://queenslandholidays.com.au) and associated campaign websites
  - “Events” section to highlight upcoming events in the Queensland calendar
  - “Did you Know?” section to include 2-3 quick facts
  - “Site Features” to communicate interactive features on the Queensland Holidays website (eg Auctions, Mapping, e-Brochures, Podcasts, RSS, Video streaming etc)
  - Exclusive “Subscriber Only” offers, competitions and auctions

### Breakdown of Subscription



## Queensland Holidays e-Newsletter Schedule 2010/2011

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*	Theme	Booking Deadline
July 2010	19/07/10	General Content	28/06/10
August 2010	23/08/10	General Content	02/08/10
October 2010	18/10/10	General Content	27/09/10
January 2011	31/01/11	General Content	10/01/11
March 2011	15/03/11	General Content	22/02/11
May 2011	09/05/11	General Content	18/04/11

Please note: Send dates may be 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. Please review the full advertising terms and conditions prior to making a booking by viewing the following page <http://www.queenslandholidays.com.au/list-your-business.cfm>

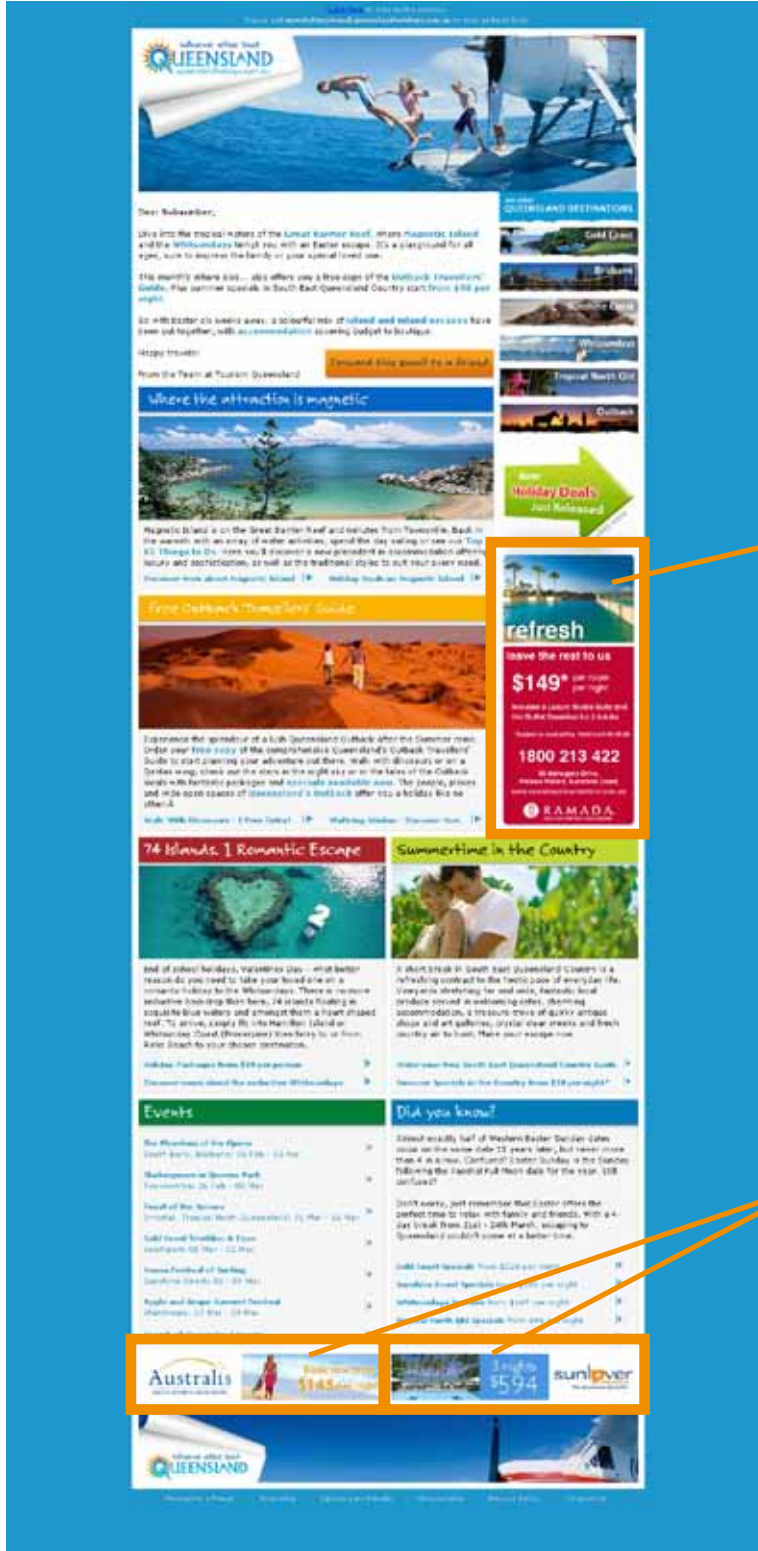
## Banner Advertising

### Promo Tile and Banner Advertising

Placement	Cost (ex gst)	Creative Size	Max File Size	File Type
Small Promo Tile	\$1,100 per edition	192 pixels wide x 186 pixels high	15kb	GIF/JPG
Large Promo Tile	\$2,000 per edition	192 pixels wide x 380 pixels high	30kb	GIF/JPG
Small Banner Ad	\$1,100 per edition	350 pixels wide x 64 pixels high	15kb	GIF/JPG

- Rates equate to a cost per thousand exposures (CPM) of \$2.89 for the small ad placements and \$5.26 for the larger ad based on the current database of 380,000 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), **exclusive** of GST and are valid to **30 June 2010**.

Queensland Holidays e-Newsletter Example



Promo Tiles

1 x Large Promo Tile (pictured)

192 x 380 pixel gif/jpg file

size under 30kb

\$2,000 +gst per edition

OR

2 x Small Promo Tiles

192 x 186 pixel gif/jpg file

size under 15kb

\$1,100 +gst each per edition

Banner Ads

2 x Small Banner Ads (pictured)

350x64 pixel gif/jpg file

size under 15kb

\$1,100 +gst each per edition

### Supply of Advertising Creative

- TQ can recommend agencies to develop online creative for operators. Please contact Tige Simmons ([tige.simmons@tq.com.au](mailto:tige.simmons@tq.com.au)) for details.
- Creative should be supplied as a **static JPG or GIF only** and not exceed the maximum file size outlined.
- For tips on maximising the response from your ad placement in the Where else... 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 should be emailed to [tige.simmons@tq.com.au](mailto:tige.simmons@tq.com.au) by the deadlines outlined below:

Newsletter Send	Creative Deadline
July 2010	05/07/10
August 2010	09/08/10
October 2010	04/10/10
January 2011	17/01/11
March 2011	01/03/11
May 2011	25/04/11

Please note: Failure to meet deadlines may necessitate the rescheduling of ad creative to a later newsletter edition.

### 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 and availability contact Coroneo and Co:  
**Mark Smith**  
**Destination Advertising Manager - Digital**  
 Phone: 07 3252 4860  
 Fax: 07 3252 4862  
 Email: [m.smith@coroneo.com.au](mailto:m.smith@coroneo.com.au)

### Further Information

- For other information and creative assistance, please contact Tourism Queensland Digital Marketing:  
**Tige Simmons**  
**Digital Marketing Coordinator**  
 Phone: 07 3535 5268  
 Fax: 07 3535 5246  
 Email: [tige.simmons@tq.com.au](mailto:tige.simmons@tq.com.au) or Web: [tq.com.au/online](http://tq.com.au/online)

### Terms and Conditions

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

All content is current at time of distribution but is subject to change without notice. Please refer to the Advertising Acceptance policy for full terms and conditions - view at [tq.com.au/advertisingacceptancepolicy](http://tq.com.au/advertisingacceptancepolicy)