

# Tourism Queensland Cooperative Advertising Opportunities 2009/10

## Digital Opportunities - [queenslandholidays.com.au](http://queenslandholidays.com.au)

### Overview

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

95% of people that have visited the Queensland Holidays website are likely to holiday in Queensland in the near future<sup>1</sup>.

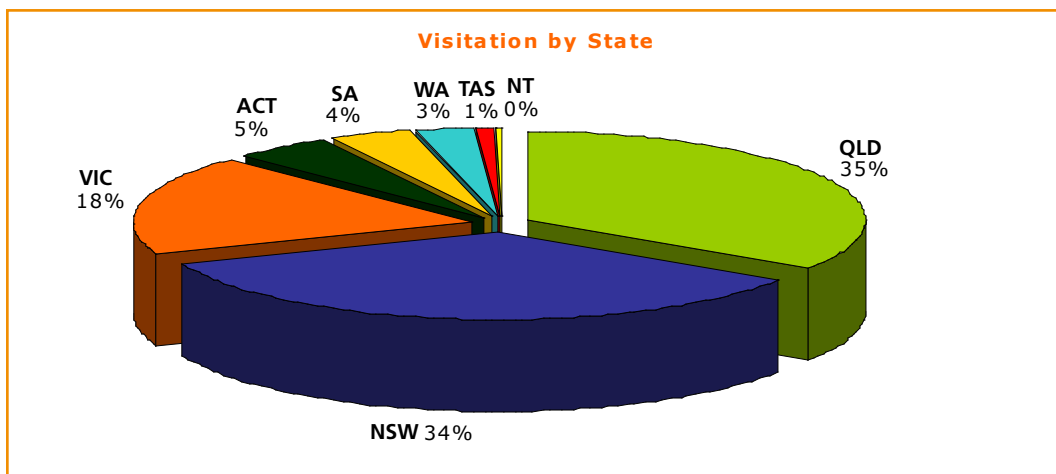
46% of people intend to book a holiday after visiting Queensland Holidays<sup>2</sup>.

This advertising proposal offers a limited number of online advertising opportunities available through Tourism Queensland's [queenslandholidays.com.au](http://queenslandholidays.com.au)

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

### Site Statistics (January 2009 – December 2009)

- Page impressions: 22,154,995
- Monthly Average Visitor Sessions: 269,948
- Market visitation: Domestic 83% & International 17%
- Average time on site: 8 minutes 47 seconds



1. Queensland Holidays Website Survey - October 2008
2. Queensland Holidays Customer Satisfaction Survey - May 2009

## Advertising Packages

Packages include a combination of Skyscraper and Banner placements which are outlined below. A customised campaign schedule will be developed for each advertiser, to ensure display advertising is served in contextually aligned sections of the site.

Four advertising packages are available, with substantial discounts applied to the 6 and 12 month options.

	Timeframe	Impressions Served	Cost (ex gst)
Package 1	6 weeks	100,000	\$3,500
Package 2	3 months	200,000	\$6,650 incl. 5% discount
Package 3	6 months	500,000	\$15,750 incl. 10% discount
Package 4	12 months	1,000,000	\$29,750 incl. 15% discount

Note: Valid to 30 June 2010.

The proposed packages are based on a \$35 cost per thousand (CPM) impressions basis and include a combination of exposure through the Skyscraper and Banner ad placements 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 product to a highly targeted audience, who have the intent to travel to Queensland.

The screenshot shows the Tourism Queensland website with two callout boxes:

- Skyscraper Placement**
  - Contextually relevant areas of the site
- Banner Placement**
  - Contextually relevant areas of the site

The Skyscraper placement is a vertical ad on the left side of the page, and the Banner placement is a horizontal ad at the bottom of the page.

## Creative Specifications

The cost of creative production is not included in these package pricings. Tourism Queensland recommends the use of a specialist digital agency in the development of creative and are happy to provide recommendations on request.

Tourism Queensland recommends that digital creative is refreshed regularly to minimise creative wear out and maximise response rates.

Placement	Width (pixels)	Height (pixels)	File Type	Max File Size
Skyscraper	160	600	JPG, GIF, SWF	39kb
Footer Banner	468	60	JPG, GIF, SWF	39kb

- 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 (flash file)
  - 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/>

Please note: Failure to meet deadlines may necessitate the rescheduling of advertisement creative to a later date. 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 [tq.com.au/online](http://tq.com.au/online)

## 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)

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