

The Gold Coast 0910 Marketing Calendar

Brand	Campaign	Partner	Call To Action	Proposed Activity	JUL			AUG			SEP			OCT			NOV			DEC			JAN			FEB			MAR			APR			MAY			JUN													
					5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28	7	14	21	28	4	11	18	25	2	9	16	23
Queensland	WIN Partnership (Intrastate)	Experiences	www.queenslandholidays.com.au	WIN Postcards																																															
				WIN Weather Images																																															
	Unreal Deals (National)	Retail Wholesaler	Retail Partner	Specific To Each Burst	SUNLOVER															TBC															TBC																
	Best Holidays (Intrastate) Queensland	Industry	www.queenslandholidays.com.au Operator direct call to action	Free To Air Television																																															
				Metro Press																																															
				Regional Press																																															
Digital																																																			
Best Holidays (Interstate) Sydney Melbourne	Industry	www.queenslandholidays.com.au Operator direct call to action	Free To Air Television																																																
			Digital																																																
QH eNewsletter (Inter & Intrastate)	Industry	Operator website, click through	eNewsletters																																																
Ultimate Auctions (Inter & Intrastate)	Industry	Operator website, click through	eNewsletters																																																
Gold Coast	Retail Campaign (National) Primary: Sydney Melbourne	Gold Coast Tourism Wotif Industry	Wotif	Online																																															
				Enewsletter																																															
				Radio																																															
	Retail Campaign (National) Primary: Sydney Melbourne	Gold Coast Tourism* Industry	Escape Travel	Metro Press																																															
				Window Banners / In store flyers																																															
				Online																																															
				Enewsletter																																															
	Retail Campaign (National) Primary: Sydney Melbourne	Gold Coast Tourism Virgin Blue Blue Holidays Industry	Virgin Blue	Metro Press																																															
				Radio																																															
				Online																																															
				Enewsletter																																															
	Retail Campaign (Interstate) Sydney Melbourne	Gold Coast Tourism Flight Centre Infinity Holidays Industry Airline	Flight Centre	TV																																															
Metro Press																																																			
Online																																																			
Enewsletter																																																			
Radio																																																			
Window Banners																																																			
Flyers																																																			
Stand Alone (Inter & Intrastate)	Industry	Operator direct call to action	Various																																																

BEST HOLIDAY - INTERSTATE

Sydney & Melbourne TV Package (Option A)
5 second deal mention in 30 sec Queensland TV advertisement. Does not include footage. Call to action is www.queenslandholidays.com.au (1 week schedule). Skyscraper advertisement on Best Holidays deals page on www.queenslandholidays.com.au (1 week). Deal listed under relevant destination on Best Holidays deals page (4 weeks). **COST** \$18,000 +gst for 1 week, \$32,000 + gst for 2 weeks (includes TV production)

Sydney & Melbourne TV Package (Option B)
15 second advertisement which will appear in the same break as the Queensland 30 second ad. 5 second generic Queensland intro followed by 10 seconds of operator footage. Direct call to action. NOTE: Your advertisement will have a Best Holidays theme, but will not include the Queensland personality. (1 week schedule). Skyscraper advertisement on Best Holidays Deals page on www.queenslandholidays.com.au (1 week). Deal listed under relevant destination on Best Holidays deals page (4 weeks). **COST:** Price on application

Website Only Listing
Deal listed under relevant destination on Best Holidays deals page (8 weeks). **COST** \$250 +gst

BEST HOLIDAY - INTRASTATE

Brisbane & Regional TV Package (Option A)
5-8 second deal mention in 30 second Queensland Best Holiday TV commercial. Includes operator logo but not operator footage. Call to action is www.queenslandholidays.com.au (1 week schedule). Skyscraper advertisement on Best Holidays home page on www.queenslandholidays.com.au/bestholiday (1 week). Website deal listing under relevant destination on Best Holiday deals page on www.queenslandholidays.com.au/bestholiday for eight weeks. **COST** \$8,000 +gst for 1 week, \$12,000 + gst for 2 weeks (Includes TV production)

WIN Queensland Package (Option C)
30 second ad to run last advertisement prior to the weather in WIN nightly news Monday - Thursday (4 consecutive nights in one week). Production of 30 second TV commercial by WIN Queensland (5-8 seconds generic Queensland Best Holiday, followed by 22-25 seconds of operator footage). Film footage or still photographs can be used. Direct call to action. Ads will run in Northern QLD, Southern QLD or all Regional QLD. Website deal listing under relevant destination on Best Holiday home page on www.queenslandholidays.com.au/bestholiday for eight weeks once the television commercial appears. **COST** from \$1,800 +gst

Press Opportunities
1 formatted panel (1 of 6) or solus opportunities in half page advertisement plus website deal listing under relevant destination on Best Holiday deals page on www.queenslandholidays.com.au/bestholiday for the eight weeks after the press advertisement appears.;

Sunday Mail
Panel \$700 +gst per panel
Solus \$5,000 + gst

APN Regional Buy (4 paper buy)
Panel from \$300 +gst per panel
Solus from \$2,500 + gst

Gold Coast Bulletin
Panel \$400 +gst per panel
Solus \$3,200 + gst

Website Only Listing
Deal listed under relevant destination on Best Holiday deals page on www.queenslandholidays.com.au/bestholiday for eight weeks. **COST** \$250 +gst

Gold Coast Activity

Proposed timings and media are indicative only and are included to assist with forward planning. It is envisaged that all dedicated Gold Coast campaigns will have a retail call to action, with participation available to those operators who are members (or become members) of the dedicated wholesale partner.

Cost of participation is to be confirmed, individual proposals will be sent closer to campaign commencement.

* Produced by Gold Coast Tourism directly with Escape Travel