

Tourism Queensland Cooperative Advertising Opportunities 2009/10

Best Holiday Campaign

Campaign Overview

Under the title of Best Holiday, Queensland will leverage the exposure generated via the success of the “Best Job in the World”. The activity will feature four of the Best Job in the World finalists inviting consumers to enjoy “The Best Holiday” in Queensland. Media activity will include press, television, radio and digital during key periods from late August 2009.

The Best Holiday Campaign aims to show the depth and variety of experiences on offer in Queensland based on four key themes, and to also generate qualified leads to operators participating in the campaign. The four key themes are Natural Encounters, Queensland Lifestyle, Islands & Beaches and Adventure.

The television placements will drive consumers to queenslandholidays.com.au/bestholiday to view the Best Holiday Deals section (which will link directly to operator websites) and to find out more about Queensland’s key experiences.

Participating operators are encouraged to provide a competitive deal in their advertising. At the end of the campaign, campaign learnings will be communicated to participating operators and will aid in future campaign planning.

As the Queensland Government (via Tourism Queensland) is investing heavily in cooperative marketing campaigns allowing a direct call to action to your business, it is now a requirement of campaign participation that you provide feedback on enquiries and bookings. Inability to provide this feedback may lead to operators being excluded from partnering in future advertising campaigns.

For any queries regarding this point please contact Tara Eller, Marketing Manager on 07 3535 5031 or tara.eller@tq.com.au

Target Market

Tourism Queensland has utilised insights from a new consumer segmentation model to better understand the consumer’s holiday needs and wants.

Connectors in Queensland and Northern NSW

They see holidays as a chance to connect with the people they care most about. They will often compromise their own preferences in terms of activities to ensure everyone has a good time. It’s about what is real and what’s really important.

Social Fun-seekers in Sydney and Melbourne

The essence of their holiday is having a fun time. While they do a lot of different activities, it is sharing the experience with friends and other holiday makers that makes the difference.

For more information regarding Tourism Queensland’s consumer segmentation visit tq.com.au/segmentation

Cooperative opportunities

Press

- Regional Queensland Press panels from \$300 +gst
- Metropolitan (Brisbane) Press panels from \$700 +gst

Television

- Regional Queensland WIN News television packages from \$1,800 +gst
- Brisbane and Regional Queensland television packages from \$8,000 +gst
- Sydney & Melbourne television packages from \$18,000 +gst

Digital

- Website deal listing on queenslandholidays.com.au/bestholiday from \$250 +gst
- Customised digital packages from \$1,800 +gst

A range of press options are available to provide operators with opportunities suited to their budget and target market.

Half page cooperative press advertisements featuring a Best Holiday headline will appear in the weekend travel section of the publications listed. Themed press advertisements (i.e. Islands & Beaches, Adventure, Natural Encounters & Queensland Lifestyle) will run for one week out of each month.

Operators can choose one of two options:

Single Formatted Panel - Operators can book a formatted panel (to be one of six operators) in each half page.

Solus Advertisement - Operators are able to place their own artwork within the available space. A Best Holiday header and baseplate will be appear on this advertisement. The solus advertisement will allow up to six bonus listings to appear on the campaign website. Additional listings will incur the standard website listing cost.

Please note - These placements will appear subject to demand. A solus advertisement and a six panel formatted advertisement may run in the travel section on the same day, however will not appear beside one another or have the same hero image. Half pages may become full pages if demand exists.



* Example of individual panel



* Example of half page solus advertisement

* Example of half page formatted panel advertisement

Publication	Advertisement Type	Price (ex gst)	Value	Circulation	Readership
Sunday Mail	Formatted Panel	\$700	\$2,100	565,400	1,419,000
Sunday Mail	Solus Half Pg ad	\$5,000	\$11,575	565,400	1,419,000
Gold Coast Bulletin	Formatted Panel	\$400	\$719	71,825	174,000
Gold Coast Bulletin	Solus Half Pg ad	\$3,200	\$4,314	71,825	174,000
North Qld Regional Paper Buy (4)	Formatted Panel	\$400	\$2,273	112,400	317,000
North Qld Regional Paper Buy (4)	Solus Half Pg ad	\$4,000	\$11,230	112,400	317,000
Central Qld Regional Paper Buy (4)	Formatted Panel	\$300	\$1,566	45,200	100,000
Central Qld Regional Paper Buy (4)	Solus Half Pg ad	\$2,800	\$6,004	45,200	100,000
Southern Qld Regional Paper Buy (4)	Formatted Panel	\$300	\$1,920	82,200	176,000
Southern Qld Regional Paper Buy (4)	Solus Half Pg ad	\$3,200	\$6,769	82,200	176,000
Northern NSW Regional Paper Buy (4)	Formatted Panel	\$300	\$1,645	65,400	129,000
Northern NSW Regional Paper Buy (4)	Solus Half Pg ad	\$2,500	\$5,340	65,400	129,000

BONUS: Website deal listing under relevant destination on Best Holiday deals page on queenslandholidays.com.au/bestholiday for the eight weeks after the press advertisement appears.

- Northern Queensland Four Regional Paper Buy includes:
Cairns Post, Townsville Bulletin, Mackay Daily Mercury, Rockhampton Morning Bulletin
- Central Queensland Four Regional Paper Buy includes:
Gladstone Observer, Bundaberg Newsmail, Fraser Coast Chronicle, Gympie Times
- Southern Queensland Four Regional Paper Buy includes:
Sunshine Coast Daily, Ipswich Queensland Times, Toowoomba Chronicle, Warwick Daily News
- Northern New South Wales Four Regional Paper Buy includes:
Tweed Daily News, Lismore Northern Star, Grafton Daily Examiner, Coffs Harbour Advocate

For available press dates, please see booking form at the back of this proposal.

Booking Deadline: Monday 3 weeks prior to placement
Cancellation Deadline: Monday 2 weeks prior to placement
Material Deadline: Monday 2 weeks prior to placement

Television

There are a number of intrastate and interstate television packages to choose from:

Regional Queensland WIN News Package

- 30 second commercial to run last commercial 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.

Package	TV Zones	Price	Value
Northern Queensland	Cairns, Townsville, Mackay, Rockhampton	\$1,800 +gst per week	\$3,500
Southern Queensland	Wide Bay (Maryborough), Sunshine Coast, Toowoomba	\$1,800 +gst per week	\$3,500
All Queensland	Cairns, Townsville, Mackay, Rockhampton, Wide Bay (Maryborough), Sunshine Coast, Toowoomba	\$3,000 +gst per week	\$7,000

BONUS: Website deal listing under relevant destination on Best Holiday home page on queenslandholidays.com.au/bestholiday for eight weeks once the television commercial appears.

Full details on the above television markets are available upon request.

The option exists for operators to extend television schedules from as little as \$1,000 +gst. Please contact Coroneo and Co for further information.

Brisbane & Regional Queensland Television Package

- 5-8 second deal mention in 30 second Queensland Best Holiday TV commercial. Includes operator logo but not operator footage. Call to action is queenslandholidays.com.au
- 50 TARPS in Metro Brisbane (1 week) - reaching 32% of people aged 25-54 or 386,000 people
- 50 TARPS in Regional Queensland (1 week) - reaching 12% of people aged 25-54 or 79,000 people
- TV production included

COST: \$8,000 +gst for 1 week **VALUE:** \$26,000
\$12,000 +gst for 2 weeks* **VALUE:** \$47,000

*Based on the same television commercial appearing each week.

BONUS: Skyscraper advertisement on the Best Holiday home page on queenslandholidays.com.au/bestholiday for one week (creative must be supplied) plus website deal listing under relevant destination on Best Holiday deals page on queenslandholidays.com.au/bestholiday for eight weeks.

Sydney & Melbourne Television Package

- 5-8 second deal mention in 30 second Queensland Best Holiday TV commercial. Includes operator logo but not operator footage. Call to action is queenslandholidays.com.au/bestholiday
- 50 TARPS in Sydney (1 week) – reaching 30% of people aged 25-54 or 575,000 people
- 50 TARPS in Melbourne (1 week) – reaching 31% of people aged 25-54 or 586,000 people
- TV production included

COST: \$18,000 +gst for 1 week	VALUE: \$55,000
\$32,000 +gst for 2 weeks*	VALUE: \$110,000

*Based on the same television commercial appearing each week.

BONUS: Skyscraper advertisement on the Best Holiday home page on queenslandholidays.com.au/bestholiday for one week (creative must be supplied) plus website deal listing under relevant destination on Best Holiday deals page on queenslandholidays.com.au/bestholiday for eight weeks.

A 15 second commercial is also available. This commercial will appear in the same break as the Queensland Best Holiday 30 second commercial. This opportunity will enable the operator to include their own footage and call to action. Price is on application. Please contact Coroneo and Co for further details.

Special Conditions for Television Commercials

- Limits may apply to how many weeks of any package an operator may purchase.
- Production does not include filming an operator's business.

Booking Deadline: Monday 5 weeks prior to placement

Cancellation Deadline: Monday 4 weeks prior to placement

Material Deadline: Monday 4 weeks prior to placement

Online

Website Only Listing:

Deal listed under relevant destination on Best Holiday deals page on queenslandholidays.com.au/bestholiday for eight weeks.

COST: \$250 +gst for 8 weeks

Customised Digital Packages:

Specially negotiated digital packages on sites including Yahoo 7!, Fairfax, News.com.au, or Nine MSN. Packages range from \$1,800 +gst to \$10,000 +gst. Advertising will link back to the operator's website.

For further information on customised digital advertising please contact Mark Smith at Coroneo and Co on 07 3252 4860.

Participation requirements

All campaign participants **must:**

1. Include a package or deal in their advertisement. This deal will also be replicated online.
2. Be part of the Australian Tourism Data Warehouse (ATDW). For more information on this please visit tq.com.au/atdw
3. Be a Regional Tourism Organisation (RTO) member. For more information please contact your relevant RTO.
4. Complete a compulsory campaign response form at the end of the campaign (this will remain confidential).
5. Adhere to the Tourism Queensland Advertiser acceptance policy visit tq.com.au/advertiseracceptancepolicy

What you will need to supply

The below information outlines what you will need to supply if you choose to participate in any of the above opportunities:

Television Commercial

Upon booking or enquiry, you will be contacted to supply the relevant television and online requirements.

Print Advertisement

All operators will be required to complete a press and online briefing form which will be emailed separately once booking confirmation is received.

- **Single Formatted Panel**
 - Property/Operator Name
 - 150 characters (approximately 20 words) description
 - 100 characters (approximately 15 words) of conditions/validity
 - Website address
- **Solus Advertising**
 - 262mm wide x 110mm high
 - High Resolution PDF
- One Image - 300dpi JPEG
- 5 words and package pricepoint
- One phone number

Website Listing

- **Website Deal Listing**

All operators will be required to complete an online briefing form which will be emailed separately once booking confirmation is received.

- Property/Operator Name
- Short offer description (15 words)
- Long offer description (75 words)
- Conditions / Validity (30 words)

Your product name, image, website address, phone number and email address will be sourced from your ATDW listing.

- **Skyscraper**
 - 160 pixels (width) x 600 pixels (height)
 - File type can be supplied as JPG, GIF or SWF
 - Max file size is 39kb

Please note: Tourism Queensland is happy to recommend a specialist digital agency to assist with online creative. Please contact Tige Simmons, Digital Marketing Coordinator on 07 3535 5268 or tige.simmons@tq.com.au

Contacts

Destination	Coroneo and Co Destination Advertising Manager	Tourism Queensland Zone Director
Gold Coast & Hinterland	Mark Smith m.smith@coroneo.com.au 0412 768 715	Denise Deveney denise.deveney@tq.com.au 0418 412 140
Brisbane & South East Queensland Country	Mark Smith m.smith@coroneo.com.au 0412 768 715	Sharon Raguse sharon.raguse@tq.com.au 0419 645 995
Sunshine Coast & Fraser Coast	Glenn Stevens g.stevens@coroneo.com.au 0409 505 181	Lynne Banford lynne.banford@tq.com.au 0406 539 122
Outback & Western Downs	Glenn Stevens g.stevens@coroneo.com.au 0409 505 181	Matt Bron matt.bron@tq.com.au 0439 476 106
Central Queensland & Bundaberg	Glenn Stevens g.stevens@coroneo.com.au 0409 505 181	Trevor Cox trevor.cox@tq.com.au 0408 761 774
Whitsundays (Including Islands of the Great Barrier Reef) & Mackay	Tony Broadhurst t.broadhurst@coroneo.com.au 0412 134 777	Racheal Klitscher racheal.klitscher@tq.com.au 0419 662 933
Tropical North Queensland & Townsville	Tony Broadhurst t.broadhurst@coroneo.com.au 0412 134 777	Jeff Gillies jeff.gillies@tq.com.au 0437 735 944

For those operators who have properties in multiple destinations please direct your enquiries to Tony Broadhurst at Coroneo and Co.

Expressions of interest should be provided via the fax back booking forms on the following pages. Operators will be advised of participation as soon as possible. **Please fax both pages of this form back to 07 3252 4862.**

Best Holiday Press Activity

Booking Deadline	Monday 3 weeks prior to placement
Cancellation	Monday 3 weeks prior to placement
Press Material Deadline	Monday 2 weeks prior to placement
Online Material Deadline	10 days prior to upload

Please place a tick in every applicable box you wish to book.

Please note – panel placements are only available in dates where boxes appear. These dates are current at time of distribution. Please check with Coroneo and Co for availability when booking. **To book a Solus Half Page advertisement, please contact Coroneo and Co on 07 3252 4860.**

Week Commencing Sunday Dates	Sunday Mail \$700 + gst per panel	Gold Coast Bulletin (Sat) \$400 + gst per panel	Regional Press			
			Nth Qld \$400 + gst per panel	Central Qld \$300 + gst per panel	Sth Qld \$300 + gst per panel	Nth NSW \$300 + gst per panel
w/c 2 May	<input type="checkbox"/>	<input type="checkbox"/>				
w/c 9 May	<input type="checkbox"/>					
w/c 16 May	<input type="checkbox"/>					
w/c 23 May		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
w/c 30 May			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
w/c 6 June Queensland Lifestyle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
w/c 13 June	<input type="checkbox"/>					
w/c 20 June	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
w/c 27 June	<input type="checkbox"/>					
w/c 4 July	<input type="checkbox"/>					
w/c 11 July	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
w/c 18 July	<input type="checkbox"/>					
w/c 25 July	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Best Holiday TV Activity

Booking Deadline	Monday 5 weeks prior to placement
Cancellation	Monday 3 weeks prior to placement
Material Deadline	Monday 4 weeks prior to placement
Online Material Deadline	10 days prior to upload

Please refer to the previous page for a list of available dates. Please indicate below which package and which time period you are interested in.

	Preferred Dates (from - to)
Win News - South Qld only: \$1,800 + GST	
Brisbane & Regional TV: \$8,000 (1 week)	
Brisbane & Regional TV: \$12,000 (2 weeks)	
Sydney & Melbourne TV: \$18,000 (1 week)	
Sydney & Melbourne TV: \$32,000 (2 weeks)	

Please note: Northern QLD WIN TV packages are currently sold out.

Fax Back Booking Form - Page 2 of 2

Expressions of interest should be provided via this fax back booking form. Operators will be advised of participation as soon as possible. **Please fax both pages of this form back to 07 3252 4862.**

Best Holiday Online Activity

Booking Deadline - Monday 3 weeks prior to placement
Material Deadline - 10 days prior to upload

	Dates (from - to)
Eight week listing on Best Holiday page on: queenslandholidays.com.au - \$250 + gst	

For further information on customised digital opportunities please contact Mark Smith at Coroneo and Co on 07 3252 4860.

Special Conditions:

- Tourism Queensland reserves the right to:
 - A) Refuse advertisements that do not meet the participation requirements criteria
 - B) Ensure there is an adequate mix of operators featured in the campaign
- Advertising creative for tourism industry partners must carry Queensland product messaging only.
- Tourism Queensland reserves the right to cancel media placements if required subscription levels are not achieved.
- All content is current at time of distribution, but is subject to change without notice. Please refer to the Tourism Queensland Advertisers Acceptance Policy for full terms and conditions. View at tq.com.au/advertiseracceptancepolicy
- All campaign participants must be part of the Australian Tourism Data Warehouse (ATDW). For more information on this please visit tq.com.au/atdw
- Campaign participants must also be a Regional Tourism Organisation (RTO) member. For more information please contact your relevant RTO.
- Operators must include a package or deal in their advertisement. This deal will also be replicated online.
- It is a requirement of participation that operators provide feedback on enquiries and bookings via the Tourism Queensland online tracking form. This can be accessed by clicking coroneo.com.au/content/cac_tq_standard.asp?id=160&version=0&revision=40 All results will be summarised and individual results will remain confidential

Contact Details

Company Name: _____

Authorised by: _____ Signature: _____

Phone: _____ Fax: _____

Email: _____

Bookings are subject to TQ Advertising Terms & Conditions. Please refer to tq.com.au/advertiseracceptancepolicy

I am an RTO member I am subscribed to ATDW

FAX bookings to 07 3252 4862

For bookings, enquiries or more information please contact

Tourism Queensland's Advertising Sales Agent - Coroneo and Co

P: 07 3252 4860 F: 07 3252 4862 E: tqsales@coroneo.com.au