

Tourism Queensland Cooperative Advertising Opportunities 2009/10

Stand Alone Advertising and Digital Opportunities

Stand Alone Advertising

Tourism Queensland’s Stand Alone Advertising Program offers Queensland tourism operators, who wish to promote leisure tourism product to the domestic market, the opportunity to book their advertising through Tourism Queensland at special media rates negotiated by the Queensland Government.

Known as “TQ media rates”, these rates vary depending on the type of media, timing and activity and provide savings generally between 10% - 50% off the casual rate card. Operators can book advertising in their choice of media, such as newspapers, magazines, digital, outdoor and television.

How you benefit

- Achieve greater consumer recognition of your product by linking your advertising with the Queensland brand campaign activity.
- Save by booking your advertising with Coroneo and Co, Tourism Queensland’s official advertising sales agency, at the specially negotiated Tourism Queensland media rates.

Media Planning

If you are considering an advertising campaign for your product and would like assistance with planning an effective media schedule in line with your objectives and budget, this service is available through Tourism Queensland’s Stand Alone Advertising Programme and Coroneo and Co at no cost to your business.

Destination and Brand requirements

- All operators will be required to use the Queensland brand when advertising in the Queensland (intrastate) market.
- Advertisements appearing in interstate or national publications must use the relevant destination branding (i.e. Gold Coast, Brisbane, Sunshine Coast, The Whitsundays, Tropical North Queensland) or the Queensland brand if outside these destinations.

Stand Alone examples



Intrastate Stand Alone example



Interstate Stand Alone example

Participation Requirements

- Operators must include the Queensland baseplate or relevant destination branding in their advertisement design. To view the required branding see the Creative Toolbox located at tq.com.au/queenslandcreativetoolbox
- Operators must be full-financial members of their local RTO
- Advertising space must be booked through Tourism Queensland's sales agency, Coroneo and Co
- Stand Alone advertisements must be approved by Coroneo and Co or Tourism Queensland. Please note: Only the use of the brand elements will be checked, not your content/offer
- The TQ media rate is not available for operators advertising in wholesale brochures
- The TQ media rate is not available for print advertisements smaller than 10cm x 2 columns
- The TQ media rate is not available for advertising within the operators home/local market

For further information on Stand Alone advertising please contact Coroneo and Co on 07 3252 4860.

Digital Cooperative Advertising

Tourism Queensland provides industry partners with a number of opportunities in the digital space. Tourism Queensland has access to a vast array of resources to assist operators in this fast paced and evolving medium.

Cooperative Opportunities

- Queensland Holidays e-Newsletter
- Queensland Holidays Website - queenslandholidays.com.au
- Stand Alone Digital advertising

Queensland Holidays e-Newsletter

The Queensland Holidays e-Newsletter is Tourism Queensland's primary e-marketing tool and delivers up-to-date information to nearly 400,000 subscribers across the country on a regular basis.

The e-Newsletter incorporates destination information, current campaign and promotional offers as well as special holiday offers. To view a previous e-Newsletter please click on the link below:

<http://queenslandholidaysenews.com.au/2009/qh-may/>

Opportunities:

The e-Newsletter has four cooperative sends in the 2009/10 financial year in which advertising opportunities are available. The four cooperative send dates are:

- 19 October 2009
- 1 February 2010
- 15 March 2010
- 17 May 2010

There are three advertising opportunities available:

Small Promo tile placement - \$1,100 +gst
Large Promo tile placement - \$2,000 +gst
Small banner placement - \$1,100 +gst

Please note: Operators must supply finished artwork.

For more information or a full proposal on the Queensland Holidays e-Newsletter please contact your Destination Advertising Manager at Coroneo and Co on 07 3252 4860. Alternatively please download a copy of the Queensland Holidays e-Newsletter proposal from tq.com.au/online

Queensland Holidays Website

queenslandholidays.com.au is the No 1 website for tourism information in Queensland. With over 260,000 unique browsers every month queenslandholidays.com.au is one of the most exciting advertising opportunities available.

There are a number of strictly limited packages available and will include a combination of Skyscraper and Banner placements. A customised campaign schedule will be developed for each advertiser, to ensure display advertising is served in relevant sections of the site.

Opportunities:

	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

For more information or a full proposal on the queenslandholidays.com.au website please contact your Destination Advertising Manager at Coroneo and Co on 07 3252 4860. Alternatively please download a copy of the Queensland Holidays proposal from tq.com.au/online

Customised Stand Alone Digital Packages

Tourism Queensland offers operators the opportunity to completely customise their own digital schedule utilising the digital media planning services of Emitch, Tourism Queensland's digital media agency through Coroneo and Co and at no cost for operators.

Digital packages start from \$1,800 +gst and can be customised to your own campaign timing, budget and target market.

Please contact Mark Smith at Coroneo and Co on 07 3252 4860 to discuss digital opportunities further.

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	Stephanie Maguire s.maguire@coroneo.com.au 0403 688 079	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.

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