

February, 2010

Best Holiday – Campaign Update

The following information highlights upcoming press dates and changes to the Best Holiday campaign.

The campaign drives visitation to queenslandholidays.com.au/bestholiday, which contains experience-based content, access to destination information and holiday deals. Consumers have viewed more than 345,000 pages of Best Holiday content since August 2009. To download an updated version of the complete Best Holiday proposal including new press dates and advertising requirements, please follow the link tq.com.au/queenslandcampaignactivity

Please note: From 13 February to 12 March, in addition to Best Holiday activity advertising directly to the consumer, Queensland will also be running a major national campaign with Flight Centre, Infinity Holidays and Virgin Blue, which includes Sunday Mail press activity. Operators were invited to participate in the Flight Centre campaign directly via Infinity Holidays and opportunities have now closed.

Upcoming Opportunities

PRESS

Sunday Mail

Half Page advertisement containing 6 formatted panels
Cost: \$700 + gst per panel

- 21 February
- 28 February
- 7 March THEME – NATURAL ENCOUNTERS (Full Page)
- 14 March
- 21 March
- 28 March

Regional Press – Nth QLD, Central Qld, Southern Qld or Nth NSW

Half page advertisement containing 6 formatted panels
Cost: \$300 - \$400 + gst per panel per 4 paper buy

- 6 March
- 13 March THEME – NATURAL ENCOUNTERS (Full Page)
- 27 March

Gold Coast Bulletin

Half page advertisement containing 6 formatted panels
Cost: \$400 + gst per panel

- 20 February
- 27 March

* Please note: Half Page advertisements may be upgraded to Full Pages (9-12 panels) depending on demand. This will be of no extra cost to operators.

For more detail on February to June 2010 opportunities please click tq.com.au/queenslandcampaignactivity

Please note: Solus Half or Full Page advertisements (where operators are able to include their own artwork with a Best Holiday header and baseplate) may be available for more dates than those listed above. For further details, please contact Coroneo and Co on 07 3252 4860.



Half page formatted panel example



Full page with advertorial example

ONLINE

In addition to the above press placements, operators have the opportunity to purchase tailored online schedules starting from \$1,800 + gst on websites such as news.com.au, couriermail.com.au, brisbanetimes.com.au and ourbrisbane.com.au. These packages represent incredible media value and will be tailored to your product, budget and target market. For further details on these packages please contact Mark Smith at Coroneo and Co on 07 3252 4860.

TELEVISION

Metro and Regional

Opportunity available: 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

There are still a number of weeks available in Sydney, Melbourne, Brisbane and Regional Queensland. Packages start from \$8,000 + gst per week.

- 28 March
- 25 April
- 2 May
- 23 May
- 30 May

To book, please complete the attached booking form or contact your Destination Advertising Manager at Coroneo and Co on 07 3252 4860.

WIN TV

Opportunity available: 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.

The following dates are currently available for the Southern QLD WIN TV package. Packages start from \$1,800 + gst per week:

- 7 March
- 14 March
- 21 March
- 4 April

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

For more information on availability of WIN TV opportunities, please contact Coroneo and Co.

Campaign Changes

- Packages supplied by operators should be valid for the period for which they will be live on the website. If the offer expires earlier than the end of the period, the package will be removed from the Best Holiday website on the offer expiry date.
- Operators will be allowed one change to their offer within the 8 week period that the deal is live. Any further changes will incur a \$50 + gst fee.

If you have any questions or would like any further information on the above or the Best Holiday campaign please contact Tony, Glenn or Mark at Coroneo and Co on 07 3252 4860.

Fax Back Booking Form - Page 1 of 2

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 14 February		<input type="checkbox"/>				
w/c 21 February	<input type="checkbox"/>					
w/c 28 February	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
w/c 7 March Natural Encounters	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
w/c 14 March	<input type="checkbox"/>					
w/c 21 March	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
w/c 28 March	<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.
- 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:** tgsales@coroneo.com.au