

Best Holiday Campaign

Solus Advertisements Header Image Selection

Overview - Header Image Selection

As part of the Best Holiday campaign a range of press options are available.

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

When booking a solus advertisement, operators are able to place their own artwork within the available space. A Best Holiday header and baseplate will appear on the advertisement. Each image will have a corresponding headline depending on the participating operator/s as outlined below:

Hey Hey! Find yourself the *best beach holiday* in the world (*beach* could be replaced with *island*)

Hey Hey! Find yourself the *best outdoor holiday* in the world

Hey Hey! Find yourself the *best adventure holiday* in the world

Hey Hey! Find yourself the *best holiday* in the world

Please note - 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.

Please find, on page 2, the header images that can be utilised. Individual operators or groups of operators are encouraged to select one of the hero images featuring the Best Job in the World candidates to leverage off the significant investment in the Best Holiday campaign. Other images may be utilised for solus advertisements however must adhere to a set of criteria. Please see page 3 for more information.

Please discuss your preferred image with your Coroneo and Co Destination Advertising Manager.



HEY HEY!
Find yourself the *best holiday* in the world

For the best beachside holiday, without the big price tag, BreakFree is offering an exclusive Pay 2, Stay 3 deal at a selection of their quality, affordable and family friendly resorts on the Gold and Sunshine Coasts.

<p>Surfers Paradise</p>  <p>BreakFree Moroccan Situated adjacent to the sandy beaches of Surfers Paradise, boasting spacious one and two bedroom apartments. Stay 3 nights, Pay 2 From \$225* per night in a 2 Bedroom</p>	<p>Broadbeach</p>  <p>BreakFree Diamond Beach One of the best family friendly resorts in Australia, featuring one, two and three bedroom apartments and a children's adventure playground. Stay 3 Nights, Pay 2 From \$170* per night in a 1 Bedroom</p>	<p>Noosa</p>  <p>BreakFree French Quarter The ideal place to enjoy a seaside escape. Centrally located on Hastings Street with a French colonial facade exuding a unique rustic charm. Stay 3 nights, Pay 2 From \$199* per night in a 1 Bedroom Standard</p>	<p>Alexandra Headland</p>  <p>BreakFree Alexandra Beach Perfectly situated with magnificent coastal heritage, featuring a range of studio rooms and apartments designed around a tropical lagoon pool. Stay 3 nights, Pay 2 From \$130* per night in a Studio Room</p>
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Great value. Great locations. Great rates.

Call **132 007** or visit **breakfree.com.au**

LOGO

Check out these great deals and more at queenslandholidays.com.au



Sample of Solus Advertising utilising 'Camera' option

Recommended Images

Best Holiday Campaign 2009/10 - Solus Header Image Selection

Image	Keyword/Description
	Beach dining
	Canoe
	Waterfall
	Pub
	Pier
	Surfboard
	Camera
	Piggyback

Specialty Experience Images

Tourism Queensland will allow other imagery to be used in a solus advertisement when the recommended Best Holiday images featuring the four 'Best Job' finalists is not suitable.

Below is a set of criteria that the selected image must meet:

1. The image must have people experiencing the destination and not be product specific.
2. The image must suit the advertising template (preferably landscape orientation and have enough space for the 'Hey Hey!' headline)
3. The image must come from the Queensland Image Gallery and be a recent, high quality image
4. The image must be approved by Tourism Queensland

Please note: Some destinations have already pre-selected images which meet the above criteria for their own use in the Best Holiday Campaign. For more information please contact your Destination Advertising Manager at Coroneo and Co.