

Cooperative Press Opportunities

July to September 2011

Overview

As part of the schedule of activities for 2011/12, Tourism Queensland are offering operators the opportunity to participate in various cooperative press opportunities through July-September 2011.

Target Market

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

Connectors in Queensland

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.

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

Press Opportunities

APN Regional Newspapers

Half page cooperative press advertisements featuring a Queensland look and feel, image and headline will appear in EGN across six APN regional newspapers* on selected dates through July-September 2011.

Single Formatted Panel - Operators can book a formatted panel (to be one of up to six operators) in each half page. Double panels are also available.

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



Sample Half Page Feature

Publication	Advertisement Type	Price (ex GST)	Casual Rate	Circulation	Readership
APN	Formatted Single Panel	\$600	\$2,743	107,990	231,000
APN	Formatted Double Panel	\$1,200	\$5,485	107,990	231,000

* Selected APN regional press newspapers include the Toowoomba Chronicle, Ipswich Queensland Times, Sunshine Coast Daily, Warwick Daily News, Tweed Daily News and the Lismore Northern Star.

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Participation requirements

All campaign participants must:

1. Provide a deal or offer in their advertisement.
2. Complete a compulsory campaign response form at the end of the campaign (this will remain confidential).
3. Adhere to the Tourism Queensland Advertiser acceptance policy. Please visit tq.com.au/advertiseracceptancepolicy for details.

Stand Alone opportunities

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. Media planning advice is provided by Coroneo and Co at no charge to the operator.

For further details on Stand Alone opportunities, please contact **Coroneo and Co** on **07 3252 4860**.

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Faxback Booking Form

APN Regional Newspapers

Publish Dates	Single Panel \$600	Double Panel \$1,200
30 July	<input type="checkbox"/>	<input type="checkbox"/>
27 August	<input type="checkbox"/>	<input type="checkbox"/>
10 September	<input type="checkbox"/>	<input type="checkbox"/>

Bmag

Publish Dates	Single Panel \$750	Double Panel - upon request
23 August	<input type="checkbox"/>	<input type="checkbox"/>

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
- By signing this form, you are agreeing to Tourism Queensland's Advertisers Acceptance Policy and agree to the Tourism Queensland invoicing terms for this opportunity.
- If you require a purchase order number to be included on an invoice or a requisition number please inform Coroneo and Co upon booking.

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

Contact Details:

Company name: _____

Contact name: _____ Signature: _____

Phone: _____ Fax: _____

Email: _____

ABN: _____