

Cooperative Press Opportunity

July to September 2011

Overview

Tourism Queensland would like to offer operators the opportunity to participate in Queensland branded full page cooperative advertisements appearing fortnightly in the "Escape" section of the Brisbane Sunday Mail from 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



Sample Full Page Feature

Press Opportunities

Full page cooperative press advertisements featuring a Queensland look and feel, image and headline will appear in the weekend travel section of the Sunday Mail (Escape).

Single Formatted Panel - Operators can book a formatted panel (to be one of up to twelve operators) in each full 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

* Operators please note that Cooperative Opportunities from October 2011 - June 2012 are currently being finalised and a proposal outlining this activity will be distributed to industry shortly.

Publication	Advertisement Type	Price (ex GST)	Casual Rate	Circulation	Readership
Sunday Mail	Formatted Panel	\$800	\$2,100	565,400	1,419,000
Sunday Mail	Formatted Double Panel	\$1,600	\$4,200	545,400	1,419,000

* Full pages will be dependant on industry demand, and may be downsized to a half page placement.

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What you will need to provide

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

Single Formatted Panel:

- Property/Operator Name
- One (1) image 300dpi JPEG
- 5 word package and price point
- Offer description (approx. 20 words or 150 characters)
- Conditions/validity (approx. 15 words or 100 characters)
- One (1) phone number
- Website address

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

Publish Dates	Sunday Mail
10 July	<input type="checkbox"/>
24 July	<input type="checkbox"/>
7 August	<input type="checkbox"/>
21 August	<input type="checkbox"/>
4 September	<input type="checkbox"/>
18 September	<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

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: _____