

Vitamin Me Queensland, Where Australia Shines

Ongoing Cooperative Opportunities October 2011 to June 2012

Overview

Tourism Queensland (TQ) has developed exciting new creative that signifies the evolution of Queensland, Where Australia Shines and is the tool to bring the core promise of 'Where Australia feels most alive' to life.

The creative is designed to capture the attention of our target audience by focusing on how visitors feel on a holiday. The creative strategy moves away from enticing the consumer to simply have a holiday, rather offers an invitation and connects emotionally with people.

The *Vitamin Me* concept offers a solution to the pressures of everyday life and is exactly what the world needs right now. It invites everyone to share, replenish, rejuvenate and reconnect in Queensland where visitors will find the world's richest source of *Vitamin Me*.

From 22nd October 2011 ongoing Queensland campaign activity will come under the *Vitamin Me* messaging.

A number of opportunities exist to be a part of the *Vitamin Me* campaign and they include:

- Sunday Mail
- APN Regional Newspapers
- Online Holiday Deals

For more information on the *Vitamin Me* campaign please visit tq.com.au

Newspaper Advertising

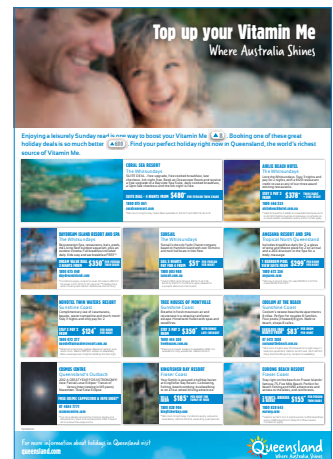
Brisbane Sunday Mail

Tourism Queensland will run full page cooperative press advertisements under the Queensland Brand in the weekend travel section of the Sunday Mail (Escape) fortnightly. Operators will be offered the opportunity to book a formatted panel (to be one of up to twelve operators from various regions) 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

Cooperative Full Page Example



Publication	Advertisement Type	Price (ex GST)	Casual Rate	Circulation	Readership
Sunday Mail	Formatted Panel	\$800	\$2,100	484,700	1,200,000
Sunday Mail	Formatted Double Panel	\$1,600	\$4,200	484,700	1,200,000

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



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APN Regional Newspapers

A Queensland Editorial column will appear monthly in the travel section of all 14 APN newspapers, Gold Coast Bulletin, Cairns Post and Townsville Bulletin. This TQ sponsored initiative, commencing November, will focus on new tourism news and events from around the state. This column will not include advertising.

Cooperative advertising opportunities are available in the travel section across six APN regional newspapers* on selected dates through October 2011 to June 2012. Operators will be offered the opportunity to book a formatted panel (to be one of up to six operators from various regions) 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

Publication	Advertisement Type	Price (ex GST)	Casual Rate	Circulation	Readership
APN (6 papers)	Formatted Panel	\$600	\$2,743	98,393	229,000
APN (6 papers)	Formatted Double Panel	\$1,200	\$5,485	98,393	229,000

* 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.

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

Newspaper advertising participation requirements

All campaign participants must:

1. Provide a deal or offer in their advertisement (this may include an existing package you are promoting).
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.

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Online Holiday Deals Advertising

queenslandholidays.com.au is the premier domestic destination website for consumers looking to plan and book a holiday to Queensland. The site offers a comprehensive collection of information on Queensland tourism product, holiday deals as well as travel tools to assist with holiday planning. The site provides tourism operators with access to a highly targeted audience actively seeking information on holidaying in Queensland.

Tourism Queensland is offering Queensland tourism operators the opportunity to participate in an online holiday deal listings program on queenslandholidays.com.au during the 2011/12 year.

Why Advertise on Queensland Holidays?

- 285,000 visitors each month interested in a Queensland Holiday
- 1.45 million pages of Queensland content viewed each month
- Direct to operator call to action
- The Holidays Deals pages are consistently in the top 5 most viewed pages on the Queensland Holidays website
- Queensland Holidays website has the top ranking search results on Google for the search term Queensland Holiday deal/deals (Google delivers high volumes of qualified visitors to travel websites)

83% of visitors to Queensland Holidays expect to be able to book from this site either directly with an operator or via a booking system (Queensland Holidays Usability research - March 2010).

Continuous digital activities including Search Engine Marketing, eNewsletters and Social Media promotions will drive consumers to these pages.

Operator opportunity

Operators receive an online holiday deal listing on queenslandholidays.com.au for a two month block.

Time periods available are as follows:

- December-January
- February-March
- April-May

Holiday deals are listed on the following pages:

- ATDW product listing (Holiday Deals Tab)
- Whole of State Holiday Deals page
- Destination specific Holiday Deals page

Cost for participation: \$150 +gst per 2 month block

Operators will be able to update their offer once at any time throughout each two month period. Any additional changes will attract a \$50 +gst fee per change.

Online Listing Example

Mantra Phoenician
Broadbeach, Gold Coast Area

★★★★

Overview Rooms & Rates Nearby / Around Deals

Email: info@mantra.com.au
Web: www.mantra.com.au/australian

3 night Escape

★★★★

The perfect destination for a carefree weekend away or family holiday located in the very heart of Broadbeach
From \$137* per night in a 1 Bedroom Apartment for a 3 night escape

*Conditions apply, subject to availability. Valid for sale and travel until 31/03/12. Block out dates apply. A three night minimum stay applies. For full terms and conditions visit website

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How to participate

All campaign participants must:

1. Be subscribed to the Australian Tourism Data Warehouse (ATDW).
 - If you're not already subscribed to the ATDW then now is the best time to sign up as there is no cost for your ATDW listing, as the annual subscription fee for 2011/12 is currently 100% subsidised by the State and Federal Government's Tourism Industry Support Package.
 - **How to subscribe?**
 - a. Visit www.tq.com.au/bonustime and download a registration form.
 - b. Fill in the form and save it as an attachment in 'word document' format.
 - c. Email your completed registration form and at least four images to Tourism Queensland.
2. Provide a deal or offer for listing valid for the two-month blocks you've chosen to book.
3. Complete a compulsory campaign response form at the end of the campaign (this will remain confidential).
Tourism Queensland will provide operators with a report on the number of leads generated to your website

What you will need to provide

All operators will be required to complete an online listing form which will be emailed separately once booking confirmation is received.

Operators will be asked to provide:

- Property/Operator Name (this must match your ATDW listing)
- Package name (4-5 words)
- Short offer description (max 80 characters)
- Long offer description (max 350 characters)
- Conditions/Validity (max 180 characters)

2011/12 Material Deadlines

- December-January: Mon, 21 November 2011
- February-March: Fri, 20 January 2012
- April-May: Wed, 21 March 2012

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

Please tick to book:

Newspaper advertising

APN (6 papers)

Formatted Single Panel \$600 (ex GST)								Formatted Double Panel \$1200 (ex GST)							
12/11/11	10/12/11	14/1/11	11/2/11	10/3/12	21/4/12	12/5/12	9/6/12	12/11/11	10/12/11	14/1/11	11/2/11	10/3/12	21/4/12	12/5/12	9/6/12
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Sunday Mail

Formatted Single Panel \$800 (ex GST)													
13/11/11	27/11/11	11/12/11	22/1/12	12/2/12	26/2/12	11/3/12	25/3/12	15/4/12	29/4/12	13/5/12	3/6/12	17/6/12	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Formatted Double Panel \$1600 (ex GST)													
13/11/11	27/11/11	11/12/11	22/1/12	12/2/12	26/2/12	11/3/12	25/3/12	15/4/12	29/4/12	13/5/12	3/6/12	17/6/12	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Online listing

2 month block \$150 (ex GST)		
December January	February March	April May
<input type="checkbox"/>	<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

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: _____

TQWO10278

