



*News*Xtend  
**TASMANIAN  
TOURISM  
RELIEF**

COVID-19 has had major impacts on the Tourism industry however we have started to see a shift in consumer behaviour with people researching what travel will look like post isolation. We have put together a digital advertising solution to work alongside our print Tourism Relief package and allow you to reach Tasmanians who are considering what they should do for their next holiday

For **\$3,000** ex GST per month\*

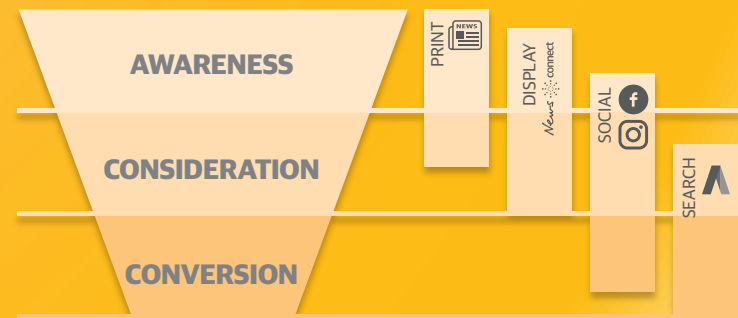
**50,000 Display Impressions** across our News Corp Network

**\$995 Social Spend** (including management fees)

**\$800 Search spend** (including management fees)

\*minimum three month commitment

By utilising a combination of Display, Social and Search we can ensure we capture consumers across all touch points on the customer journey



*News Corp* Tasmania

# NewsXtend **TASMANIAN TOURISM RELIEF**



## **DISPLAY**

Reach your target audience across our premium News Corp network to promote brand awareness and utilise retargeting to assist conversions. News Corp Australia's sophisticated audience targeting allows us to reach the right audience and put the right message in front of them at the right time.

With our 1st Party data we can reach approximately 200,000 Tasmanians who intend to travel domestically and by utilising our 3rd party data partnerships we can increase this reach to 900,000 browsers/devices.



## **SOCIAL**

enables you to engage with relevant audiences across the entire Facebook eco-system whether that's in a browser, the Facebook app, Messenger, or Instagram. Facebook knows your customers. It knows where they live, their interests, and how they behave online (what they 'like' and 'click'). Through a combination of deterministic, behavioural and probabilistic targeting, a social campaign can be optimised to maximise your campaign's conversion rates.

Using Facebook's audience data and platform we are able to reach 320,000 Tasmanians who are interested in travelling and/or frequent travellers.



## **SEARCH**

People navigate to a search engine when they're ready to make a purchase. Search Engine Marketing ensures that your business is visible in search results and easily contactable to capture that lead over your competitors. News Xtend will use our knowledge and experience with SEM tools to help you build out a strategy to direct more traffic to your website.

For more information please contact your local Mercury Advertising Sales Account Manager or:

**Ryan Kincade**  
Group Sales Manager  
e: [ryan.kincade@news.com.au](mailto:ryan.kincade@news.com.au)  
p: (03) 6230 0494

**Shelley Malcolm**  
Group Sales Manager,  
e: [shelley.malcolm@news.com.au](mailto:shelley.malcolm@news.com.au)  
p: (03) 6230 0769

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