

Northern Tasmanian Tourism Deal



- ✔ Drive locals directly to your business utilising television
- ✔ Take advantage of the Tas school holiday period
- ✔ Leverage the 'voucher' initial from the state government
- ✔ Choice of investment levels
- ✔ Heavily discounted rates
- ✔ State wide coverage
- ✔ Cost effective production or use your own advertisement



OPTION 1

WIN	2 x The Project	6.30pm-7.30pm
WIN	1 x The Livingroom	7.30pm-8.30pm
WIN	1 x The Bachelor	7.30pm-8.30pm
WIN	1 x WIN Local News	6.00pm-6.30pm
WIN	2 x Bold and Beautiful	4.30pm-5.00pm
WIN	2 x National News	5pm-6pm
WIN	14 x Daytime	6am-5pm
BONUS	12 x Run of Station	6am-Midnight*
BOLD		
BONUS	6 x Peak	5pm – 10.30pm
BONUS	12 x Run of Station	6am – Midnight*
PEACH		
BONUS	6 x Peak	5pm – 10.30pm
BONUS	12 x Run of Station	6am – Midnight*

Total: 71 Placements

Airtime \$1,000+GST + Production \$495+GST

September – October

Statewide coverage

15 second TVC duration – 2 to 4 week period



OPTION 2

WIN	2 x The Project	6.30pm-7.30pm
WIN	2 x The Livingroom	7.30pm-8.30pm
WIN	2 x The Bachelor	7.30pm-8.30pm
WIN	1 x WIN Local News	6.00pm-6.30pm
WIN	4 x Bold and Beautiful	4.30pm-5.00pm
WIN	2 x National News	5pm-6pm
WIN	20 x Daytime	6am-5pm
BONUS	18 x Run of Station	6am-Midnight*
BOLD		
BONUS	8 x Peak	5pm – 10.30pm
BONUS	18 x Run of Station	6am – Midnight*
PEACH		
BONUS	8 x Peak	5pm – 10.30pm
BONUS	18 x Run of Station	6am – Midnight*

Total: 103 Placements

Airtime \$1,500+GST + Production \$495+GST

September – October

Statewide coverage

15 second TVC duration – 2 to 4 week period



OPTION 3

September – October

Statewide coverage

15 second TVC duration – 2 to 4 week period

WIN	2 x The Project	6.30pm-7.30pm
WIN	2 x The Livingroom	7.30pm-8.30pm
WIN	2 x The Bachelor	7.30pm-8.30pm
WIN	1 x The Masked Singer	7.30pm-8.30pm
WIN	2 x WIN Local News	6.00pm-6.30pm
WIN	4 x Supercars	TBC
WIN	8 x Bold and Beautiful	4.30pm-5.00pm
WIN	2 x National News	5pm-6pm
WIN	30 x Daytime	6am-5pm
BONUS	36 x Run of Station	6am-Midnight*

BOLD		
BONUS	12 x Peak	5pm – 10.30pm
BONUS	32 x Run of Station	6am – Midnight*

PEACH		
BONUS	12 x Peak	5pm – 10.30pm
BONUS	32 x Run of Station	6am – Midnight*

Total: 177 Placements

Airtime \$2,500+GST + Production \$495+GST



OPTION 4

September – October

Statewide coverage

15 second TVC duration – 2 to 4 week period



WIN	4 x The Project	6.30pm-7.30pm
WIN	2 x The Livingroom	7.30pm-8.30pm
WIN	4 x The Bachelor	7.30pm-8.30pm
WIN	2 x The Masked Singer	7.30pm-8.30pm
WIN	2 x WIN Local News	6.00pm-6.30pm
WIN	4 x Supercars	TBC
WIN	6 x Bold and Beautiful	4.30pm-5.00pm
WIN	2 x National News	5pm-6pm
WIN	40 x Daytime	6am-5pm
BONUS	44 x Run of Station	6am-Midnight*

BOLD		
BONUS	12 x Peak	5pm – 10.30pm
BONUS	32 x Run of Station	6am – Midnight*

PEACH		
BONUS	12 x Peak	5pm – 10.30pm
BONUS	32 x Run of Station	6am – Midnight*

SKY News	168 x placements incl. Alan Jones, Paul Murray, SKY Sport
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Total: 366 Placements

Airtime \$3,500+GST + Production \$495+GST



PRODUCTION



- ✓ **1 x 15 second Fully produced commercial**
- ✓ **Branding or Price offering message**
- ✓ **Drive enquiry and bookings to website, Facebook or direct**
- ✓ **Combination of still images and graphics***
- ✓ **All approvals and network delivery included**

Production \$495+GST

* High resolution images/graphics to be provided by client



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**THE LIVING
ROOM**

The
BACHELORETTE



WIN NEWS

THE PROJECT
NEWS DELIVERED DIFFERENTLY

