



Campaign Plan & Media Schedule

PLAN:	5 Secrets of the Southern Highlands	DATE:	12/5/09
TARGET :	Wanderers 35+ Sydney & Canberra	PERIOD:	Winter 2009

		MAY					JUNE			
Operator Offers		3	10	17	24	31	7	14	21	28
TELEVISION ADVERTISING										
CANBERRA										
• WIN	Paid Spots						18	18		
	Getaway Billboards						2	2		
	Bonus Spots*						7	7		
ILLAWARRA										
• WIN	Paid Spots						11	10		
	Getaway Billboards						2	2		
	Bonus Spots*						5	6		
PRESS ADVERTISING										
• HIGH LIFE MAGAZINE - APRIL/MAY EDITION										
CANBERRA										
• CANBERRA TIMES	Full Page, colour, Relax - Travel. Circulation:34,550						1	1	1	1
SYDNEY										
• SUN HERALD - Television	Back Page, colour. Circulation: 473,469						1	1		1
• WENTWORTH COURIER (Tues)	Half Page Editorial. Circulation: 47,550						1	1	1	
	Half Page, colour						1	1	1	
• SOUTHERN COURIER (Wed)	Half Page Editorial. Circulation: 47,078						1	1	1	
	Half Page, colour						1	1	1	
• NORTHSIDE COURIER (Wed)	Half Page Editorial. Circulation: 69,789						1	1	1	
	Half Page, colour						1	1	1	
RADIO ADVERTISING										
SYDNEY										
• 2GB	Live Credits, Chris Smith Afternoon Mon-Fri						17		17	
	Live Credits, Luke Bona Breakfast & Morning Sat							5		
TSH to provide 3 x major weekly prizes valued at \$500ea	Live Reads, Chris Smith Afternoon (30 sec)						5	5	5	
Accommodation and dinner must be included at minimum	Live Reads, Jason Morrison Drive (30 sec)						2	2	2	
ONLINE ADVERTISING										
WWW										
• COURIER WEBSITES	Leaderboard on all three sites									
• SMH.COM.AU TRAVEL	120,000 impressions									
• CANBERRATIMES.COM.AU	325,000 impressions									
• SMH TRAVEL EDM	60,000 database									
• TNSW E-SCAPES EMAIL NEWSLETTER	90,000 database									
• TSH EDM (Using WISDOM's application to enable tracking)	5,000 database									
• VIRAL EMAIL (Refer a friend to the competition)										

* Bonus spots are not guaranteed