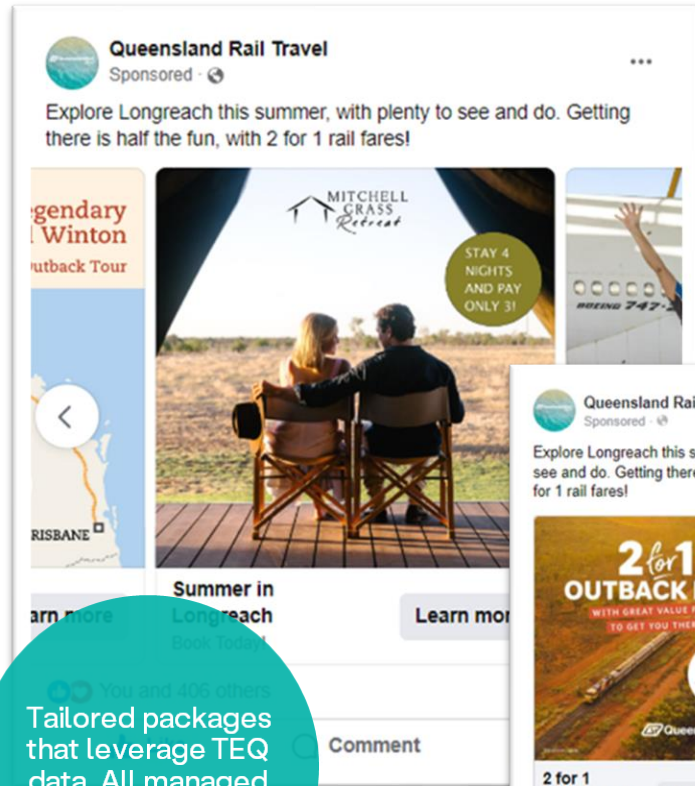


# IMATE ALIGNMENT OPPORTUNITES

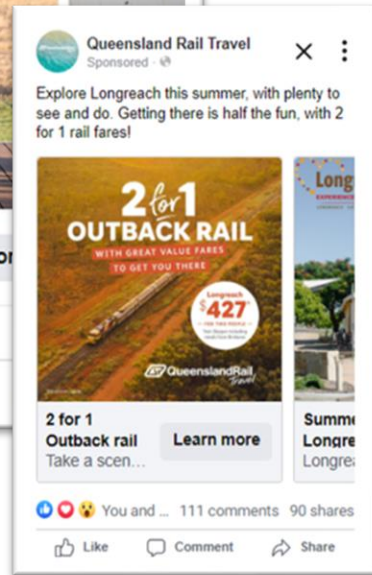


# How you can get involved – Exclusive TEQ Assets

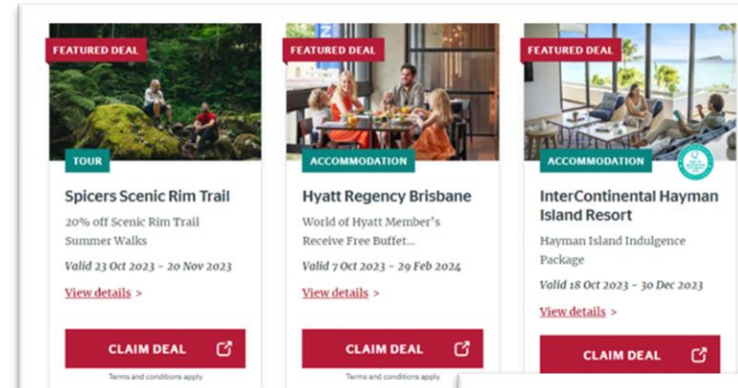
A mixture of low-cost easy activation packages that all drive direct leads to your website. Targeting a travel primed audience by leveraging those that have visited Queensland.com



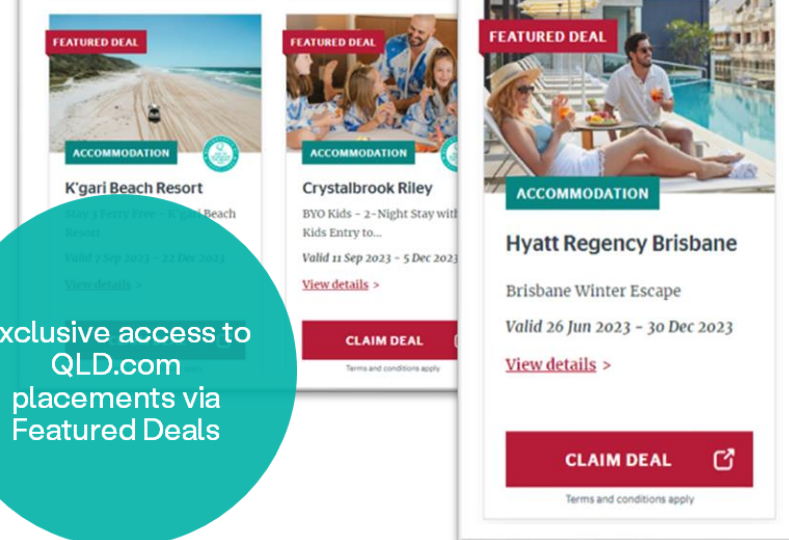
- Low-cost buy-in across full Meta Suite
- Retargeting QLD travel intenders using exclusive TEQ data from queensland.com
- Static, video, & carousel options available
- Direct leads to site



Tailored packages that leverage TEQ data. All managed by IMATE.



- Premium placements for your deal across queensland.com
- Gain relevant reach of in-market travel intenders on queensland.com
- Efficient cost-per-lead with proven ROI
- Fast activation elevating ATDW deals
- Limited availability



Exclusive access to QLD.com placements via Featured Deals

Investment: min \$1,000 +

# IMATE Alignment Packages

Packages allowing ease of creative execution, utilising existing assets and simple specs all whilst aligning your activity to TEQ activity and driving increased views of owned content and extending reach of social posts.



## Social Display

- Format: Social Display\*
- Easy activation as it lifts your social post URL and pulls it into an ad unit
- Has all the benefits of a social post while appearing within editorial content
- Placement: Run of News Corp Network
- Targeting: News Connect
- Est. Results: 500K impressions
- 9 sec average view time
- Static/video/ carousel
- 10x engagement vs standard display



### \*Definitions

Social Display visually mimics a social media post and places it amongst NewsCorp's premium publisher content. Leverage an existing social post to deliver increased time-in-view and brand awareness.

**Investment: From \$5,000 - \$15,000+**



### \*Definitions

Content Discovery is a paid recommendation to a client's content (on their own website) from within NewsCorp's in-feed ecosystem. Target users who have viewed similar content or displayed relevant interests or personal preferences to reach a qualified audience and increase traffic to site & views of owned content.

## Content Discovery

- Format: Content Discovery Driver\*
- Native tile format amongst content across News Corp titles
- Simple activation with only static image and copy required
- A great traffic driver to any content living on your site
- Placement: Run of Network
- Targeting: Contextual content
- Est. Results: 5,550 clicks
- Rate: \$1.80 CPC

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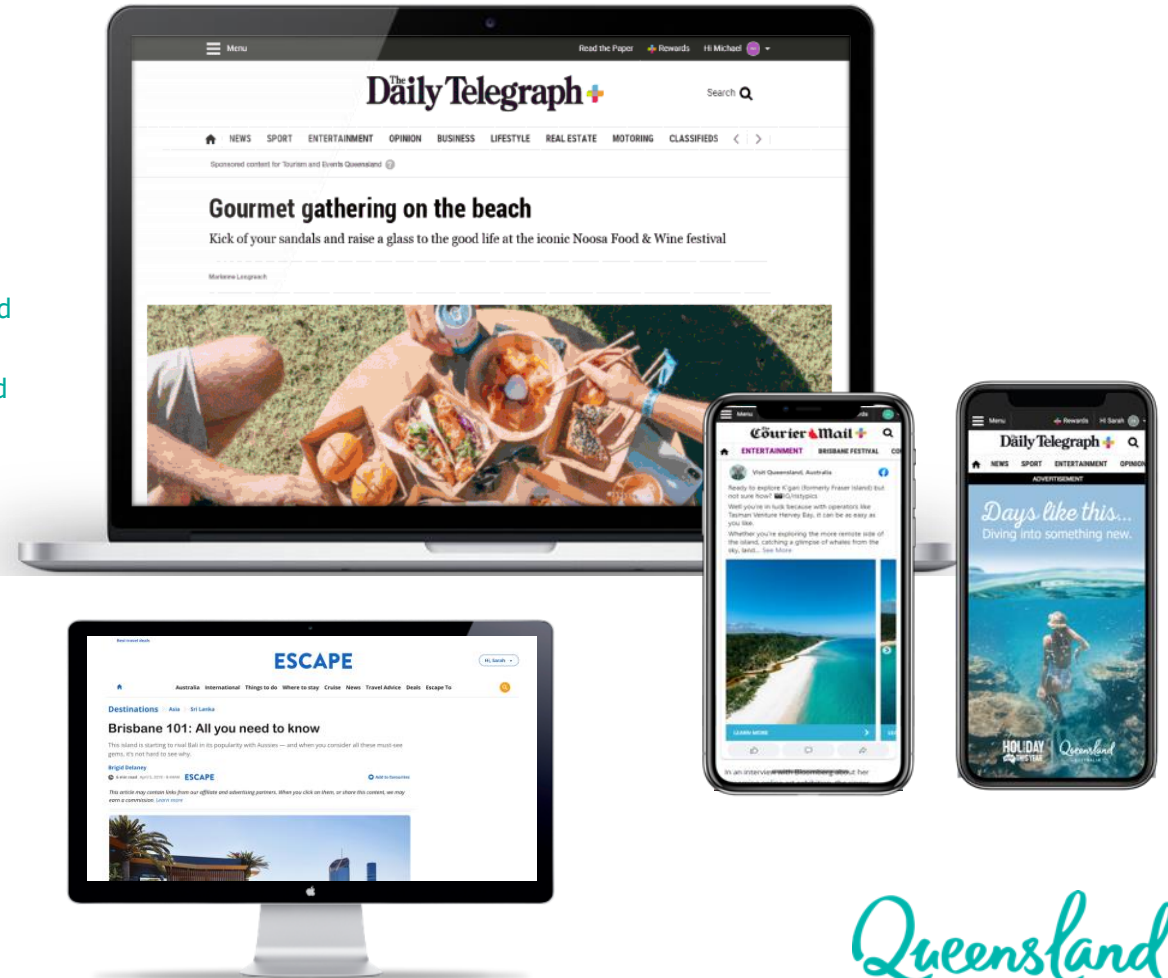
# IMATE Alignment Packages

A package combining native content, social video and display to engage the "been there done that" audience and showcase the lesser-known spots in Queensland and entice readers to visit through premium visual storytelling.



## Native Content

- A premium content package that allows you to engage the BTDT audience and showcase whats new in Queensland.
- Tapping into a trusted publication ESCAPE tone of voice while integrating key campaign messages and links throughout
- Ability to on share content via owned channels and socials
- Format: Standard Display, Social Display, Standard Native Article & Content Social Story
- Placement: Run of Network
- Targeting: Intent Connect audience targeting
- Est. Results: 880K Standard Display Impressions; 1m Social Display Impressions; 20k Guaranteed Page Views; 500K Content Social Story Views



**Investment: From \$35,000 - \$50,000**

Queensland  
AUSTRALIA



Let's chat!