SOUTH AUSTRALIAN TOURISM COMMISSION

Intrastate 'Recharge Getaways' Campaign 2009/2010

Date: 10 February 2010

2009

	JULY				AUGUST					SEPTEMBER				OCTOBER				NOVEMBER					DECEMBER			
	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27
Public Holidays														Labour Day	5th	Melbourne Cup		3rd					Christmas Day		25th	28th
TELEVISION																										
SAS 7																										
Discover Sponsorship - content																										
Recharge Getaways - 30 seconds																										
Recharge Getaways - 30 seconds																										
7 TWO																										
Recharge Getaways - 30 seconds																										
NWS 9																										
Postcards Sponsorship - 60 seconds																										
Recharge Getaways - 30 seconds																										
Recharge Getaways - 30 seconds																										
GO!																										
Recharge Getaways - 30 seconds																										
ADS 10																										
Recharge Getaways - 30 seconds																										
Recharge Getaways - 30 seconds																										
ONE																										
Recharge Getaways - 30 seconds																										
SBS Adelaide																										
Recharge Getaways - 30 seconds																										
Recharge Getaways - 30 seconds																										
PRINT																										
the Adelaide* magazine																										
Themed edition - 4.5 pages editorial																										
saweekend																										
Explore feature - 2.5 pages editorial + 10x7																		YP		LC		EP				
Saturday - Half Page Full Colour																										
Sunday Mail																										
Escape - False Wrap 8 Page Feature																										
GLAMOUR - 20x7 Full Colour																										
EGN - 20x7 Full Colour																										
EGN - 10x7 Full Colour																										
ESCAPE - 10x7 Full Colour																										
AFTA Holiday Expo Supplement - 10x7																										
The Advertiser																										
Mon-Wed & Mon&Fri Page 6&7 - 10x15 FC																										
Mon-Wed & Mon&Fri Page 2 - 10x5 FC																										
Mon/Tue/Thu/Fri Page 3 - 6x7 Full Colour																										
Wednesday Weather Page - 3x7 Full Colour																										
Wednesday taste.com.au - 20x7 Full Colour																										
Wednesday EGN - 10x7 Full Colour																										
Thursday EGN - 20x7 Full Colour																										
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ONLINE																										
AdelaideNOW																										
Homepage Sponsorship - Over The Page																										
Homepage Sponsorship - 300x250 RMX																										
Breaking News Sponsorship - 300x250 RMX																										
Breaking News Sponsorship - 300x250 RMX																										
Top Stories - 300x250 RMX																										
Travel - 300x250 RMX																										
escape.com.au - SA Eyeballs - 300x250 RMX																										
ninemsn.com.au																										
Travel ROS - 300x250 Video																										
Recipe Finder - 300x250 Video																										
Weather - 300x250 Video																										
Homepage - 300x250 Video																										
DIRECT MAIL																										

2010

	JANUARY					FEBRUARY				MARCH				APRIL				MAY					JUNE			
	3	10	17	24	31	7	14	21	28	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27
Public Holidays	Boxing Day &			26th	Australia Day					Good Friday			2nd	5th	Easter Mon		26th	Anzac Day						14th	Queen's B	
TELEVISION																										
SAS 7																										
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