

**Question on Notice
No. 548
Asked on 20 April 2006**

Mr ROGERS asked the Premier (Mr Beattie)—

QUESTION:

With reference to the full-page advertisement by the Queensland Government titled “Prime Minister- you’ve failed the nation on health” an example of which appeared in *The Courier-Mail* on Saturday 15 April 2006—

Will he advise (a) the State Government department and division/unit within that department that authorised this advertisement, (b) whether the advertisement was printed in any other media publication on Saturday 15 April 2006, (c) whether the advertisement was printed in any other media publication on any other dates; if so, which dates and (d) a breakdown of the monetary cost for each separate advertisement, including radio and television advertising costs?

ANSWER:

- (a) I authorised and approved the text for the advertisement and it was produced within my department.
- (b) On 15 April 2006, the advertisement appeared in the following newspapers:
 - The Courier-Mail
 - The Weekend Australian
 - Bundaberg News Mail
 - Cairns Post
 - Fraser Coast Chronicle
 - Gladstone Observer
 - Gold Coast Bulletin
 - Gympie Times
 - Ipswich Queensland Times
 - Mackay Daily Mercury
 - Rockhampton Morning Bulletin
 - Sunshine Coast Daily
 - Toowoomba Chronicle
 - Townsville Bulletin
 - Warwick Daily News
- (c) The advertisement also appeared in the Mt Isa North West Star on Monday 17 April 2006.
- (d) The total cost for the advertisement was \$49,256.91. The breakdowns of this cost for each separate advertisement are detailed in the table below.

MEDIACOM

People First Better Results

Level 7, Comalco Place
12 Creek Street, Brisbane Qld 4000
GPO Box 1000, Brisbane Qld 4001
Ph: (07) 3218 1099, Fax: (07) 3211 9190
firstname.lastname@mediacom.com.au

CLIENT: Dept of Premier and Cabinet
PRODUCT: Health
MARKET: Queensland
CLIENT NAME: Kevin Brown

PERIOD: April 06
TARGET: All People
DATE: 11 April 2006

Planned

Schedule Details	Days	Booking Deadline	Material Deadline	Size		April 2006														May 2006														No. of Spots	Rate	Unit Cost	Total Cost						
						S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S										
				cm	col	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4	5	6			
PRESS - EGN Mono																																											
Brisbane Courier Mail	Sat	12pm Wed prior	5pm Wed	38	7															1																1	\$36.52	\$9,714.32	\$9,714.32				
The Australian	Sat	10am 1WD prior	10am Wed	55	10															1															1	special	\$15,000.00	\$15,000.00					
Bundaberg News Mail	Sat	10am 11 April	12pm 12 April	38	7															1															1	6.21	\$1,651.86	\$1,651.86					
Cairns Post	Sat	10am 12 April	5pm 12 April	38	7															1															1	\$8.24	\$2,191.84	\$2,191.84					
Fraser Coast Chronicle	Sat	1130am 12 April	4pm 12 April	38	7															1															1	\$7.00	\$1,862.00	\$1,862.00					
Gladstone Observer	Sat	12pm 11 April	12pm 12 April	38	7															1															1	\$5.50	\$1,463.00	\$1,463.00					
Gold Coast Bulletin	Sat	10am 12 April	3pm 12 April	38	7															1															1	\$12.80	\$3,404.80	\$3,404.80					
Gympie Times	Sat	10am 12 April	4pm 12 April	38	7															1															1	\$5.30	\$1,409.80	\$1,409.80					
Ipswich Old Times	Sat	12pm 12 April	5pm 12 April	38	7															1															1	\$7.50	\$1,995.00	\$1,995.00					
Mackay Daily Mercury	Sat	1030am 12 April	1030am 12 April	38	7															1															1	\$6.49	\$1,726.34	\$1,726.34					
Mt Isa North West Star	Mon	2pm 12 April	2pm 12 April	38	7																														1	\$6.25	\$1,662.50	\$1,662.50					
Rockhampton Morning Bulletin	Sat	3pm 12 April	5pm 12 April	38	7															1															1	\$8.50	\$2,261.00	\$2,261.00					
Sunshine Coast Daily	Sat	10am 11 April	12pm 11 April	38	7															1															1	\$9.00	\$2,394.00	\$2,394.00					
Toowoomba Chronicle	Sat	10am 12 April	4pm 12 April	38	7															1															1	\$7.75	\$2,061.50	\$2,061.50					
Townsville Bulletin	Sat	3pm 12 April	12pm Wed	38	7															1															1	\$8.56	\$2,276.96	\$2,276.96					
Warwick Daily News	Sat	10am 11 April	5pm 12 April	38	7															1															1	\$5.30	\$1,409.80	\$1,409.80					

Approved:

Signature _____ Date _____

NB. All plans must be approved in writing before bookings can be processed.

- Comments:
- Costs quoted exclude GST which will be charged at time of invoice.
 - Placement is subject to availability at time of booking.

Total Gross Media (exc GST)	\$52,484.72
Less 10% Commission Rebate	\$5,248.47
Sub-total	\$47,236.25
Media Planning Fee (1.25%)	\$656.06
Media Buying Fee (2.5%)	\$1,312.12
DPC Contract Mgmt Fee (0.1%)	\$52.48
Total Cost to Dept (exc GST)	\$49,256.91

PLEASE NOTE THAT THIS ANSWER REPLACES THE PREVIOUS ANSWER TO
QUESTION ON NOTICE NO. 548 TABLED ON 26 MAY 2006.