

Jones, Carol

From: Whiteley, James
Sent: Friday, 23 May 2025 11:46 AM
To: s 36
Subject: RE: State Budget Advertising Opportunities

Follow Up Flag: Follow up
Flag Status: Flagged

Thanks mate,

Appreciate you putting this together on short notice, will review today.

James Whiteley
Senior Media Adviser
Office of the Premier, the Hon Jeremy Rockliff MP

Premier of Tasmania
Level 11, 15 Murray Street HOBART TAS 7000
Mobile: s 36
e-mail: s 36

www.Premier.tas.gov.au



From: s 36
Sent: Friday, 23 May 2025 11:41 AM
To: Whiteley, James s 36
Subject: State Budget Advertising Opportunities

Hi James,

As discussed, I have put together some different options that would be effective in promoting the State Budget to the Pulse audience.

The attached proposal gives an overview of the opportunities available, including the Full Digital Takeovers - which give you a 100% share-of-voice in display advertising positions across the Pulse Tasmania website and app.

The display assets will all click-through to the link of your choice, and we can change the assets day-by-day (if, for example, you wanted to promote different aspects of the budget on different days).

We also have Social Advertorial opportunities available, which I have bundled in.

We would need the assets for the first day's takeover from you by COB Thursday, to go live at 3pm Friday.

Looking forward to hearing your thoughts.

s 36
s 36 Pulse Media Group

W | pulsetasmania.com.au
E | s 36
P | s 36

Newsroom | Level 1, 99 Liverpool Street, Hobart
Mail | GPO Box 97, Hobart Tasmania 7001



Jones, Carol

From: Whiteley, James
Sent: Saturday, 24 May 2025 5:19 PM
To: s-36
Subject: Pulse Exclusive- Health Funding

Follow Up Flag: Follow up
Flag Status: Flagged

Hey mate,

Exclusive one for you to run with from midnight tonight.

Jacquie Petrusma, Minister for Health

Budget to invest nearly \$10 million every single day into our health system

The 2025-26 Budget will inject a record cash injection into Tasmania's health system to ensure it can continue to meet demand and deliver the essential services Tasmanians expect and deserve.

Minister for Health, Jacquie Petrusma, previewed the health investment in this week's Budget, announcing that \$14.5 billion will be invested in the health system over the next four years – a boost of \$1.6 billion on last year's figures.

"This means that each and every day, we are investing a record nearly \$10 million into our health system," Minister Petrusma said.

"Investment in health now accounts for 34 per cent of the State's total operating budget.

"As part of our record investment and acknowledging that demand for health services is increasing, an additional \$880 million will be invested over the next four years specifically to meet demand on health services - reflecting our ongoing commitment to ensure Tasmanians have access to healthcare in the right place, at the right time.

"This increase is in addition to our significant investments to attract and retain staff, continue our primary care initiatives, deliver more oral health appointments and enhance outpatient access."

The 2025-26 Budget will include over \$70 million over the next four years to implement the Tasmanian Government's new *Four Year Elective Surgery Plan 2025-2029* – which follows our first four-year plan which has seen a record number of elective surgeries delivered, and the highest per capita admission rate for elective surgery of any state or territory.

"The Tasmanian Health System has been delivering record volumes of elective surgeries and endoscopies. In the last financial year alone, our hospitals carried out more than 22,000 elective surgeries, on top of the emergency surgeries and procedures required," Minister Petrusma said.

"This targeted investment ensures we can continue this momentum so more Tasmanians can receive their procedures sooner.

"The Budget will also include significant investment as the Government continues to redevelop all four of the State's major hospitals, with \$663.5 million over the next four years for hospitals and health infrastructure, including the construction of three new dedicated mental health precincts."

ENDS

Speak soon,

James

Get [Outlook for Android](#)

Jones, Carol

From: Whiteley, James
Sent: Sunday, 25 May 2025 4:35 PM
To: Pulse Tasmania
Subject: MR for tomorrow - KV Olinda Grove roundabout upgrades
Attachments: Tenders open for Olinda Grove roundabout signals - May 2025.docx

Follow Up Flag: Follow up
Flag Status: Flagged

Hey mate,

One for tomorrow if interested. Will be putting out more broadly in the morning.

Speak soon,

James Whiteley

Senior Media Adviser
Office of the Premier, the Hon Jeremy Rockliff MP

Premier of Tasmania
Level 11, 15 Murray Street, HOBART TAS 7000
Mobile: **s 36**
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www.premier.tas.gov.au



9 October 2025

Kerry Vincent, Minister for Infrastructure

Tenders open for Olinda Grove roundabout signalisation

Tenders for construction for the Olinda Grove roundabout signalisation project have opened over the weekend.

This is the first step toward securing a contractor to deliver this important project that will help improve safety on the Southern Outlet near the Proctors Road / Olinda Grove overpass in Hobart.

Minister for Infrastructure, Kerry Vincent, said the project, delivered in partnership with the City of Hobart, would reduce traffic congestion near the Olinda Grove off-ramp on the Southern Outlet.

"Vehicles from the Southern Outlet use the Olinda Grove intersection to access Sandy Bay, the University of Tasmania and Hobart College, and as an alternative route to the CBD causing congestion during the morning peak period," Mr Vincent said.

Mr Vincent said along with the new traffic signals, additional monitoring would be in place to help solve the problem of excessive queuing and delays.

"CCTV cameras will also be installed to allow the Department of State Growth's traffic management centre to monitor traffic and queueing in real-time and adjust if required.

"We expect construction to start in spring and be completed by late 2025, weather permitting," he said.

Tenders are accessible via the tenders.tas.gov.au website and proponents are encouraged to review the documentation and submit a formal response in order to be involved in next steps in the process.

More information about the project can be found on the Transport website:

<https://www.transport.tas.gov.au/olindasignalisation>

Jones, Carol

From: Whiteley, James
Sent: Tuesday, 27 May 2025 4:06 PM
To: s 36
Subject: RE: State Budget Advertising Opportunities
Attachments: SKM_C550i25052716500.pdf

Follow Up Flag: Follow up
Flag Status: Flagged

Hey s 36

Please find attached a signed copy of your offer, we're pleased to move forward.

When you flick through the invoice, could you please address as per the below:

Carol Jones
Department of Premier and Cabinet
GPO Box 123 Hobart

CC: s 36

Thanks again, I'll be in touch re: creative soon.

James Whiteley
Senior Media Adviser
Office of the Premier, the Hon Jeremy Rockliff MP

Premier of Tasmania
Level 11, 15 Murray Street HOBART TAS 7000
Mobile s 36
e-mail s 36

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From: s 36
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Subject: State Budget Advertising Opportunities

PULSE TASMANIA

TASMANIAN GOVERNMENT BUDGET 25/26 PROMOTION



PULSEMEDIAGROUP

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PULSE TASMANIA

Pulse is at the heart of Tasmania's social fabric, reaching more than 200,000 Tasmanians each day with the state's most engaging local news and culture content.

We're fiercely independent and the only locally-owned daily news outlet in the state.

On social media, we publish short-form content that reaches typical everyday Tasmanians, from tradies to office workers, students to retirees.

At pulsetasmania.com.au and on the Pulse Tasmania app, we publish long-form content that reaches an educated and informed Tasmanian audience who have a keen interest on the big issues.



PULSEMEDIAGROUP

NEWS THAT'S
TASSIE AS

WHY PULSE?



#1 free news website in Tasmania



#1 brand on social media in Tasmania



Only locally owned daily news outlet in Tasmania

SOCIAL MEDIA FOLLOWERS

175,000+

MONTHLY WEBSITE READERS

270,000+

TOTAL MONTHLY IMPRESSIONS

22,000,000+

OUR DIGITAL AUDIENCE

WEEKLY UNIQUE AUDIENCE

400,000+

59% F | 41% M

KEY DEMOGRAPHICS

18-24	20%	25-34	23%	34-44	20%
45-54	17%	55-64	12%	65+	8%

OUR IMPACT

81,967

Average reach per post on social

4,066

Average engagements per post on social



79% of our audience talk with a friend about something they see on Pulse each week

OUR TOUCHPOINTS

WEBSITE

Long-form content and 'quick fact' overviews of the important stories that matter to Tasmania

MOBILE APP

Long-form content and live notifications that keep Tasmanians up to date with breaking news

SOCIAL

Short-form 'on platform' summaries of the big stories from across Tasmania

AUDIO

Hourly local news headlines broadcast 24/7 on radio stations across Tasmania

ADVERTISING OPPORTUNITIES

BRANDED CONTENT

With offerings like advertorials and sponsorships, you can harness the cut-through of Pulse content to drive your campaign further

DISPLAY

Put your campaign at the forefront of the Tasmanian conversation on our website and app

STATEWIDE REACH, LOCAL RELEVANCY



analytics.

PULSE TASMANIA

PROMOTING THE 2024-25 STATE BUDGET ON PULSE

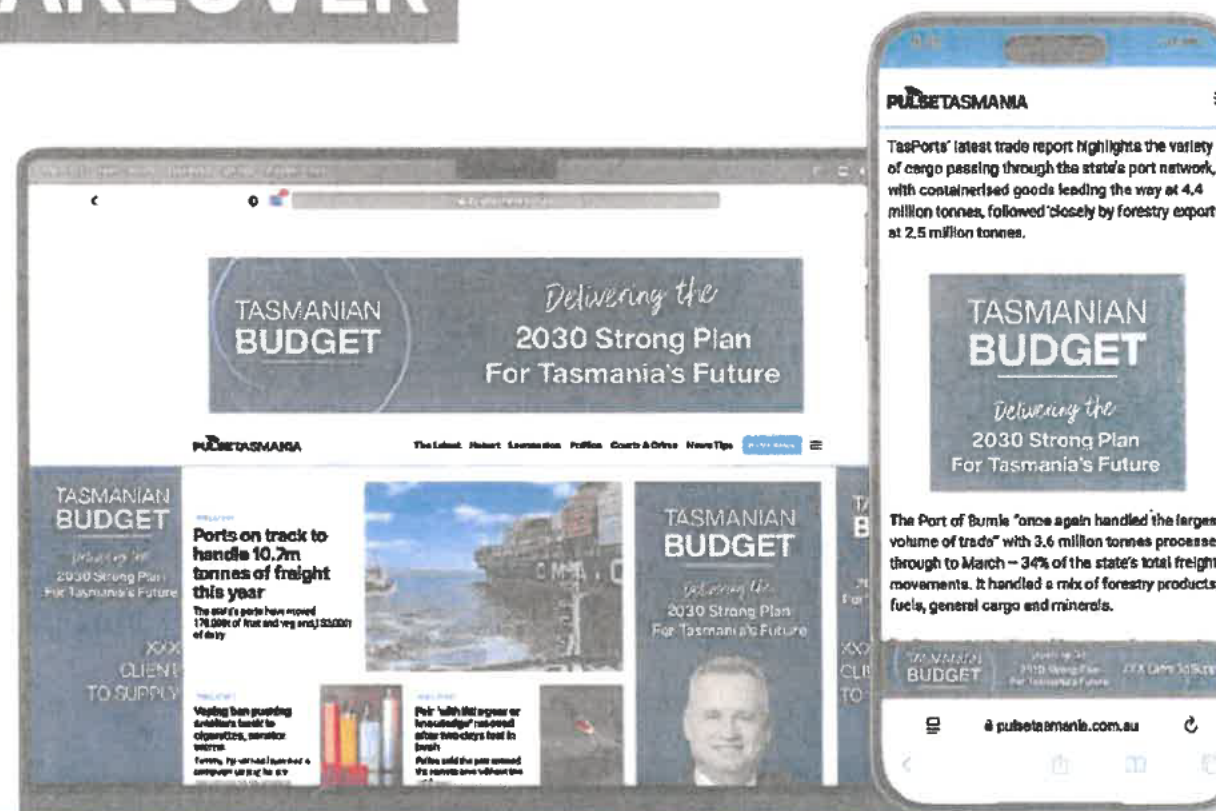
FULL DIGITAL TAKEOVER

Pulse Full Digital Takeovers put your brand front and centre with our large long-form content audience.

These 24-hour exclusive takeovers ensure maximum brand dominance with a 100% share-of-voice and click through to your website.

Mobile: Leaderboard on every page
+ 100% SOV on MRECs

Desktop: A Billboard ad at the top of every page and a sidebar skin wrap
+ 100% SOV on MRECs and Skyscrapers



SOCIAL ADVERTORIAL

Social Advertorials allow you to harness Pulse Tasmania's reach, impact and engagement on social media to push your campaign further.

They give you cut-through not possible with standard paid-social or editorial/earned media.

Social Advertorials, which average 4,066 engagements each (FB+IG), are carefully crafted from your brief and have full final client approval.

On Instagram, they can be collab-posted with your own page and can have additional image, video or explainer content on a carousel.



PULSE STATE BUDGET PACKAGES

Put your campaign front and centre with **Tasmania's most engaged news audience** to drive awareness and engagement for the 2025/26 Tasmanian Budget.

State Budget Boost

7 day (168h) Full Digital Takeover on Pulse Tasmania website and app (100% share of voice)

\$28,490 + GST

26% discount

Takeover can be split over different periods in May/June

State Budget Climb

8 day (192h) Full Digital Takeover on Pulse Tasmania website and app (100% share of voice)

1x Social Advertorials on Pulse Tasmania Facebook and Instagram pages

\$35,261 + GST

26% discount

Takeover can be split over different periods in May/June

State Budget Exceed

10 day (240h) Full Digital Takeover on Pulse Tasmania website and app (100% share of voice)

2x Social Advertorials on Pulse Tasmania Facebook and Instagram pages

\$46,102 + GST

26% discount

Takeover can be split over different periods in May/June

Thurs - Sun x 2[?] or capture BB

AGREEMENT

Please circle your preferred package

Boost - Climb - Exceed

\$35,261 accept the advertising package presented and hereby agree to adhere to the terms and conditions.

Client Signature:

S 36

Name: CAROL JONES

Position: Manager, Premier & Ministerial Services.

Formal contract to follow. Terms & Conditions at pulsamediagroup.com.au



PULSEMEDIAGROUP.



STANDARD RATE CARD

Tasmania's most engaged audience is waiting for you.
Let us bring your brand story to life.

PRODUCT	PRICE (ex GST)
Social Advertorial (FB + IG)	\$3,650 (all inclusive)
Digital Skin (WEB)	\$1,380 CPD (24h)
Full Digital Takeover (WEB+APP)	\$5,500 CPD (24h, 100% SOV)
Digital Display (WEB+APP)	\$25 CPM (MREC, Skyscraper)
Bespoke Branded Content	Please contact us



**NEWS THAT'S
TASSIE AS**