

Smith, Gemma

From: s.36, Out of scope
Sent: Monday, 2 June 2025 9:08 AM
To: Whiteley, James
Subject: Re: State Budget Advertising Opportunities
Attachments: PULSETAS - 2025 - JUNE - TASGOV BUDGET TAKEOVER DAY 3 ANALYSIS.pdf

Hi James,

I have attached a copy of your day-3 report, which shows the results from the campaign up until 9am today.

s.36, Out of scope
s.36, Out of scope | Pulse Media Group

W | pulsetasmania.com.au
E Out of scope, s.36
P

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



From: s.36, Out of scope
Sent: Wednesday, 28 May 2025 9:40 AM
To: Whiteley, James Out of scope, s.36
Subject: Re: State Budget Advertising Opportunities

Morning James,

Sounds great.

I have attached you a copy of our desktop wings template. Note the safe area in the green.

For the other creative, see the display specs below:

Billboard
970x250px

Skyscraper:
300x600px

MREC:
300x250px

All creative can be supplied as either JPEG or animated GIF, please provide click-through link for each creative (or 1 for the whole campaign).

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W | pulsetasmania.com.au

E | Out of scope, s.36

P |

Newsroom | Level 1, 99 Liverpool Street, Hobart

Mail | GPO Box 97, Hobart Tasmania 7001



From: Whiteley, James Out of scope, s.36

Sent: Tuesday, 27 May 2025 4:05 PM

To: s.36, Out of scope

Subject: RE: State Budget Advertising Opportunities

Hey

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: Out of scope, 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: Out of scope, s.36

e-mail:

www.premier.tas.gov.au



From: s.36, Out of scope
Sent: Friday, 23 May 2025 11:41 AM
To: Whiteley, James Out of scope, 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.

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arrangements to be made for the destruction of the transmission, or its return at our cost. No liability is accepted for any unauthorised use of the information contained in this transmission.

9AM 02/06/2025

PULSE MEDIA GROUP ANALYSIS



TASMANIAN BUDGET 2025/26 TAKEOVER ANALYSIS - DAY 3



PULSEMEDIAGROUP



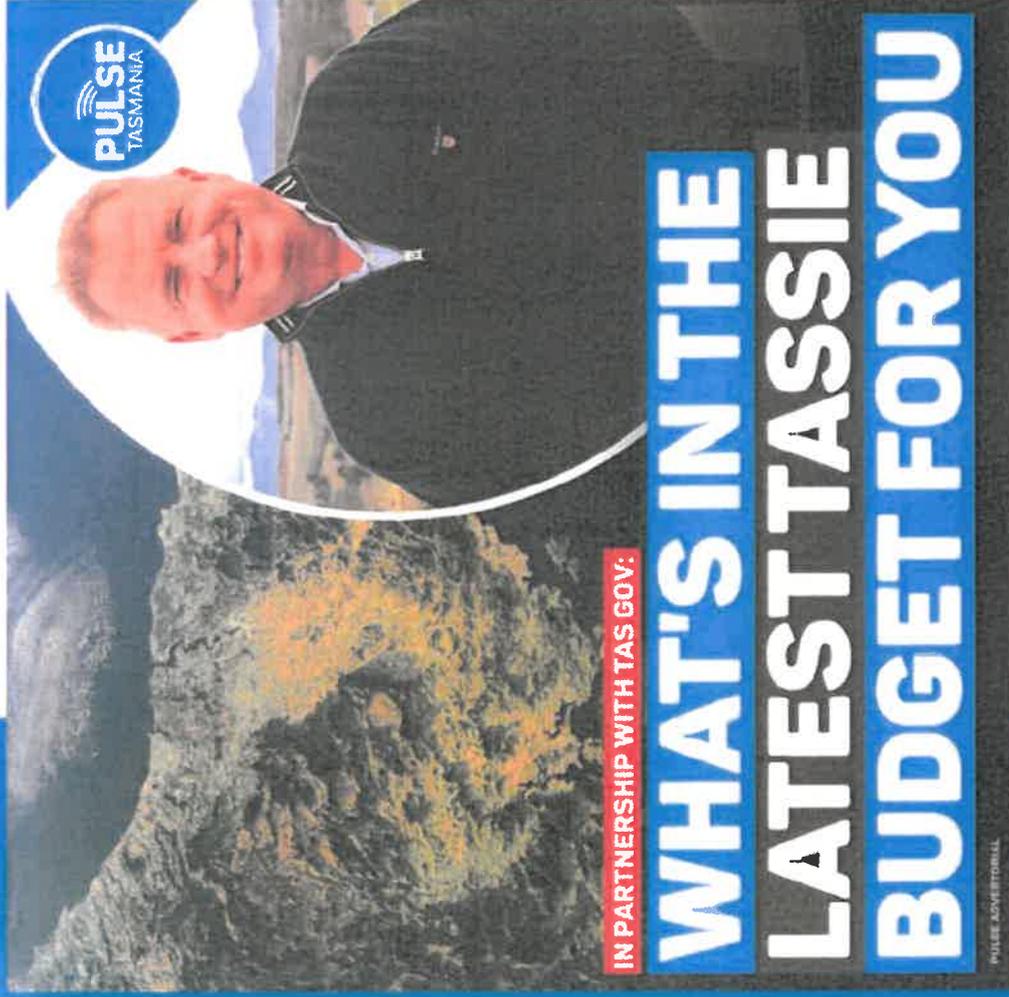
9AM 02/06/2025

ADVERTORIAL

29 MAY 2025

Instagram:
71,435 views
35,288 reach
3,621 likes
35 comments
299 shares

Facebook:
62,414 views
35,893 reach
293 likes
303 comments
9 shares



PULSE
TASMANIA

IN PARTNERSHIP WITH TAS GOV:

**WHAT'S IN THE
LATEST TASSIE
BUDGET FOR YOU**

PULSE ADVERTORIAL

DIGITAL TAKEOVER

AS OF 9AM DAY 3 OF 8

1,027,184
impressions on
mobile & desktop

1,586
Clicks

100%
Share of Voice



9AM 02/06/2025

1,161,033

TOTAL IMPRESSIONS

4,560

SOCIAL INTERACTIONS

1,586

TOTAL DIRECT CLICKS

PULSEMEDIAGROUP.



Smith, Gemma

From: s.36, Out of scope
Sent: Thursday, 5 June 2025 11:11 AM
To: Whiteley, James
Subject: Re: Tasmanian Government Budget Campaign Extension
Attachments: Pulse Tasmania - Tasmania Government 25-26 Budget Campaign - Sheet1-3.csv

Hi James,

A report of your display results across Pulse Tasmania up until 11:59pm Wednesday is attached.

Pleased to report it has so far generated over 2.683 million impressions and over 4,100 clicks.

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s.36, Out of scope Pulse Media Group

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E | Out of scope, s.36
 P |

Newsroom | Level 1, 99 Liverpool Street, Hobart
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From: s.36, Out of scope
Sent: Wednesday, 4 June 2025 10:25 AM
To: Whiteley, James s.36, Out of scope
Subject: Tasmanian Government Budget Campaign Extension

Hi James,

As requested, please see attached our proposal for a 35-day extension to your budget promotion campaign.

This will give you a further 35 days of 100% share of voice in advertising across the state-leading Pulse Tasmania website and app.

I have also attached the latest SimilarWeb traffic statistics for May, which have only come in this morning, showing Pulse Tasmania had more website traffic than every other commercial news publisher in Tasmania combined last month.

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Display

Date	Impressions	Click	CTA
04.06.2025	601,346	732	0.12
03.06.2025	466,354	727	0.16
02.06.2025	448,206	664	0.15
01.06.2025	500,118	810	0.16
31.05.2025	469,514	651	0.14

Desktop Skin

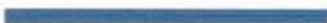
Date	Impressions	Left Clicks	Right Clicks	CTA
4/06/2025	39,129	125	44	0.43%
3/06/2025	35,834	78	50	0.36%
2/06/2025	36,870	65	46	0.30%
1/06/2025	48,321	62	37	0.20%
31/05/2025	38,139	58	25	0.22%

Total Impressions: 2,683,831

Total Clicks: 4,174

Total visits

 Last 28 days (As of May 31)  Worldwide

Domain		% 
 pulsetasmania.com.au		2.387M
 themercury.com.au		648,000
 examiner.com.au		261,341
 theadvocate.com.au		213,935
 tasmaniancountry.com		4,651

Smith, Gemma

From: s.36, Out of scope
Sent: Friday, 6 June 2025 11:00 AM
To: Whiteley, James
Subject: Re: Tasmanian Government Budget Campaign Extension
Attachments: TAS BUDGET 25-26 2 DAY EXTENSION.pdf

Hi James,

The 2-day extension proposal is attached. This will deliver an estimated 1 million additional impressions, with 100% share of voice across Pulse's website and app on Monday and Tuesday.

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Subject: Re: Tasmanian Government Budget Campaign Extension

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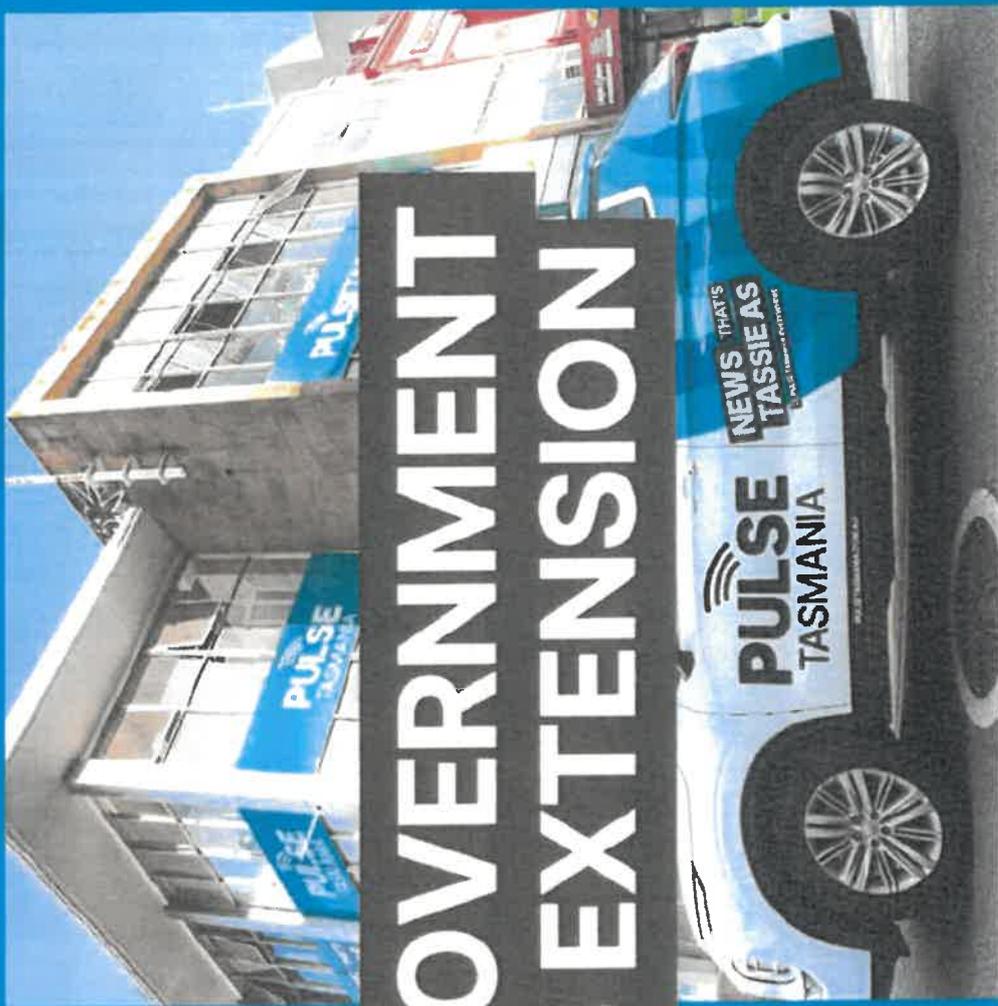
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PULSE TASMANIA



TASMANIAN GOVERNMENT BUDGET 25-26 EXTENSION

PULSEMEDIAGROUP



Tasmanian
Government

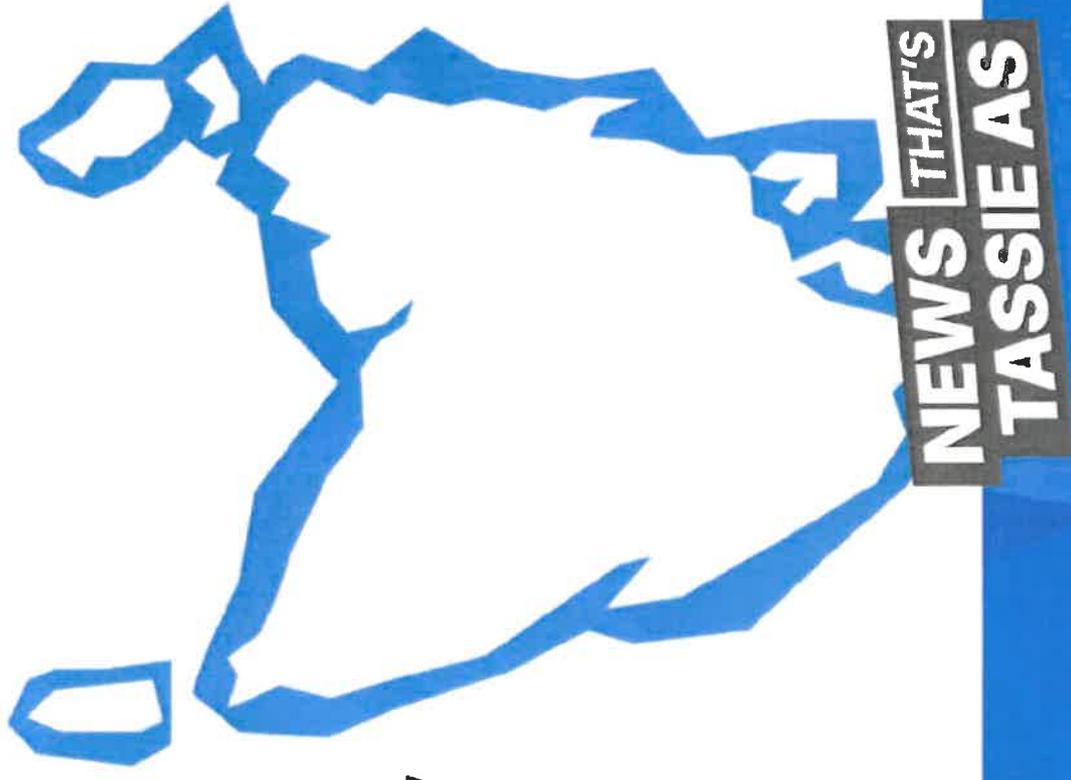
PULSE TASMANIA

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.

WHY PULSE?



#1 free news website in Tasmania

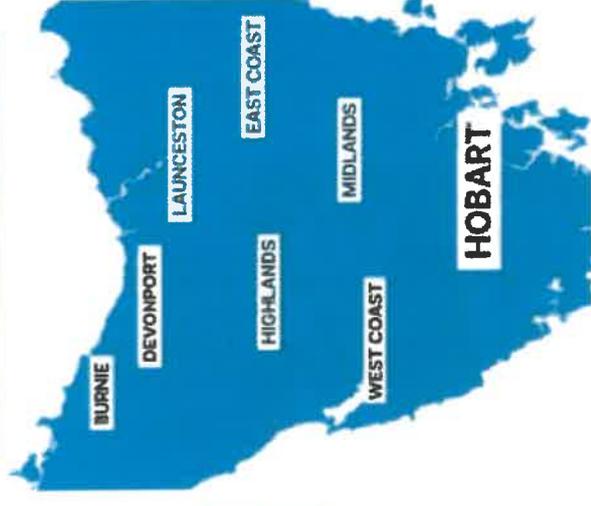


#1 brand on social media in Tasmania



Only locally owned daily news outlet in Tasmania

STATEWIDE REACH,
LOCAL RELEVANCY



OUR DIGITAL AUDIENCE

WEEKLY UNIQUE AUDIENCE

400,000+

KEY DEMOGRAPHICS

18-24 20%

25-34 23%

34-44 20%

20%

59% F 41% M

45-54 17%

55-64 12%

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

SOCIAL MEDIA FOLLOWERS

175,000+

MONTHLY WEBSITE READERS

270,000+

TOTAL MONTHLY IMPRESSIONS

22,000,000+

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

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

ADVERTISING OPPORTUNITIES



PULSEMEDIAGROUP.

Tasmanian
Government

PULSE TASMANIA

PROMOTING THE 2025-26 STATE BUDGET ON PULSE

PULSEMEDIAGROUP



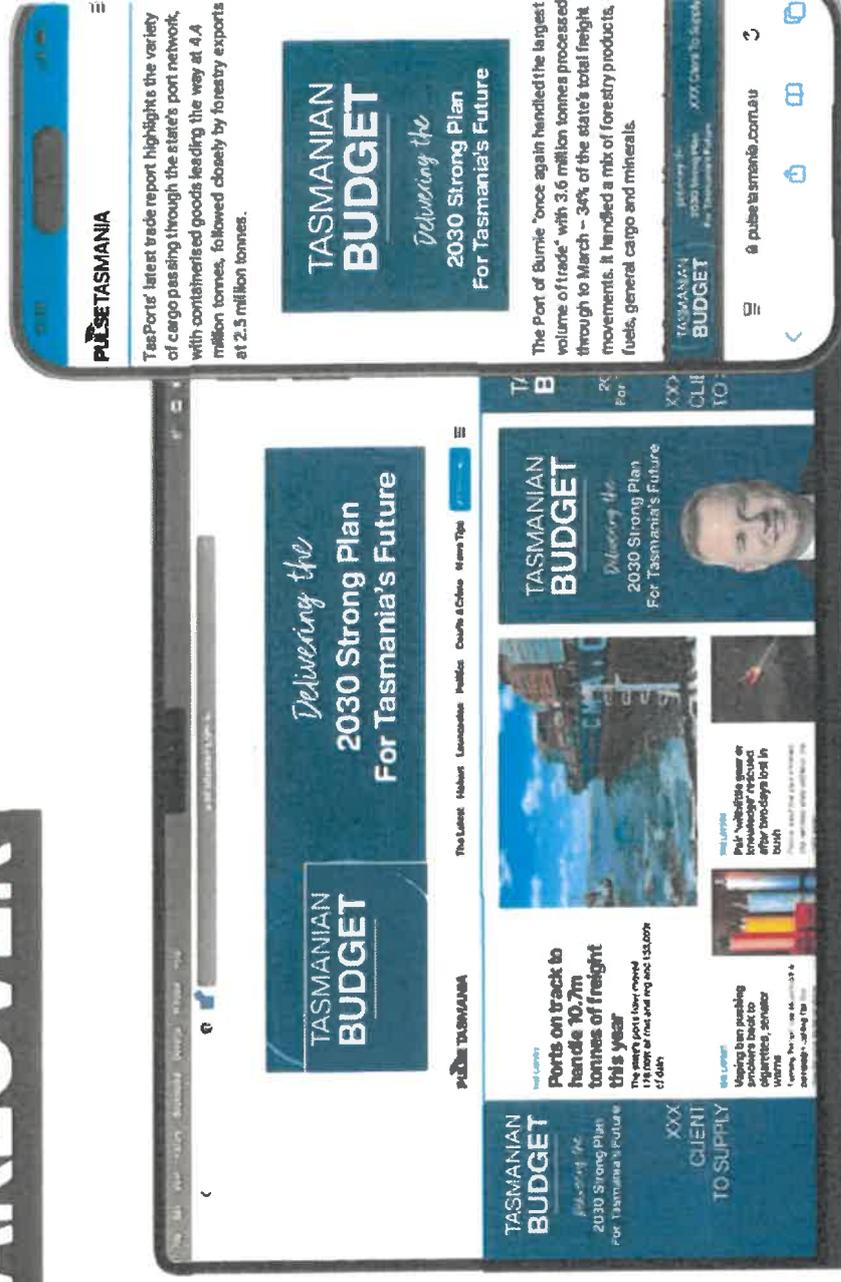
FULL DIGITAL TAKEOVER

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



PULSEMEDIAGROUP.



PULSE STATE BUDGET EXTENSION

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

2 Day Extension

2 day (48h) Full Digital Takeover
on Pulse Tasmania website and
app (100% share of voice)

\$8,140 + GST

26% discount

Takeover can be split over different periods in June/July

PULSEMEDIAGROUP.

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Tasmanian
Government

AGREEMENT

_____ accept the advertising package presented and hereby agree to adhere to the terms and conditions.

Client Signature: _____

Name: _____

Position: _____

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

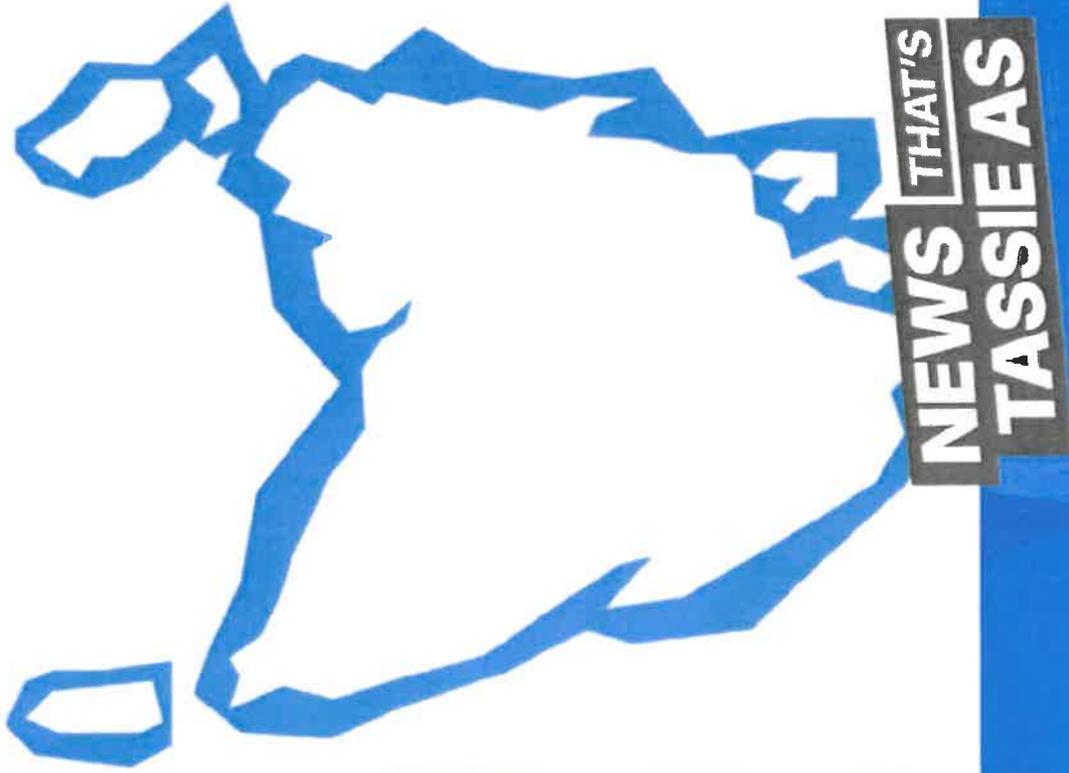


PULSEMEDIAGROUP.

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



PULSEMEDIAGROUP.

CONTACT

s.36, Out of scope

PULSEMEDIAGROUP.



Tasmanian
Government

Smith, Gemma

From: Whiteley, James
Sent: Friday, 6 June 2025 1:33 PM
To: s.36, Out of scope
Subject: Re: Tasmanian Government Budget Campaign Extension
Attachments: SKM_C550i25060614220.pdf

Hey [redacted]

Please find signed contract.

Thanks again,

James

Get [Outlook for Android](#)

From: s.36, Out of scope
Sent: Friday, June 6, 2025 11:01:00 am
To: Whiteley, James Out of scope, s.36
Subject: Re: Tasmanian Government Budget Campaign Extension

Hi James,

The 2-day extension proposal is attached. This will deliver an estimated 1 million additional impressions, with 100% share of voice across Pulse's website and app on Monday and Tuesday.

s.36, Out of scope
s.36, Out of scope | Pulse Media Group

W | pulsetasmania.com.au
E | Out of scope, s.36
P | [redacted]

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



From: s.36, Out of scope
Sent: Thursday, 5 June 2025 11:10 AM
To: Whiteley, James Out of scope, s.36
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PULSETASMANIA

TASMANIAN GOVERNMENT BUDGET 25-26 EXTENSION



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PULSEMEDIAGROUP.



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59% F 41% M

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AUDIO

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BRANDED CONTENT

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

(page views, September 2024). #1 brand on social media via CrowdTangle (engagement, July 2024). via Meta & Google analytics. 79% conversations via survey of 2500+ social media followers

PULSEMEDIAGROUP.

STATEWIDE LOCAL R



 PULSE TASMANIA

PROMOTING THE 2025-26 STATE BUDGET ON PULSE

PULSEMEDIAGROUP.



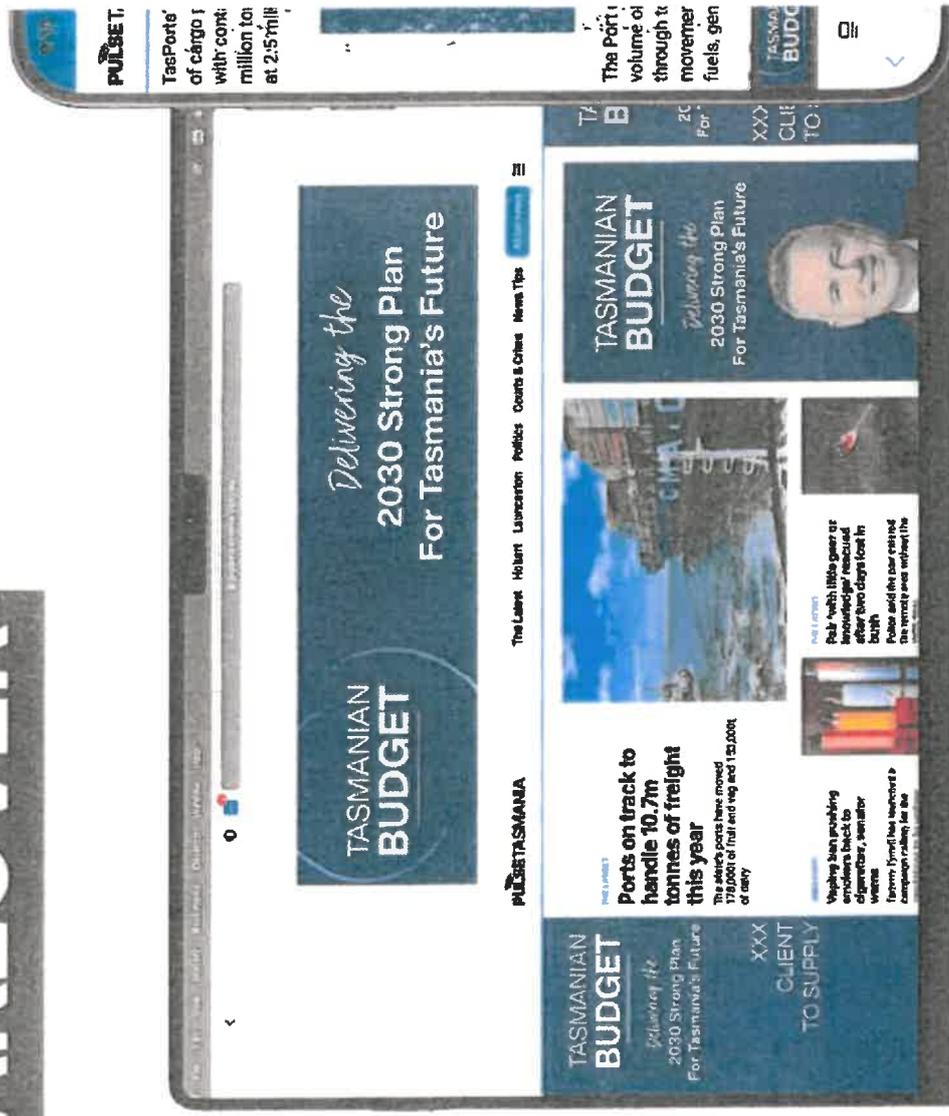
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AGREEMENT

1. Carol Jones accept the advertising package presented and herby agree to adhere to the terms and conditions.

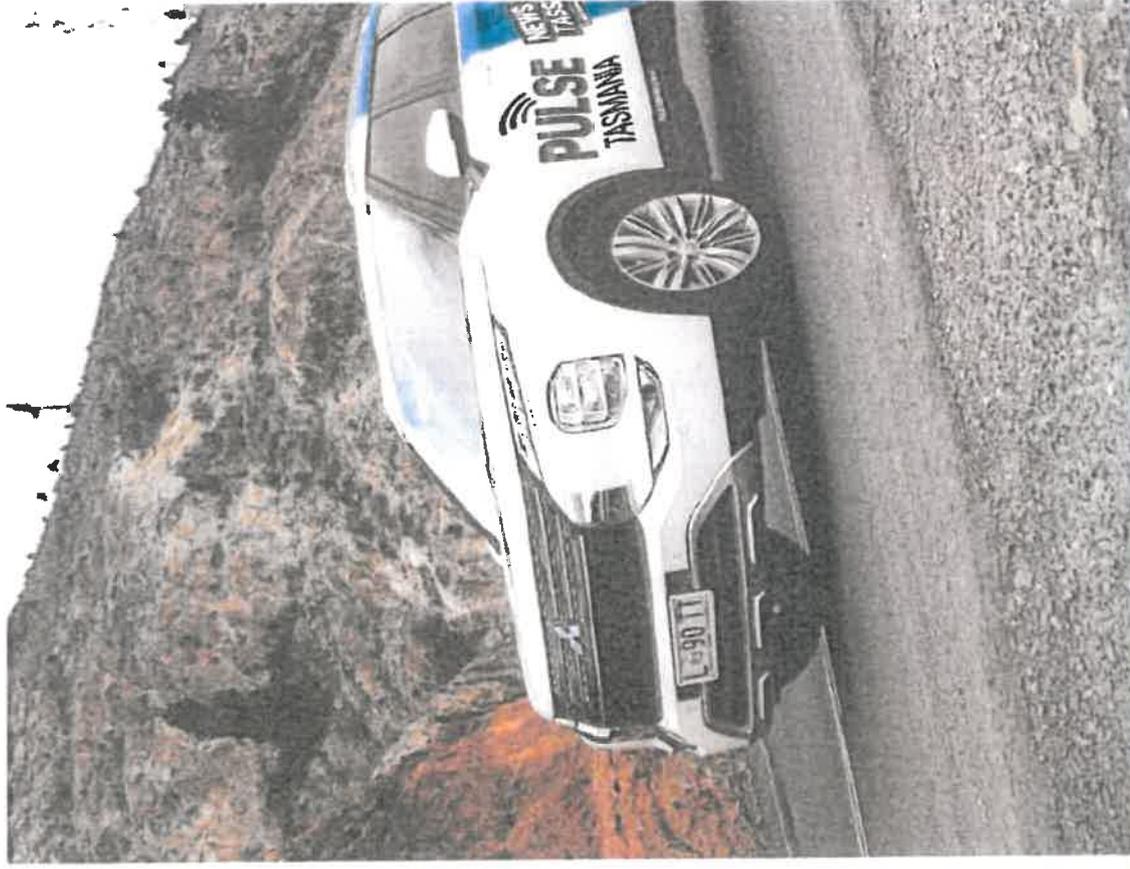
Out of scope, s.38
[Redacted]

Client Signature: _____

Name: CAROL JONES

Position: Manager, Premier & Ministerial Services

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



STANDARD RATE CARD

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Let us bring your brand story to life.

PRODUCT	PRICE (ex GST)
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Bespoke Branded Content	Please contact us

PULSEMEDIAGROUP.

NEWS
TASS

CONTACT

s.36, Out of scope

PULSEMEDIAGROUP



Smith, Gemma

From: s.36, Out of scope
Sent: Friday, 6 June 2025 2:09 PM
To: Whiteley, James
Subject: Re: Tasmanian Government Budget Campaign Extension

Thanks James, I'll lock this in now for Monday+Tuesday.

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s.36, Out of scope Pulse Media Group

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Newsroom | Level 1, 99 Liverpool Street, Hobart
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Sent: Friday, June 6, 2025 1:33:22 PM
To: s.36, Out of scope
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Smith, Gemma

From: Whiteley, James
Sent: Wednesday, 11 June 2025 5:56 PM
To: [REDACTED]
Subject: Pulse Extension
Attachments: SKM_CS50i25061118490.pdf

Follow Up Flag: Follow up
Flag Status: Completed

Hey [REDACTED] please find attached amended contract to take us to midnight tonight.

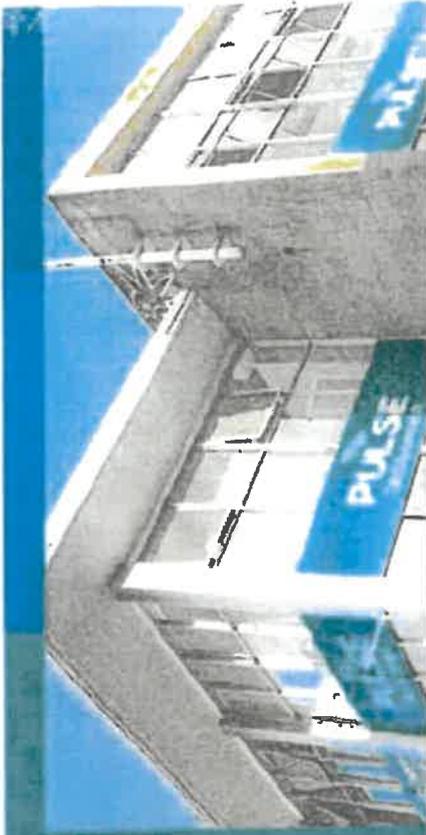
Speak soon,

James

Get [Outlook for Android](#)

 PULSETASMANIA

TASMANIAN GOVERNMENT BUDGET 25-26 EXTENSION



PULSEMEDIAGROUP.

This proposal is subject to confirmation / availability. Once accepted, this proposal is agreed, and any changes made following the acceptance of this proposal need to be agreed by Pulse Media Group Pty Ltd (Pulse) and could incur changes in the costs and/or date. All concepts contained within this proposal are the intellectual property of Pulse. No part of it may be reproduced by any means without the prior written permission of Pulse. The information contained in this proposal is confidential and no part may be copied and/or disclosed to any person without the express permission of Pulse.



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.

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**

**STATEWIDE
LOCAL**



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

BRANDED CONTENT

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

ADVERTISING OPPORTUNITIES

*(page views, September 2024). #1 brand on social media via CrowdTangle (engagement, July 2024).
via Meta & Google analytics. 79% conversations via survey of 2500+ social media followers*

PULSEMEDIAGROUP.

PULSE STATE BUDGET EXTENSION

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

3 Day Extension

2 day (48h) Full Digital Takeover on Pulse Tasmania website and app (100% share of voice)

* Amended to
3 days on 11/06



C. JONES

\$8,140 + GST

26% discount

Takeover can be split over different periods in June/July

PULSEMEDIAGROUP.

THE PULSE MEDIA GROUP ("PULSE") IS AN AUSTRALIAN COMPANY. PULSE IS A REGISTERED PROVIDER OF TELECOMMUNICATIONS SERVICES ("TELECOM SERVICES") UNDER THE TELECOMMUNICATIONS ACT 1997 (Cth). PULSE IS A MEMBER OF THE AUSTRALIAN TELECOMUNICATIONS AND MEDIA AUTHORITY ("ATMA"). PULSE IS A MEMBER OF THE AUSTRALIAN TELECOMUNICATIONS AND MEDIA AUTHORITY ("ATMA"). PULSE IS A MEMBER OF THE AUSTRALIAN TELECOMUNICATIONS AND MEDIA AUTHORITY ("ATMA").



 PULSE TASMANIA

PROMOTING THE 2025-26 STATE BUDGET ON PULSE

PULSEMEDIAGROUP.



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



PULSEMEDIAGROUP.

AGREEMENT

I, Carol Jones accept the advertising package presented and hereby agree to adhere to the terms and conditions.

Client Signature: _____
Out of scope, a/c

Name: CAROL JONES

Position: Manager, Premier & Ministerial

Services
*Amendment to cover additional day

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

11/66 C. JONES



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

PULSEMEDIAGROUP.





CONTACT

s.36, Out of scope

PULSEMEDIAGROUP.

