

# Advertising Requirements

By advertising on the Tourism Queensland media outlined below, the Advertiser agrees to the following terms & conditions:

## Terms and Conditions

1. Advertising is only available for purchase by Queensland tourism operators and partners. Eligible advertisers must be subscribed to the Australian Tourism Data Warehouse (ATDW).
2. Advertising must promote Queensland tourism product through either a brand or retail/price product offer.
3. No trade promotions or competitions will be accepted.
4. Tourism Queensland reserves the right to reject any creative material that involves excessive animation or distracting creative or is deemed inappropriate for any reason, whether or not such material has previously been accepted.
5. Advertisers and their agencies must accept full responsibility for the contents of all advertisements and agree to indemnify Tourism Queensland against any claim or proceedings arising out of the publication of such advertisement.
6. The Advertiser warrants that the content of the advertisement is true and correct in all respects, is not misleading or deceptive and contains no representations and statements prohibited by the Trade Practices Act 1974.
7. All payments for advertisements shall be made payable to Tourism Queensland and be due within 14 days of the date of the invoice.
8. Tourism Queensland is not liable for any loss, damage, cost or expense (including consequential loss) arising out of any delay, omission, default, negligence or error by Tourism Queensland in relation to placement of an advertisement or the availability, functionality or performance of any website or other media.

## Specifications [www.QueenslandHolidays.com.au](http://www.QueenslandHolidays.com.au)

Placement	Width (pixels)	Height (pixels)	File Type	Max. File Size
Skyscraper	160	600	JPG	39kb
Footer Banner	468	60	GIF	
			SWF	

- Flash banner ads must have a GIF/JPG static version for browsers without Flash or JavaScript enabled
- Flash banners must not embed the click through link within the compiled swf.
- The click through should be defined through the variable click tag passed to the flash, e.g. banner\_160x600.swf?clickTag=http://www.google.com  
For step by step details, please refer to:  
[http://www.adobe.com/resources/richmedia/tracking/designers\\_guide/](http://www.adobe.com/resources/richmedia/tracking/designers_guide/)

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- The click through from Flash banners should open the website in a new browser window.

For advertising on [www.QueenslandHolidays.com.au](http://www.QueenslandHolidays.com.au) creative and click through URL must be supplied at least five (5) working days prior to campaign commencement.

## Specifications Where Else... e-Newsletter

Placement	Width (pixels)	Height (pixels)	File Type	Max. File Size
Small Promo Tile	192	186	JPG	15kb
Large Promo Tile	192	380		30kb
Small Banner Ad	350	64	GIF	15kb

- The e-Newsletter platform does not support Flash creative, only static JPEG or GIF will be accepted.

For advertising in the "Where else..." e-Newsletter, creative and click through URL must be supplied at least ten (10) working days prior to campaign commencement.

## Creative Development

Tourism Queensland is unable to assist with the development of creative, and would recommend the use of a specialist digital agency in the development of creative. We can provide a list of Digital Creative agencies on request.

## Tracking and Reporting

Tourism Queensland uses Double Click to serve ads on its websites. Packages include a monthly and end of campaign report on key metrics.

## Third party ad systems

We can facilitate advertisements hosted by a third party agency, please contact us to discuss specific requirements.

## Enquiries

For further information or to secure an advertising package, contact the [Digital Marketing Team](#).