

## Site Advertising Guidelines

Please ensure your advertisements meet the following requirements.

ourbrisbane.com encourages the use of polite creatives. We reserve the right to reject creatives that employ excessive animation or unpredictable user interactivity, as well as any creative that we interpret as potentially deceptive.

Ad Format	Dimensions (pixels)	Max Weight (GIF, JPG)	Max Weight (SWF)
Medium Rectangle	300 x 250	20KB	39KB
Half Page	300 x 600	20KB	39KB
Leaderboard	728 x 90	20KB	39KB

### Expandables

- » Max File Sizes 39KB.
  - » Ad expansion must be user-initiated (click or hover).
  - » Ad expansion or contraction functionality must be clearly visible to the user.
  - » The method of ad expansion and contraction must be the same (e.g. rollover or click).
  - » Close on roll off or must have [x] or "close [x]" on upper right corner of advert.
  - » Animation length - max of 30 seconds.
  - » Back up gif needs to be provided for non flash users.
- Full guidelines as per Interactive Advertising Bureau Standards  
<http://www.iab.net/standards/richmedia.asp>

### E-newsletter Advertising Specifications

Ad Format	Dimensions (pixels)	Max Weight (GIF, JPG)
Static Leaderboard ad	728 x 90	39KB
Image + Text (up to 15 words copy + 2-4 word heading + link)	66 x 66	10KB
<b>Special Offers E-newsletter Specs:</b>		
Graphic Ad	770 x 230	39KB
Image + Text (max 50 words & a link)	330 x 230	30KB

#### Please note:

- » All e-newsletter advertising graphics are single-frame static images in .gif or .jpg format.
- » No animation or roll-over effects are permitted.
- » No sound is to be used in e-newsletter advertising.

# Booking terms & conditions

## The booking process

1. An advertising enquiry is received by ourbrisbane.com.
2. ourbrisbane.com responds to the enquiry with proposed online placement (site advertising and/or e-newsletters) in the form of an Insertion Order (IO)
3. Once ourbrisbane.com receives a signed IO from the client, ourbrisbane.com accepts this as confirmation of the booking and the booking will be made.
4. ourbrisbane.com will supply the client with production specs, guidelines and material deadlines upon confirmation of the booking.

## Material deadlines

Site advertising creative is due a minimum of 3 working days prior to campaign commencement date.

E-newsletter advertising creative is due a minimum of 5 working days prior to distribution date of the e-newsletter.

## Cancellation

ourbrisbane.com reserves the right to delete and charge bookings.

## Payment

The client will be invoiced either monthly or upon completion of the campaign(s) as outlined on the IO. All advertising rates are exclusive of GST and are payable by the client.

If you're not already set-up as a Brisbane City Council debtor you are required to complete a credit application form.

## Third party ad systems

We can deliver advertisements hosted by a third party serving agency, however this means we can't record or report click-throughs. Speak with your third party ad host for further information.

## Creative design

ourbrisbane.com is unable to assist with the design, construction or image optimisation of creatives.

## Design considerations: Flash

If you're providing us with Flash-based creative, there are a few things you need to take care of before sending us your SWF files.

<b>Non Flash equivalent</b>	We'll need an alternative GIF or JPG version of your creative to serve to users without Flash.
<b>Be considerate with sound</b>	We discourage the use of sound. If you must, make sure it is user initiated and provide a clearly visible on/off button.

<b>Tracking friendly buttons</b>	To facilitate click tracking through our ad serving application, please code your links to accept a clickTAG variable.
<b>Tell us the target URL</b>	We need to know the destination URL to pass as a clickTAG for your SWF, and for the non flash equivalent creative (jpg or gif).
<b>Take care with subsequent loads</b>	The initial load must fall below the filesize limit for the creative design above.

Additional loading events are permitted, but each load should also conform to the initial filesize limit, or a progress meter shown.

### **E-newsletter ads with text: editorial guidelines**

Your ad is likely to be more successful if you clearly and accurately know what you are trying to advertise. Text ads are only available in our e-newsletters, so keep the e-newsletter's specific audience in mind when writing the copy. You'll want to emphasise the benefits of your product or service in a clear, focussed and concise way. You don't have many words to get your message across. In fact, our e-newsletter text ads are limited to 15 words.

*If your ad needs editing, we will always request sign-off confirmation from you before your ad is published. Our editing may include (but isn't limited to) removing an exclamation point, removing or adding an extra space, and fixing spelling errors.*

<b>Use standard capitalisation</b>	» No excessive capitalisation such "FREE" or "BUY NOW"
<b>No repetition</b>	<ul style="list-style-type: none"> <li>» Repetition can appear gimmicky. Consider alliteration instead (using the same first letter or sound for different words), eg. Pizza perfection from Paddington Pizzeria.</li> <li>» If you book two or more ads in consecutive e-newsletters it is recommended that the ads be different in some way to minimize ad blindness (ie change the copy and/or image).</li> </ul>
<b>Use proper grammar</b>	<ul style="list-style-type: none"> <li>» Your text ad must be in logical sentence or phrase form and must contain grammatically correct spacing.</li> <li>» The use of symbols, numbers, or letters must adhere to the true meaning of the symbol.</li> </ul>
<b>Be concise</b>	» Users prefer brief but accurate ads. If your ad is easily understood by a user they are much more likely to click on it.
<b>Make your ad relevant</b>	<ul style="list-style-type: none"> <li>» Your ad text must be relevant to your site, products, or services. The same applies to image and rich media ads.</li> <li>» Please refer to our advertising policy for more information about the relevance of an ad to our users.</li> </ul>

<b>Write appropriate ad text</b>	<ul style="list-style-type: none"> <li>» Distinguish your ad by including your company name, line of business, or product in your ad title.</li> <li>» If you offer a local service or product, you may include your location in the text.</li> <li>» Avoid linking phrases like "click here".</li> <li>» Do not use offensive or inappropriate language.</li> <li>» Respect the copyrights and trademarks of others.</li> <li>» If your ad includes a price, special discount, or 'free' offer, it must be clearly and accurately displayed on the page linked from your ad.</li> </ul>
<b>Linked URL</b>	<ul style="list-style-type: none"> <li>» Your ad must link to a working web page, not a video, document or other file.</li> <li>» Your ad must link to a page with content relevant to your ad.</li> <li>» The landing page for your ad cannot be under construction.</li> <li>» Your landing page must not generate "pop-up" or "pop-under" windows.</li> <li>» Your landing page must allow users to use their browser's "back" button to return to ourbrisbane.com.</li> </ul>

### More information

For more information about advertising on the ourbrisbane.com website or e-newsletters, contact us at [sales@ourbrisbane.com](mailto:sales@ourbrisbane.com) or ring us on 1300 134 199.