





*Smart. Lively. Informative. Free.*

## Welcome to InQueensland

InQueensland provides our state's only truly independent, high-quality news service – freely available to all Queenslanders.

We deliver balanced, thoughtful public interest journalism, created by some of the state's most respected writers across business, politics, arts and culture.




Our insightful, credible coverage reflects the issues and achievements that matter to every Queenslanders. No paywalls, no clickbait and no agendas.

With a rich, informative website, InQueensland also engages its readers via a daily email newsletter, sent directly to subscribers with a menu of the top stories affecting our state. It's the easiest way to stay in touch via web, mobile or tablet.



**Peter Atkinson**  
Publisher

### FIND US ON SOCIAL MEDIA

-  @inQld
-  @inQldMedia
-  InQueensland

# Categories

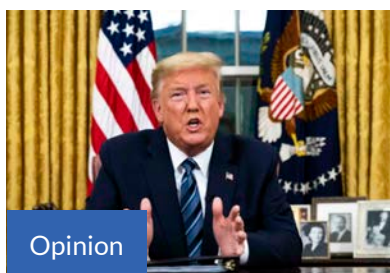
Respected journalists cover news, issues and achievements that matter to Queensland



News



Business



Opinion



Politics



Culture



Statewide



Real Estate



# Publications

## DAILY NEWS eDM

Monday – Friday  
Midday edition

Sunday Reading  
8am edition



## ON SITE

inql.com.au



## BREAKING NEWS eDM



## SOCIAL



## BESPOKE EDM

One off or regular Bespoke EDM distributions to our audience are available. Each Bespoke EDM focusses on a particular topic or industry.

Contact Chris Heydon to tailor your specific message and Bespoke EDM distributions.

cheydon@inql.com.au | 0403 558 263



## EXAMPLES INCLUDE

### Superannuation



### Real Estate



### Education



### Arts & Culture



### Business Insight



## Editorial Team



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Editor and Publisher



**DENNIS ATKINS**  
Political Analyst



**NICOLE BOND**  
Journalist



**SEAN PARNELL**  
Political Reporter



**BOB MACDONALD**  
Business Insights



**REBECCA LEVINGSTON**  
Journalist



**JOHN MCCARTHY**  
Business Reporter



**MICHAEL BLUCHER**  
Sport and Business



**BRETT DEBRITZ**  
Culture Vulture



**DANIEL JOHNSON**  
Arts Writer



**KATRINA BEIKOFF**  
Columnist



**BRAD COOPER**  
Regional Specialist

# Audience Profile

## GROWING MOBILE AUDIENCE



**72%**



**18%**



**9%**

## ONLINE AUDIENCE

Total unique  
monthly browsers

**187,611**

Monthly  
pageviews

**383,678**

## DAILY NEWS EDM AUDIENCE

Open Rate

**31%**

Click Through Rate

**41%**

Active Database

**24,700**

Source: Google Analytics, 2020

## SOCIAL ENGAGEMENT

Total followers

**3,385+**



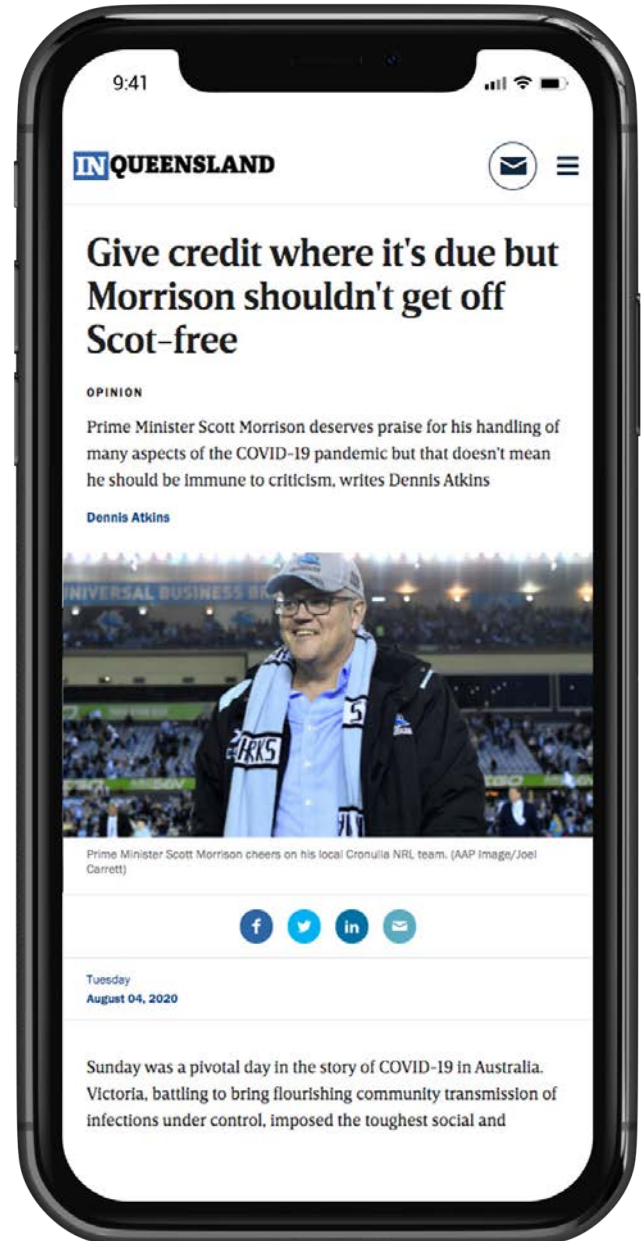
1,430+



523+



1,432+



# Audience Profile



InQueensland's readers are educated, intelligent and informed

Queensland's thought leaders go to InQueensland for up-to-date news, opinion, business, political, arts and culture coverage.

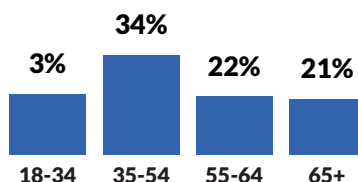
InQueensland readers are educated, sophisticated and digital-savvy, keen to engage with all that their state has to offer.

## IN-MARKET SEGMENT

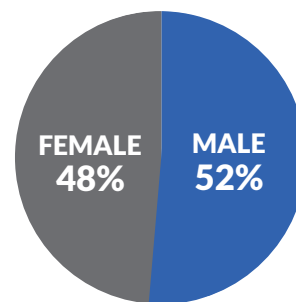
In market segments - our audiences are actively researching or looking to buy products and services in these segments.

- Financial Services/Investment Services
- Real Estate/Residential Properties
- Employment
- Travel/Air Travel
- Autos & Vehicles / Motor Vehicles
- Home & Garden / Home & Garden Services / Landscape Design

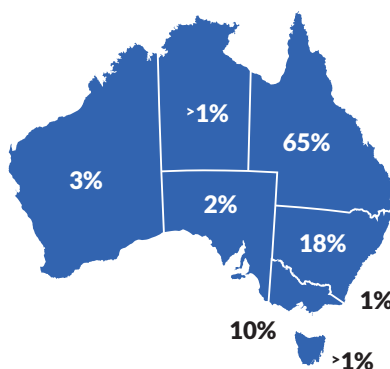
## AGE



## GENDER



## GEOGRAPHY





# Advertising rates and specifications

Unit	Desktop (pixels)	Mobile (pixels)
Masthead Billboard	970w x 250h	320w x 50h
Masthead Leaderboard	728w x 90h	320w x 50h
Leaderboard	728w x 90h	320w x 50h
Medium Rectangle	300w x 250h	
Half Page	300w x 600h	

Unit	Home page charged on a cost per day	Run of site charged on a cost per thousand
Masthead Billboard	\$597	\$35
Masthead Leaderboard	\$486	\$25
Leaderboard	\$338	\$20
Medium Rectangle	\$408	\$25
Half Page	\$422	\$35

Placements subject to availability.

All rates exclude GST.

All components are commissionable.

Artwork is due 1 week prior to campaign commencement.

Masthead Billboard

Half Page

MREC

inql.com.au

8



# Advertising rates

## DAILY NEWS EDM ADVERTISING

Distributed to 23,700 EDM recipients daily.

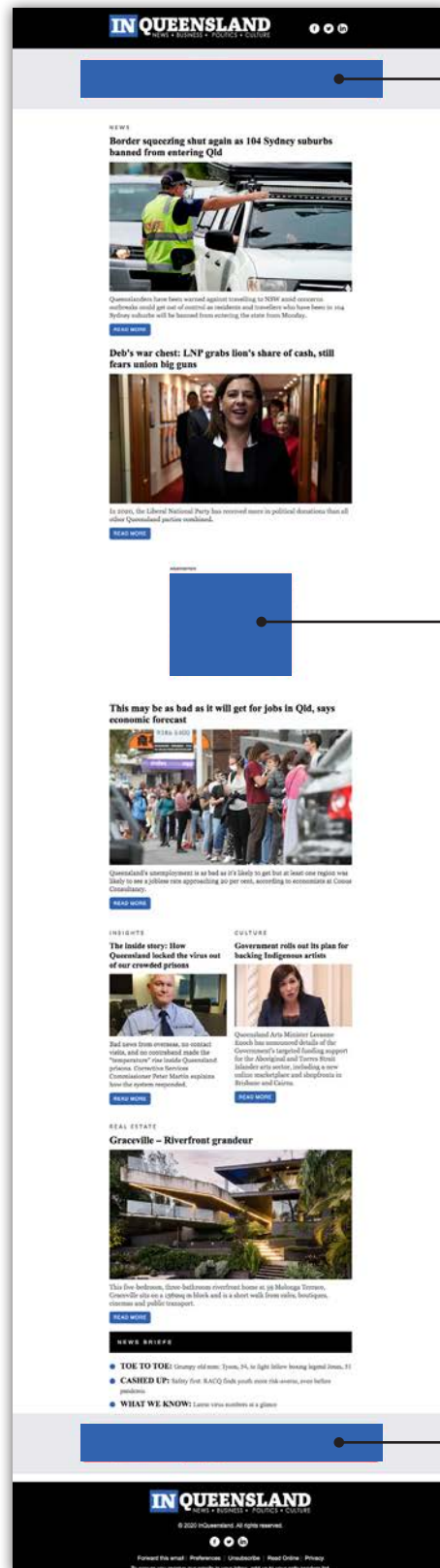
### DAILY NEWS EDM

Top / bottom leaderboard  
728 w x 90 h

**\$1,850 + GST**

Medium Rectangle  
300 w x 250 h

Sponsor an issue of InQueensland's daily EDM for \$1,850 + GST each OR 5 issues for \$925 + GST each.



Top  
leaderboard  
728px x 90px

Medium Rectangle  
300px x 250px

Bottom  
leaderboard  
728px x 90px

# Bespoke opportunities

## SPONSORED CONTENT

Relevant and engaging content is an effective way to connect with your target audience. InQueensland has a team of expert journalists who can create tailored content to your specific product or brand message. Sponsored editorial content is shared across our digital platforms including our daily news eDM, onsite, and our specialty eDM's to:

- Amplify your story
- Position your brand within a credible news channel
- Support your advertising
- Stimulate a response
- InQueensland readers spend on average more than 2 minutes reading sponsored content

**1 x Editorial Piece**  
**400-500 words**

INQ Written / Brand Approved

Onsite + Daily eDM

**\$2,000 + GST**

**1 x Editorial Piece**  
**400-500 words**

Brand Written / INQ Approved

Onsite + Daily eDM

**\$1,500 + GST**

### SPONSORED

## From Open Day to Open House, Griffith makes a welcome change



has delivered plenty of challenges but also opportunities to do things

RE

Sponsored content  
included in daily  
news eDM

Sponsored content  
editorial 400-500 words

Advertisement

**Griffith University** **24/7 VIRTUAL OPENHOUSE**

**IN QUEENSLAND** NEWS • POLITICS • BUSINESS • CULTURE

Get InQueensland in your inbox [SUBSCRIBE](#)

NEWS BUSINESS OPINION POLITICS CULTURE STATEWIDE REAL ESTATE

Friday, July 24, 2020

### From Open Day to Open House, Griffith makes a welcome change

**SPONSORED**

COVID-19 has delivered plenty of challenges but also opportunities to do things differently.

(Sponsored)

Griffith University students transitioned online during Trimester One, mass gathering restrictions meant more than 2700 students received their mid-year graduations digitally this week. Instead of a face-to-face ceremony and the University is hosting a 12-week virtual Open House in lieu of the traditional Open Day.

Griffith is the first university in South East Queensland to kick off preparations, albeit virtually, for the 2021 study year.

It comes as more people than ever contemplate studying or retraining, due in no small part to the COVID-19 pandemic, which has seen business shut-downs, job losses and more pain on the horizon.

Griffith Vice Chancellor and President Professor Carolyn Evans said 2020 marked a period of significant change for many.

"Domestic applications for Trimester 2, which started last week, were up more than 49% on the previous year and we expect this trend to continue for 2021," Professor Evans said.

"While COVID-19 has meant we are unable to host large groups of potential students at an on-campus Open Day event this year, our Open House will ensure virtual access to every campus and everything we offer from the comfort of people's homes and the ease of personal devices, on not just one day, but over 12 weeks."

In recent years, Griffith Open Days have been attended by an average of more than 15,000 people (2016, 2017, 2018, 2019) and demand for the Virtual Open House, off the back of this year's challenging circumstances, is expected to be strong.

Open House will be available on-demand, 24/7 between 14 July and 1 October, providing the freedom to explore more than 200 degree courses, student life and the support services offered at Griffith.

"Visit whenever you like and discover more about our degrees and courses at the dynamic virtual study booths, where you can download study materials, watch videos, live chat and more," Professor Evans said.

Advertisement

**Griffith University** **24/7 VIRTUAL OPENHOUSE**

On now to 1 October

Advertisement

**Griffith University** **24/7 VIRTUAL OPENHOUSE**

On now to 1 October

**Today's top stories**

Breaking: Parliament House infection fears - excursion linked to Logan school outbreak

How 'model citizens' helped stop Apollo cluster in its tracks

Deadly silence: State battles to track virus as infected woman refuses to talk

Victoria in freedom with 13 deaths, staggering 723 new cases in single day

Serenity - Serenity and security



# Bespoke opportunities

## SOLUS EDM

Our readers love a special offer! Connect with our opt-in subscribers who want to receive special offers from our partners. Achieve cut-through with a dedicated eDM to promote your special offer. Engage directly with InQueensland's readers utilising a dedicated EDM. There are limited opportunities to this exclusive offering each month.

■ 23,700 recipients

**RATE: \$3,500 + GST**

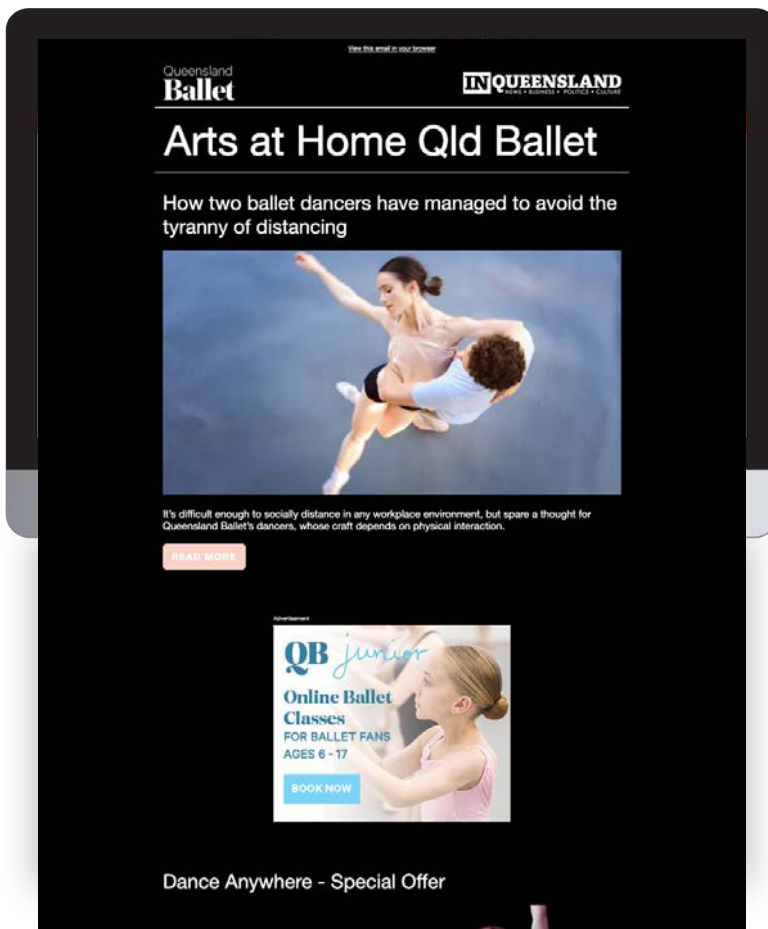
**IN QUEENSLAND**  
NEWS • BUSINESS • POLITICS • CULTURE



## BESPOKE EDM

Engage directly with InQueensland's readers utilising a dedicated EDM. There are limited opportunities to this exclusive offering each month.

- Sent on the day and time of client choosing, subject to availability
- Can include multiple images and multiple links to various articles + content
- Includes click through to client website
- Built by In Queensland Media with client approval



# Real Estate

## REAL ESTATE OPPORTUNITIES

Property is published on the InQueensland daily news EDM (23,700 + recipients) and housed on the homepage on day of publication. The listing includes:

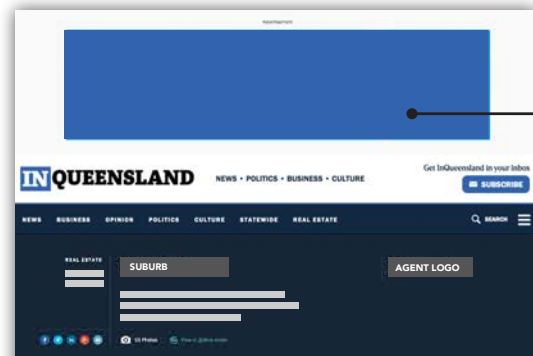
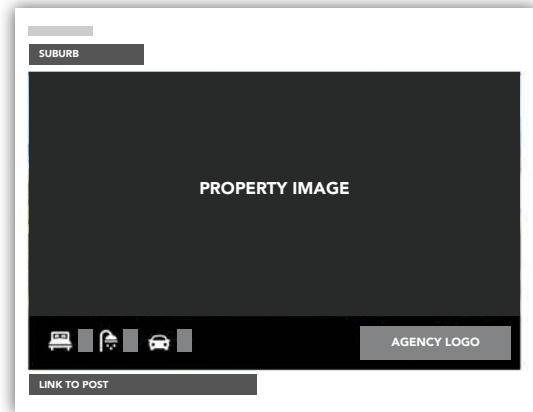
- Property description
- 10-12 images of properties
- Logo and brand representation on InQueensland
- Agent advertisement and agent headshot on editorial page
- Link to property listing on agency website (if applicable)
- Properties should be of an executive nature and will be published at the discretion of InQueensland

Unit	Size (pixels)
Property image	1200w x 720h
Agent headshot	300w x 250h

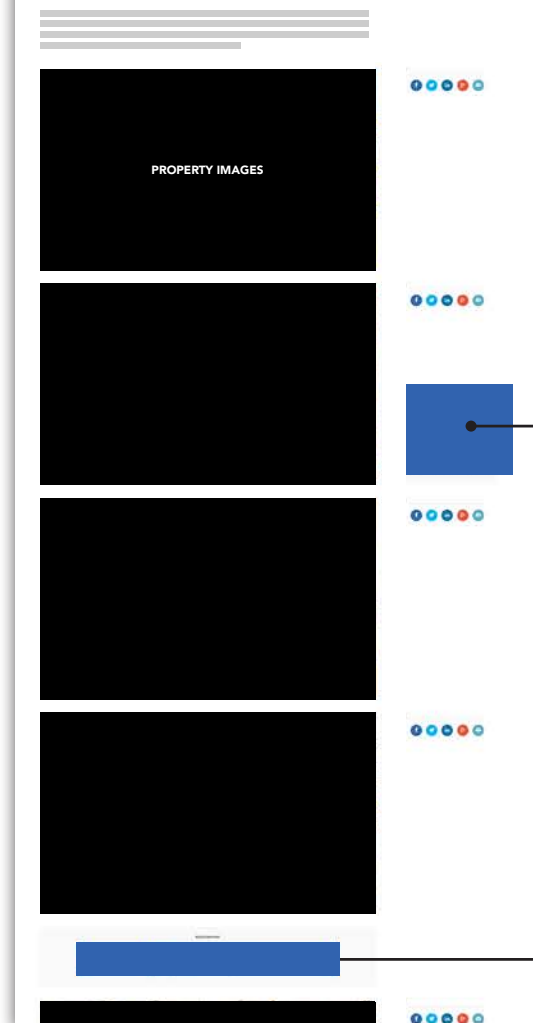
All components are commissionable.

	Cost
1 property listing	\$100 + GST
5 property listings	\$250 + GST

All components are commissionable.



Masthead Billboard



Agent headshot/  
contact information

Leaderboard



# Partnerships



Success comes from  
working together in  
partnership

We understand the importance of strategic partnerships. We are looking to partner with like-minded organisations with shared goals and objectives and a commitment for a value-based relationship. InQueensland has a highly engaged and targeted audience across multiple categories who choose to hear from us via our different channels and at different times. Speak to us today about your objectives and we can develop a custom partnership proposal tailored to your specific needs.

# Deadlines & bookings

## WEBSITE ARTWORK SPECIFICATIONS

- PNG, GIF, JPG, HTML/HTML 5, Third Party Vendor Tags ("clicktag")
- RGB format
- Embedded video must be set to autoplay/mute
- No flash
- Maximum file size 1MB

## RICH MEDIA

- Supply a backup .gif with all flash ads
- Supply on site click tags in one .txt file
- Creatives must be supplied as 72 PPI

## HTML ADVERTISEMENTS

- All HTML5 assets to be hosted externally
- Supply creative in individual ZIP files per creative size
- Recommended length is 15-30 seconds or less
- Clickthrough link must be properly implemented in the code
- Video file must be under 1MB

HTML5 creative guidelines, see:

<https://www.iab.com/guidelines/iab-display-advertising-guidelines/>

Further information visit:

<https://support.google.com/richmedia/answer/165130?hl=en>

## JW PLAYER

- Ad unit size: 300h x 250w (px)
- Video ratio: 16:9 or 4:3
- Recommended length is 40 seconds or less
- Clickthrough link when clicked
- Video will play automatically and be muted automatically, with the option to turn sound on
- Video file must be under 200MB

## CREATIVE DEADLINES

Standard Creative (including third party vendor tags) must be submitted 5 working days prior to go-live date for the Website and 4 working days prior for the EDM. Rich Media (including third party vendor tags) must be submitted 7 working days prior to go-live date.

## EDM ARTWORK SPECIFICATIONS

- Static PNG or JPG only
- Tracking URLs accepted (clicks only)
- No dynamic javascript
- Maximum file size 1MB
- Static image (JPG or PNG) to be supplied with associated click tag for the date/s the campaign is booked to run on the EDM.
- Creatives must be supplied as 72 PPI.





# Advertising terms and conditions

The terms and conditions in this document comprise a legal agreement between you (or any agency or media company arranging advertising for you) (Customer) and In Queensland Media Pty Ltd ABN 96 636 735 101 and its affiliated entities and related bodies corporate (Publisher) in circumstances where the Publisher has agreed to publish advertisements (which may include images and/or content and information) (Advertisements) and provide advertising services (Services) for the Customer, or where the Publisher has provided a tax invoice in respect of Advertisements.

**1.** The Publisher will endeavour to publish Advertisements in the manner and form requested by the Customer.

**2.** The Customer grants the Publisher a non-exclusive, perpetual, irrevocable, worldwide, fee-free, royalty-free licence to publish and/or sub-license Advertisements in any form or medium (Licence). The Customer warrants that it owns all the rights in and to the Advertisements, that it has all necessary right and title to grant the Licence, and that the Advertisements do not breach or infringe any applicable legislation, principles, industry codes and policies, or the rights, including without limitation, the intellectual property rights, of any person or other third party.

**3.** The Publisher has the unconditional right to not accept any Advertisement for publication or distribution without giving any reason.

**4.** The Publisher has the unconditional right to move the position of, or change the format of, an Advertisement without notice.

**5.** Except in accordance with clauses 11 and 12, the Publisher will not be liable for any loss or damage incurred by the Customer where the Publisher exercises its rights under clauses 3 and 4.

**6.** The Customer is responsible for checking proofs of any Advertisements provided by the Customer to the Publisher (including Advertisements booked over telephone), and notify the Publisher of any errors. The Publisher does not accept responsibility for any errors in Advertisements submitted by the Customer.

**7.** The Publisher does not accept responsibility for any loss or damage to any material left in the Publisher's control for the purposes of providing the Services.

**8.** The Customer must not resell the Services to any third party without the Publisher's consent.

**9.** The Publisher may, at its discretion, place any Advertisements alongside any third party advertisements, and include any additional features or inclusions (such as third party advertisements) during the course of providing the Services.

**10.** The Customer acknowledges that it has not relied on any advice given or representation made by or on behalf of the Publisher in connection with the Services.

**11.** Subject to any terms, conditions or other responsibilities implied by law and which cannot legally be excluded, the Publisher and its officers, agents, employees and other representatives exclude and are not liable to the Customer for any losses, damages, liabilities, claims and expenses (including but not limited to legal costs and defence or settlement costs) incurred by the Customer or any third party whatsoever, arising out of or referable to any Advertisements or the Services, whether in contract, tort including negligence, statute or otherwise.

**12.** The liability of the Publisher and its officers, agents, employees and other representatives for a breach of any term, condition, guarantee or warranty implied by law and which cannot legally be excluded by the Publisher and its officers, agents, employees and other representatives, is limited to the fullest extent possible, at the Publishers option, to:

**12.1.** in the case of goods - replacement of the goods or the supply of equivalent goods, repair of the goods, payment of the cost of replacing the goods or acquiring equivalent goods, or payment of the costs of having the goods repaired; and

**12.2.** in the case of services - the supply of the services again or payment of the cost of having the services supplied again.

**13.** The Customer agrees to indemnify and hold harmless the Publisher and its officers, agents, employees and other representatives (Indemnified Parties), from and against any loss (including legal costs and expenses on a solicitor-own client basis) or liability incurred or suffered by any of the Indemnified Parties in relation to any claim, suit, demand, action or proceeding by any person against any of the Indemnified Parties arising from the Services and any Advertisements, or any breach by the Customer of this document, including but

not limited to the representations and warranties made by the Customer, as set out in this document.

**14.** The Customer consents to the Publisher using and disclosing any information as defined under the Privacy Act 1988 (Cth), provided or submitted by the Customer for the purpose of providing the Services, including, but not limited to, disclosures to third parties as required to provide the Services, and to credit reporting and debt collection agencies to recover amounts owing in respect of the Services. The use of the Customer's information is at all times subject to the terms of the Publisher's Privacy Policy.

**15.** Unless required by law, the Customer and the Publisher will not disclose, and will treat as confidential, information generated for the performance of the Services, including volumes and pricing.

**16.** All bookings for advertising space, insert distribution and cancellations must be confirmed in writing.

**17.** Rates for the Services shall be charged in accordance with the current rate card, available online or from the Publisher's advertising department (Department).

**18.** Deadlines for advertising and distribution must be adhered to, and are displayed on the current rate card, available on line or from the Department.

**19.** Advertisements should be supplied to the Publisher as per the technical data specified on the rate card, available online or from the Department.

**20.** Where a Customer has opened a direct credit account for media services (Credit Account), a tax invoice/statement for publication of Advertisements will be provided. Credit terms are strictly 30 days from the date of the invoice. Credit application forms are available online or from the Department.

**21.** Where a Customer does not have a Credit Account, a tax invoice/statement for publication of Advertisements will be provided. Payment of the tax invoice/statement should be made 7 days prior to publication of the Advertisement, or 3 business days prior to publication of the

Advertisement by bank cheque, credit card or cash.

**22.** If payments in respect of a tax invoice/statement are not made when due, the Publisher may, without prior notice, suspend further Services until all outstanding accounts are paid. All costs incurred as a result of action taken to recover any outstanding monies will be borne by the Customer.

**23.** The Publisher reserves the right to charge all or part of cancellations of confirmed Advertisement bookings when cancellation is made more than 5 business days after the date shown on the signed booking form.

**24.** If a series of Advertisements is booked at a discounted package rate and cancelled prior to the completion of all Advertisements running, the Publisher reserves the right to recalculate the rate and charge accordingly for the Advertisements that have run.

**25.** This document constitutes the entire agreement between the Customer and the Publisher regarding the Services. The terms of this document can only be varied in writing by the Publisher. No other order or document issued by the Customer will vary the terms of this document.

**26.** Notwithstanding anything else, the Publisher will not be liable for any delay in or failure to comply with this document if such delay or failure is caused by circumstances beyond the Publisher's reasonable control, including without limitation, fire, flood, act of God, strikes, lock outs, stoppage of work, trade disputes, internet down-time, or any act of war or terrorism.

**27.** The Publisher may serve notice on the Customer by email, post or fax to the last known address of the Customer.

**28.** This document is governed by the laws and Courts of the State of Queensland, and the Customer expressly submits to the jurisdiction of these Courts.

## Contacts

Do you want to engage with InQueensland Media in a partnership across our publication or events?

Talk to the InQueensland team.

### **Chris Heydon**

*Commercial Manager*

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*Publisher*

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07 3153 1051 | 0413 080 925

### **SOCIAL MEDIA**

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 InQueensland

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[inql.com.au](http://inql.com.au)



*Thank you.*