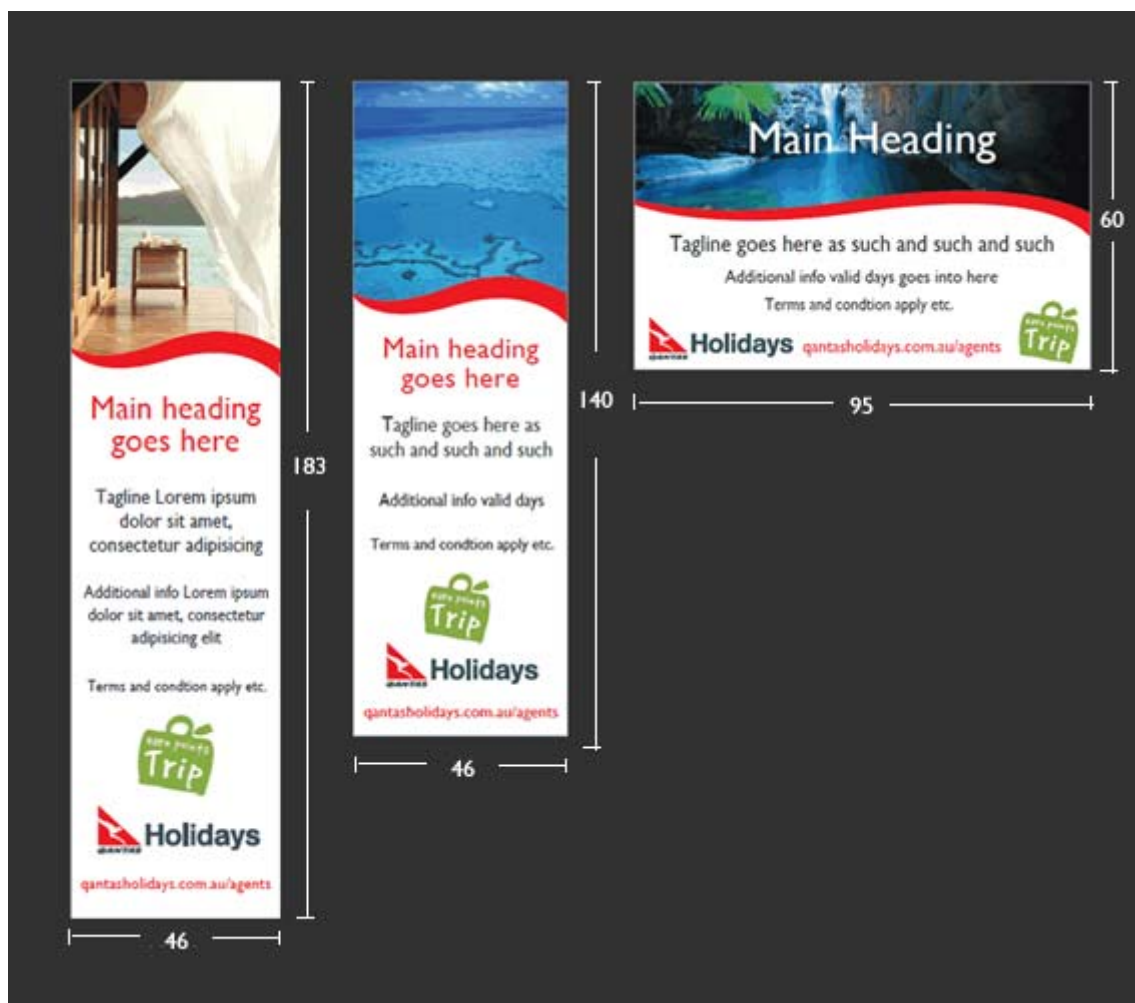




Document Overview

This document is to provide guidelines as well as procedure for Travel Daily ads of Qantas Holidays.

The objectives of this document are to ensure the consistency of Travel Daily ads with QH branding, as well as streamline of the process.



Qantas Holidays Travel Daily Ad Guidelines



Procedure

In order to achieve one round of review for the whole process, we should follow procedure below

1. Trade marketing team fill up new job form (see appendix) and get all relevant parties such as legal sign it off before a job is raised, then attach the form and image(s) in Design Task Manager
2. Designer creates the ad and sends it back to marketing for review
3. Marketing collects all feedbacks from management and third party and get back to designer
4. Designer provides final version

Guidelines

Dimension:

Dimensions are varied but common ones are:

140 mm (width) x 46 mm (height)

186 mm (width) x 46 mm (height)

95 mm (width) x 60 mm (height)

File format:

PDF

Imagery:

Marketing provides images. Please note bold and uncluttered images will suit better as the ads are in small sizes

Main heading:

Font: Gill Sans Regular. Gill Sans Bold could be used for key words. Viva might also require special font. 18-25 points

Colour: Qantas red (100y, 100m) against white background or white against coloured background

Taglines:

Font: Gill Sans Regular. Gill Sans Bold could be used for key words

Colour: black or Qantas red, 13-15 points

Additional info:

Font: Gill Sans Regular, 11-12 points.

Colour: black

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Fine prints:

Font: Gill Sans Regular, 9-10 points

Colour: black

Call for action, email address:

Font: Gill Sans Regular, 10-13 points

Colour: black or red

Note: font sizes may differ depending on dimensions

Kerning:

1, Auto Kern

Leading:

120%

Background:

White, red or grey depending on the layout

Wave:

Red, gray or white depending on the layout

Border:

All ads should have a grey border as they appear on a white background in the publication with other ads.

Templates location:

Y:\GROUPS\E-Comm\OLS\A1Design\All_Sites\Qantas.com\Promotions\External & Tradesite\Travel Daily\QH trade daily templates

Appendix

Travel Daily PDF Ad Design Task Form

Size	
Main heading	
Tagline	
Additional info, i.e. valid dates	
T & C	
Image(s)	
Logos	
Call for action i.e. email address	
Special third party requirements	