

Multimedia / Image Guidelines

The ATDW functionality allows storage of four images per product record, plus one visual object, and one brochure record (i.e. PDF). Please note that all multimedia/images provided may be published on various websites.

1. Quantity Limitations

- 4 x Images per Individual Product Record - one of these can be a logo
- 1 x Image per Accommodation/Hire/Transport service
- 4 x Images per Tour service
- 1 x Video objects per Individual Product Record
- 1 x Brochure per Individual Product Record

2. Image Specifications

Images must be a logo and/or photos of the product provided. Drawings, caricatures, montages, floor plans or maps cannot be accepted unless they are a logo.

The following image sizes are a guide only and any images received will be re-sized to meet these criteria. These files can be GIF, JPG, TIFF or Photoshop file format.

Resolution: 72dpi

Compression: Can vary to achieve the maximum file size above.

Portrait

Minimum Height: 280 pixels

Minimum Width: 210 pixels

Landscape

Minimum Height: 280 pixels

Minimum Width: 210 pixels

It is preferred that any images supplied are submitted on **CD**. This will allow Tourism Queensland to ensure that the images used to display ATDW products are current and of high quality. If a **CD** of images cannot be provided, Tourism Queensland can accept photographs and in some cases slides that can be scanned. These must be of the best quality possible.

3. Video Specifications

Recommended Maximum File Size: 1M Approximate: 30-second video

These can be MPEG, AVI or MOV file format, but must not exceed 30 seconds in length.

4. Brochure Specification

Recommended Maximum File Size: 500k

Brochures can only be uploaded to the database in **PDF** File Format.

For further information on the ATDW Multimedia/Image Specifications,
please contact a member of the ATDW team:

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