



TRAVEL INDUSTRY
CAREERS ASSOCIATION

Travel Industry Careers Association Inc

A.B.N. 78 297 586 275

13 Bogalara Road

Old Toongabbie NSW 2146

Tel: 61 2 9631 5776

Fax: 61 2 9636 4971

secretariat@travelindustrycareers.org

TICA Website Material Specification Sheet

February 2009

WEBSITE VIDEO MATERIAL REQUIREMENTS

TICA Video Settings

Formats supported: .FLV

Video length: 1 minute maximum

Dimensions: 544x306 (16:9 Widescreen)

Frame rate: same as source or ½ of source (15 to 30 fps)

Video Data Rate: 600kbps maximum

Audio Data Rate: 48kbps

Video codec: On2 VP6

Audio codec: MPEC Layer III (MP3)

Key frame: every 30 or 60 frames (2 seconds)

File format required: FLV, Flash 8

Video should not include a leader

Refer to Definitive Media for film requirements / Nigel Balm 0407 226 256

BANNER ADVERTISEMENT MATERIAL REQUIREMENTS

Dimensions:

Platinum member large advertisement 240w x 400h pixels

Platinum member video & small advertisement 180w X 150h pixels

Gold member advertisement: 180w x 150h pixels

General website advertisement: 180w x 150h pixels

Maximum file size: 20kb

Formats accepted: GIF, JPEG

Animated banners: On request – please confirm with TICA if you would like your banner to be animated.

LOGO MATERIAL REQUIREMENTS FOR WEBSITE MEMBERS PAGE

Corporate Logo 168w x 85h pixels

Format accepted: an uncompressed JPEG or PNG, or vector art for your logo in EPS format.

JPEG or PNG files must be supplied as a high resolution file in RGB colour mode.

WEBSITE EDITORIAL CONTENT

Please email content to sandra@inplacerecruitment.com.au labelled TICA website editorial.

SUCCESS STORY EDITORIAL MATERIAL REQUIREMENTS

Approx 300 words supplied in a word document. Topic: A success story about an individual working in the travel industry. A mature worker, an intern, a flexible worker, a trainee, a career changer, a scholarship winner.

Target Audience: A consumer interested in a career in the travel industry.

DID YOU KNOW? EDITORIAL MATERIAL REQUIREMENTS

Approx 300 words supplied in word document. 20 words from home page will hyperlink to 300 word description.

Target Audience: A consumer interested in a career in the travel industry.

NEWS STORY EDITORIAL MATERIAL REQUIREMENTS

Approx 200-400 words supplied in word document. News item appropriate for trade media or consumer media.

Either

Target Audience: Travel Industry Business/Education learning about TICA and its activities - Trade Article to go in ABOUT TICA section of website.

Or

Target Audience: Consumer person interested in a career in the travel industry
Consumer Article for Did you know? section of the website.

15 words of article from home page hyperlink to full 200-400 word news story.