

Brothel Advertising Policy

1. An advertisement includes: a notice, sign, circular or matter that is not in writing but which conveys a message because of the form or context in which it appears.
2. “Publish” an advertisement or statement means publish, or cause to be published, in any way including by newspaper, periodical, notice, sign or circular or through radio or television or by film or video-recording.
3. Section 93(2) of the *Prostitution Act 1999* states that a person must not publish an advertisement that is not in the approved form. ‘Approved form’ includes the size, colour and content (photos, drawings, wording) of the advertisement. Depending on where the advertisement is to be placed, the PLA may seek further information about the advertisement. Advertising signage intended for the brothel premises is regulated by the IDAS Code for Development Applications and/or relevant local laws, and is therefore not covered by this advertising policy.
4. It cannot be assumed that the approval of content in one form of advertising is transferable to another form of advertising. Each new form of advertising must be submitted to the PLA for specific approval.
5. An advertisement for prostitution must not be published through radio or television or by film or video recording.
6. An advertisement must not describe the services offered.
7. An advertisement must not hold out or include a statement intended or likely to induce a person to seek employment as a prostitute. This should be considered when drafting advertisements for brothel staff eg receptionists, managers and cleaners etc.
8. An advertisement must not state directly or indirectly that the person’s business¹ provides or is connected with massage services.
9. Advertisements must not be published through radio or televisions or by film or video recording.
10. Print advertisements must not exceed 2 columns in width and 54 sq cms in total area unless specific approval has been given by the PLA.
11. Proposed advertorials must have the prior approval of the PLA.
12. Interstate brothels intending to advertise in Queensland must comply with this policy.

¹ “business” of a person means the business of a licensed brothel

13. The PLA has the right to reconsider any approved advertisement and set-aside any approvals given. Prior to setting aside any approval, the PLA will liaise with the licensee.
14. The above-mentioned statements apply in respect of ALL print advertising mentioned below.

General print publications, including newspapers, magazines and tourist publications

15. In order to obtain approval, a general print publication advertisement for a licensed brothel must include the business name of the brothel provided that the name does not describe the services offered and may include:
 - A by-line or logo
 - The address, telephone and contact details and other relevant information.
16. An advertisement may include approved line drawings, pencil renderings and/or photographs. Approval will only be given to line drawings, pencil renderings and photographs that are not likely to offend the general public.
17. Since column width may vary in newspapers/magazines the PLA will approve advertisements that do not exceed two columns in width and are no larger than 54 square centimetres in total area. However, should a publication not offer advertising of that size, an application may be made to the PLA for consideration of the proposed advertising identifying the publication.
18. The advertisement may be in colour or black and white.

Print publications classified by the Office of Film and Literature Classification (adult publications)

19. Advertisements for these publications must be submitted to the PLA for consideration prior to publication.
20. A licensee may place an advertisement in a print publication classified by the Office of Film and Literature Classification. The advertisement must not offend the provisions of the *Prostitution Act 1999*.
21. Any advertisement intended for a publication classified by the Office of Film and Literature Classification must be individually submitted to the PLA for consideration using the application form for brothel advertising approval (see attachment A).

Yellow Pages advertisements

22. Advertisements for these publications must be submitted to the PLA for consideration.
23. In order to obtain approval, the advertisement may be a maximum of a 20 unit advertisement (215mm by 253 mm) and must include the business name of the brothel provided, that the name does not describe the services offered and may include:
 - A by-line or logo
 - The address, telephone and contact details and other relevant information
 - Photos or graphics.
24. An advertisement may include approved line drawings, pencil renderings and/or photographs of the premises. Approval will only be given to line drawings, pencil renderings and photographs that are not likely to offend the general public.
25. Yellow Pages advertisements may be placed under the 'Adult Products and/or Services' heading or the 'Escort Services – Social & Agencies' heading.

Business cards

26. Business card proposals must be submitted to the PLA for consideration.
27. Business cards are of a standard width (9cms x 5.5cms). Any "hand out" type of advertisement in the form of a business card shall comply with paragraphs 3, 4 and 6 hereof and shall not exceed 9 centimetres by 5.5centimetres.

Flyers, brochures, posters and coasters

28. The PLA requires that any form of advertising material of this nature must be submitted to the Authority for specific approval. The PLA may also restrict the circulation and intended use of the publication where necessary. Generally these publications will be limited to use in venues restricted to persons over the age of 18 years.

Internet advertising

29. Any proposed advertisement of a licensed brothel on the internet must be submitted to the PLA for individual consideration using the application form for brothel advertising approval (see attachment A). The licensee must submit the proposed advertising material in hard copy format as it will appear on each webpage. The PLA may also require that proposed web advertisements be provided in electronic copy.

30. The PLA will not allow advertising on the internet which contains advertising for any other business or product or which permits access to or links the advertisement with any other site on the internet unless the site has been reviewed by the PLA.
31. Any changes to the website, whether material or not, must be approved by the PLA. Each web page change must be submitted as it will appear on the web site.
32. Depending on the number of web site changes made to an existing brothel website the PLA may, from time to time, require a copy of an approved brothel website on CD.

Merchandise, corporate gifts and other promotional signage

33. Merchandise, gift vouchers and corporate gifts include clothing and items of property such as mugs, pens, stress balls etc.
34. The name of the brothel, phone number and its logo are permitted for placement on certain merchandise and corporate gifts. All advertising material of this kind must be individually submitted to the PLA for consideration.
35. Additional information including graphics/photos etc may also be used provided they meet the approval of the PLA.
36. Other promotional signage, such as on vehicles, must be individually submitted to the PLA using the application form for brothel advertising approval (see attachment A).

Sponsorship

37. Sponsorship of sporting or other public events or activities is not permitted.

Sending requests for advertising approval to the PLA

38. All applications for approval of advertising are to be sent to the PLA either by post, fax on (07) 3876 3641, or by email at plaadmin@iprimus.com.au.
39. Any queries about this advertising policy should be directed to the PLA on telephone (07) 3858 9500.

Attachment A

Application form for brothel advertising approval

Date	
Your name	
Name of the licensee	
Brothel name	
Daytime telephone contact and fax number	
Postal address	
What is the form of the advertisement?	
Where do you intend to place/use the advertisement?	
When do you intend to place the advertisement? (State any deadline associated with your advertising)	
Is this a new advertisement?	
Is this a revised advertisement?	

Please attach the proposed advertising

The proposed advertising must be provided in final form for approval.

Approval of Internet sites

If the proposed advertising is an Internet site, approval will only be granted if a hard copy of each separate page of the proposed Internet site is provided to the PLA. The PLA may also require web changes to be submitted in electronic form.

Sending requests for advertising approval

All applications for approval of advertising should be sent to the PLA either by fax on (07) 3876 3641, or by email at plaadmin@iprimus.com.au or post to GPO Box 3196, Brisbane Q 4001. Any queries about this advertising policy should be directed to the PLA on Telephone (07) 3858 9500.