

## **Sole Operator 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, and wording) of the advertisement. Depending on where the advertisement is to be placed, the PLA may seek further information about the advertisement.
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 An advertisement for prostitution must not be published through radio or television or by film or video recording.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 state directly or indirectly that the person’s business provides or is connected with massage services.
8. Advertisements must not be published through radio or television or by film or video recording.
9. 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.
10. Interstate sole operators intending to advertise in Queensland must comply with this policy.
11. 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 sole operator.
12. The above-mentioned statements apply in respect of ALL print advertising mentioned below.

### **General print publications, including newspapers, magazines and tourist publications**

13. In order to obtain approval, a general print publication advertisement may include a name provided the name does not describe the services offered and may include:
  - A by-line or logo
  - Telephone and contact details and other relevant information.
14. 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.
15. 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.
16. The advertisement may be in colour or black and white.

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

17. Advertisements for these publications must be submitted to the PLA for consideration prior to publication.
18. A sole operator 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*.
19. 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 (see attachment A).

### **Yellow Pages advertisements**

20. Advertisements for these publications must be submitted to the PLA for consideration.
21. In order to obtain approval, the advertisement may be a maximum of a 20 unit advertisement (215mm by 253 mm) and may include:
  - A by-line or logo
  - The address, telephone and contact details and other relevant information
  - Photos or graphics.

22. 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.
23. Yellow Pages advertisements may be placed under the 'Adult Products and/or Services' heading or the 'Escort Services – Social & Agencies' heading.

### **Internet advertising**

24. Any proposed advertisement for a sole operator on the internet must be submitted to the PLA for individual consideration using the application form (see attachment A) prior to publishing. The proposed advertising material must be submitted on CD as it will appear on each webpage. The CD must only contain the information that you wish to publish.
25. 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.
26. Any changes to the website, whether material or not, must be approved by the PLA. Each web page change must be submitted in the form it will appear on the web site.

### **Business cards**

27. Business cards must be approved by the PLA prior to printing.
28. 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.

### **Sending requests for advertising approval**

29. All applications for approval of advertising are to be sent to the PLA either by fax on (07) 3876 3641, or by email at [plaadmin@iprimus.com.au](mailto:plaadmin@iprimus.com.au) or post to GPO Box 1396 Brisbane Q 4001.

**Any queries about this advertising policy should be directed to the PLA on telephone (07) 3858 9500.**

## Attachment A

### Approved words and phrases for use of sole operators

100% passionate	Endowed	Men only
Your bust size	Exceptional	Mind blowing
Adorable	Exciting	Mistress
Adventurous	Exotic	Model
Age	Experienced	Muscular
All class	Fantasies	Muscle man
Alluring	Feminine	Mysterious
Asian – as description of racial origin	Firm	Natural breasts
Athletic	Fit	Naughty
Attentive	Flexible	Nymph
Attractive	Foxy	Obliging
Baby-faced Beautiful	Fun	Open-minded
Bedazzling	Gay	Original
Bi	Girlfriend experience	Out calls In calls
Bi-sexual	Goddess	Passionate
Blonde	Good looking	Passive
Body	Gorgeous	Penthouse Pet
Bombshell	Greek – as description of racial origin	Perfect
Bored	Gymnast	Petite
Breathtaking	Hard	Pierced
Brunette	Hard core	Pin-up
Bubbly	Heterosexual	Rejuvenating
Bunny	Horny	Rejuvenation
Busty	Hot	Relax/Relaxation/Relaxing
Calendar Model	Hot Blooded	Relief
Centrefold	Hung	Role Player
Caring	Hunk	Rubber
Cheeky	In calls	Safe health practices
Chicky-babe	Intelligent	Safe sex
Clean	Intimate	Seductive
Clean cut	Intimate touch/es	Sensitive
Coloured	Kinky	Sensual
Companion	Kissable	Sensual touch
Couples	Knockout	Sensuous touches
Cross dresser	Ladies and Gentlemen	Sex change
Cuddly	allowed	Sexy
Cut Uncut	Leather	Shaved
Cute	Long hair	She-male
Dazzling	Long legs	Shy
Delectable	Love goddess	Silky
Desire	Luscious	Size – 8, 10 etc
Discreet	Lusty	Slave
Donkey	Magic hands	Slender
Down to earth	Male	Slim
Drug free	Man action	Smooth
Early bird	Man to man	Solid
Ebony	Masculine	Sophisticated
Educated	Master	Spanish – as description of racial origin
Elegant	Mature	Spicy

Spunky	Tantalising	Uninhibited
Stallion	Tempress	Unique
Straight-acting	The real	Up-market-as description of self
Straight	Toned	Vivacious
Stunner	Transgender	Voluptuous
Stunning	Transsexual	Wicked
Submissive	Treat	Wild
Sultry	Ultimate – as description of self	Youthful looking
Sweet	Understanding	Zany
Tall		

“Tall stunning Bi—sexual redhead”

“Hot Bi guy”

“Dazzling”

“After Dark”

“(name) cuddly and sweet”

“Curvaceous busty, youthful, private, petite”

“(name) sweet as I sound”

“Real tasty treat”

“Sexy discreet, busty, petite”

“(name) baby doll, private”

“(name) 18 year old, sexy, brunette”

“Natural blonde’ (heading) complete airhead, old, ugly, lazy, toothless, short, fat unattractive, dirty, with no fingernails”

“Busty zany, night owl, cute, classy, discreet”

“Curvaceous (heading) 25 y.o real busty, cute, classy, petite, sexy, discreet”

“Country femme fatale, exciting youthful, lusty, wild rider”

“(name) mind blowing, discreet”

“(name) penthouse pet”

“A touch more mature, tons more fun”

“(name) open-minded, disciplined”

“Hot blooded, petite, elegant, discreet”

“Sunkissed Covergirl looks, blonde private”

“(name) sensual, slim, private”

“Cute centrefold model, gorgeous”

“(name) kissable, classy, sensual blonde”

“(name) new to Coast”

“(name) attractive, masculine, fit, tanned, relaxed”  
“(name) private, discreet, long hair”  
“(name) pretty and busty”  
“Alluring (name) private sweetie”  
“A baby-faced blonde”  
“A foxy mature sexy lady”  
“(name) private Golden Goddess”  
“(name) private & discreet, weekends only”  
“(name) Flamboyant, pretty and absolute fun”  
“Sweet, petite, private, blue-eyed, sexy, seductive (name)”  
“(name) 40”” bust, perfect size 6”  
“Gymnast, 18, tall, size 8, private”  
“Exclusive treatment”  
“Hot and sexy, busty, fun”  
“Discreet, passionate, natural bust, attractive, slim”  
“(name) sexy mum, fun times, very private”  
“(name) 38 DD, hot, totally sun kissed”  
“Bubbly blonde, private, fun-loving, leggy, tantalising (name)”  
“Mind blowing youthful, lusty, love goddess, baby faced, and slender, blue eyed blonde”  
“The real delectable, curvaceous (name) busty, youthful pretty, petite, discreet”  
“(name) European Goddess, beautiful, busty, zany, exotic”  
“Vivacious vixen (heading) really, busty, pretty, powerful, tall tantalising, youthful, blonde”  
“Mysterious Oriental temptress”  
“Sugar daddy wanted for discreet, attractive women”  
“Blonde playmate, alluring (name)”  
“(name) private dancer”  
“A private naughty little redhead”  
“A gorgeous brunette”  
“Ex-secretary, private and discreet”  
“New in town, blue-eyed blonde, pretty, petite, stunning, sexy , discreet”  
“Lusty, vigorous, sensual and spontaneous”  
“Unpredictable, exotic, dazzling (name)”  
“Nimble, graceful, tantalising, zany blonde”  
“(name) tall, stunning Bi-sexual”  
“(name) kissable, classy, blonde, drug free”  
“Real Busty, tall, powerful, stunning blonde”  
“(name) erotic dancer”

“Classy, erotic stunner”  
“(name) available on the coast for a limited time only”  
“Exclusive, elegant, sophisticated, playful”  
“(name) private, outcalls only”  
“(name) outcalls only”  
“(name, suburb) very obliging”  
“Asian, pretty, friendly”  
“(name) intensely passionate”  
“(name) coffee African”  
“All Australian babe”  
“Naughty little night owl, cute, classy, discreet”  
“Brown eyed beauty, 8 till late”  
“Asian delight, (name)”  
“Charcoal black chicky babe”  
“Bronzed (gender) brunette”  
“Busty Tahitian, mature, discreet”  
“(name) private, friendly”  
“(name) ladies only”  
“(name) heterosexual male”  
“Submissive temptress, (suburb)”  
“Wickedly wild, real busty, discreet, petite, cute, classy, curvaceous”  
“(name) clean, smooth, attractive”  
“(name) exclusive male model”  
“At (suburb) (name) a private Asian lady (age)”  
“(name) fit, mature, discreet and caring”  
“Transsexual (age) ex “les-Girls” high class extraordinary, 38” full natural bust, I am the real deal”  
“Raunchy, playful party chick”  
“Discreet daytime interludes”  
“(name), caring, discreet, beginners welcome”  
“(name) sexy Japanese, friendly and attractive”  
“(name) strong, sexy, hetero, private, open minded”  
“(name) kinky, adventurous, discreet”  
“Female-impersonator (suburb)”  
“Bored youthful looking housewife (suburb)”  
“Magic hands”  
“Golden touch”  
“Quality treatment”