

# THE Southern Cross

Part of your Catholic family since 1867

*Living Catholic*





## The Southern Cross in digital and gloss printed versions

*The Southern Cross* is South Australia's Catholic newspaper serving communities across the state. In each issue it contains stories and features about what's happening in the Catholic community in Adelaide and surrounding regional areas.

*The Southern Cross* is available in a digital format and a gloss magazine format, with a core readership of approximately 10,000 through the distribution of the printed version to parishes, subscribers, Catholic hospitals, clubs and agencies.

The digital version is free online, distributed to school students through electronic distribution to their family email addresses. Schools play a vibrant and important part in the life of a community. *The Southern Cross* covers Catholic school news, issues and special events of interest to students and their families. 20,000 digital copies are distributed to schools every month (except January).

The printed version is available in parishes throughout the state at a cost of \$2 or is mailed direct to subscribers at a cost of \$40 per year.

A group of young men in school uniforms are carrying a large, ornate religious statue on a wooden platform outdoors. The statue is white and depicts a figure, possibly the Virgin Mary, with a star on her forehead. The platform is decorated with flowers. In the background, there is a large mural of Jesus Christ. The scene is set in a park-like area with trees and a grassy field.

**COMMUNICATING IN PRINT AND ONLINE**



# USAGE

## PRINT



Print edition distributed to over 350 locations each month (excluding January).

2 bumper editions distributed in *The Advertiser* each year (Easter and Christmas)

## WEBSITE



News and articles updated regularly and available 24/7 at [www.thesoutherncross.org.au](http://www.thesoutherncross.org.au)

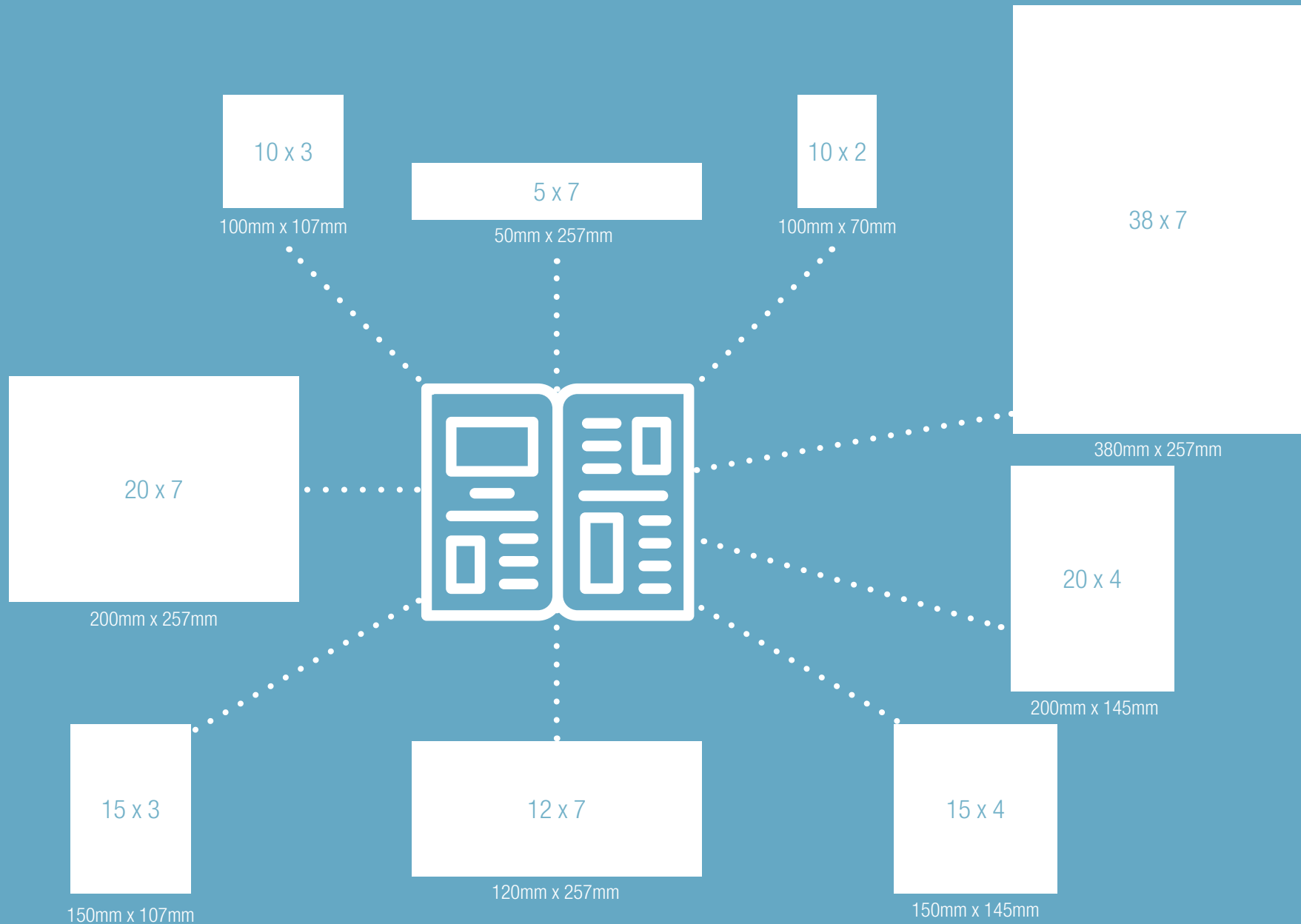
## EDM



EDM sent to a network of 20,000 digitally, twice per month, directing readers to the website for more content.



# PRINT ADVERTISING OPPORTUNITIES



All measurements in mm

# PRINT ADVERTISING RATES AND DEADLINES

## ADVERTISING RATES\*

**Casual Rates** (All advertisements are full colour)

Front page - 5 x 7 (50mm H x 257mm W)	\$1,090
38 x 7 (380mm H x 257mm W)	\$1,713
20 x 7 (200mm H x 257mm W)	\$1,020
12 x 7 (120mm H x 257mm W)	\$796
20 x 4 (200mm H x 145mm W)	\$760
15 x 4 (150mm H x 145mm W)	\$700
15 x 3 (150mm H x 107mm W)	\$600
10 x 3 (100mm H x 107mm W)	\$510
10 x 2 (100mm H x 70mm W)	\$360
5 x 7 (50mm H x 257mm W)	\$570

## FREQUENCY DISCOUNTS

5 insertions	5%
10 or more insertions	10%

## POSITIONAL LOADING

Page 3	50%
Pages 5 and 7	25%
Back page	30%
Guaranteed right hand page outside EGN	15%

## DEADLINES

Publication times and booking deadlines are subject to change.

Edition Dates	Booking Deadline	Incomplete Material	Complete Material	In Parishes
<b>2017</b>				
July	12/06/17	12/06/17	19/06/17	02/07/17
August	17/07/17	17/07/17	24/07/17	06/08/17
September	14/08/17	14/08/17	21/08/17	03/09/17
October	11/09/17	11/09/17	18/09/17	01/10/17
November	16/10/17	16/10/17	23/10/17	05/11/17
December	20/11/17	20/11/17	27/11/17	17/12/17

\*All rates quoted ex GST

Prices subject to change without notice

Production costs of \$200.00 + GST applies to ads built by Solstice Media

Inserts \$1500.00 + GST

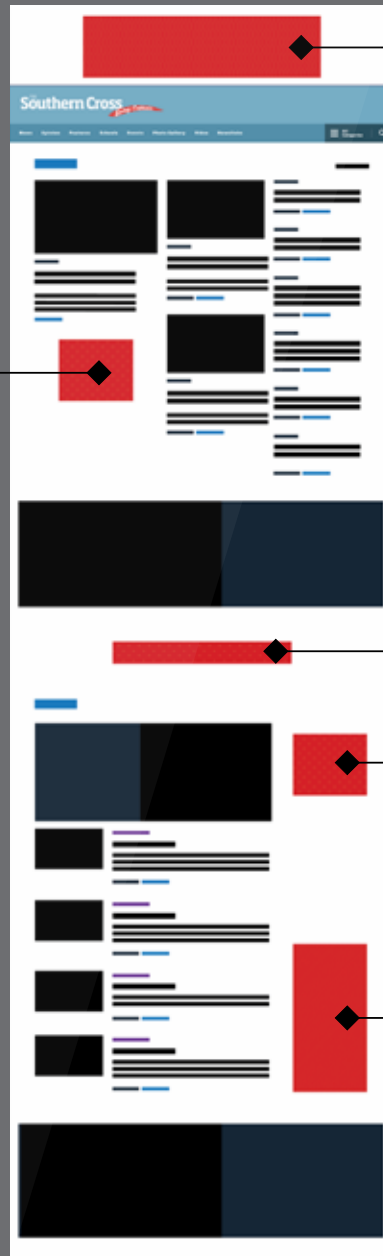
# WEBSITE ADVERTISING OPPORTUNITIES

## LANDING PAGE



FULL SCREEN

MREC



MASTHEAD BILLBOARD

HEADER

LEADERBOARD

MREC

HALF PAGE

All measurements in pixels. Red indicates advertising space.

# WEBSITE ADVERTISING OPPORTUNITIES

## ARTICLE PAGE



FULL SCREEN

MREC



MASTHEAD BILLBOARD

HEADER

LEADERBOARD

MREC

HALF PAGE

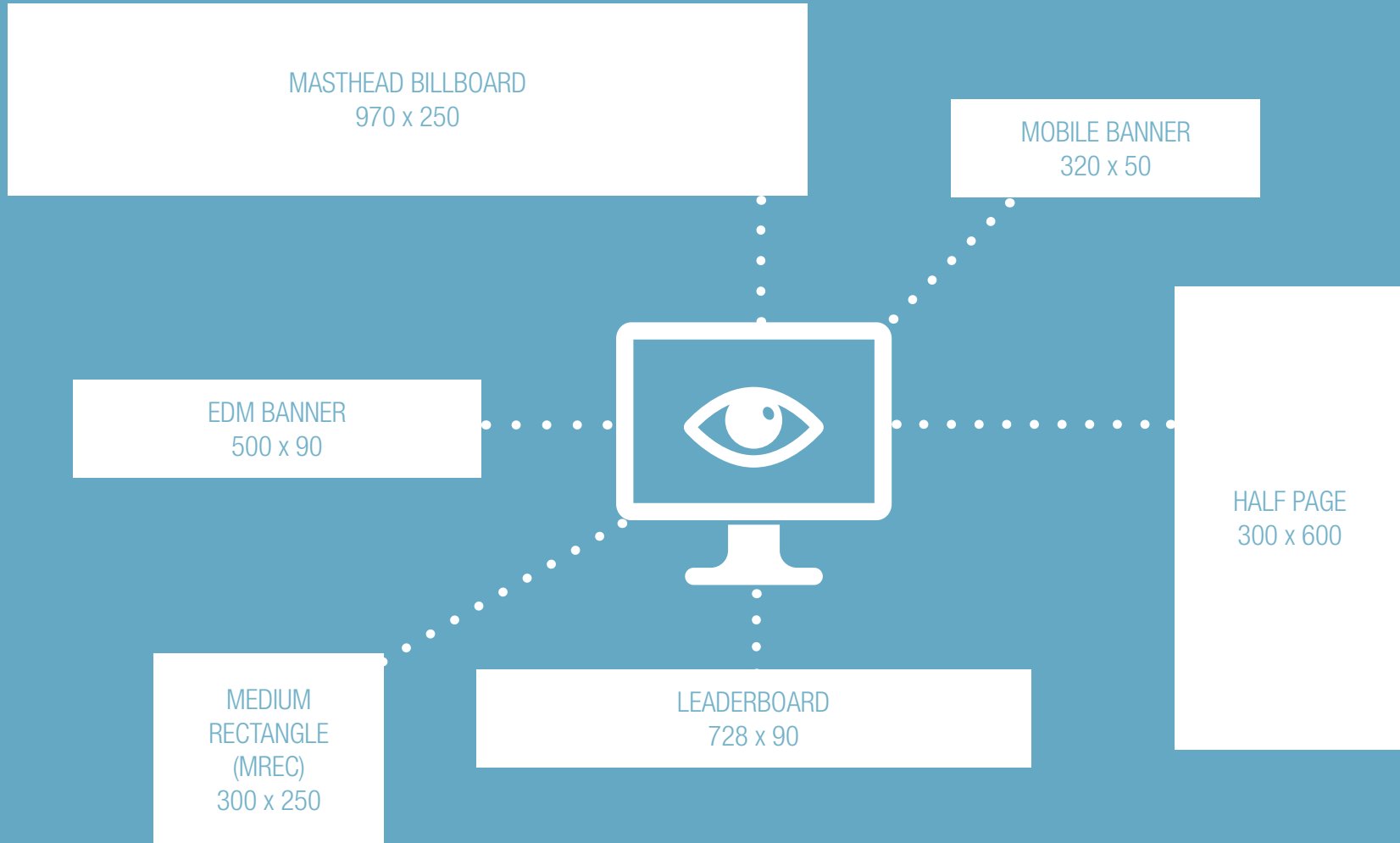
LEADERBOARD

All measurements in pixels. Red indicates advertising space.





# WEBSITE ADVERTISING OPPORTUNITIES





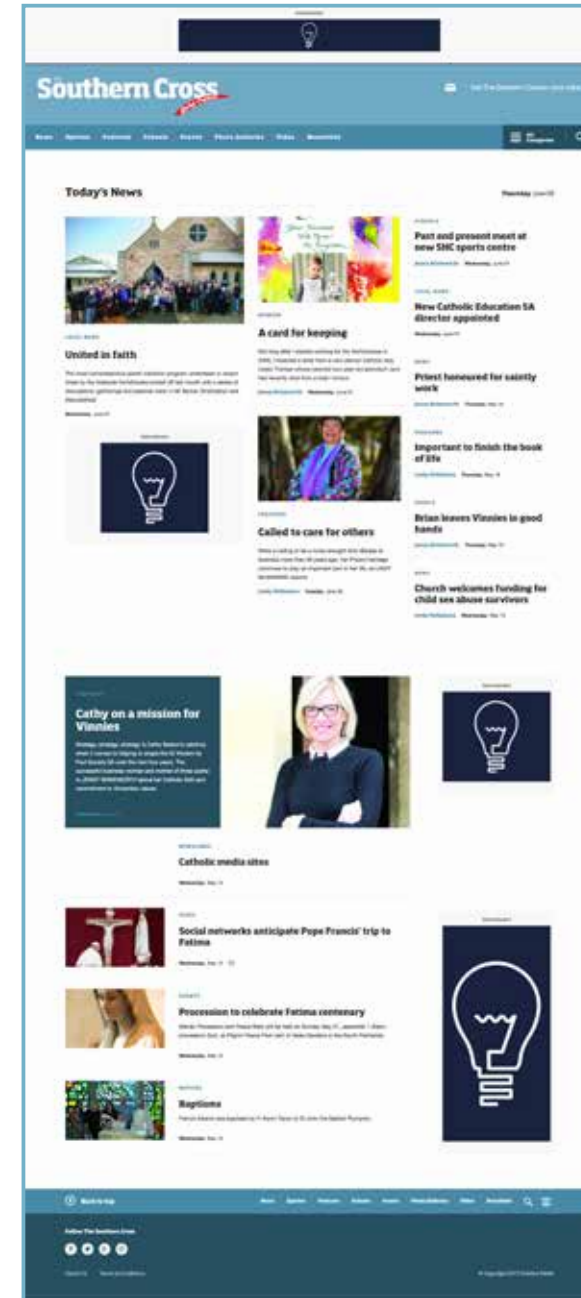
# WEBSITE ADVERTISING RATES AND DEADLINES

## WEBSITE ADVERTISING, PER MONTH

Ad type	Home Page & News	Opinion, Features, Newlinks	Schools & Events	Photo Gallery & Video
<b>Masthead Billboard</b>	\$115	\$70	\$70	\$70
<b>Masthead Leaderboard</b>	\$90	\$55	\$55	\$55
<b>Leaderboard</b>	\$65	\$35	\$40	\$40
<b>Medium Rectangle</b>	\$75	\$40	\$45	\$45
<b>Half Page</b>	\$80	\$55	\$55	\$55

\* Advertisements go live 2am on the 1st of the month until 2am on the first day of the next calendar month.

Ad type	Desktop	Mobile	DPI
<b>Masthead Billboard</b>	970 x 250	320 x 50	72
<b>Masthead Leaderboard</b>	728 x 90	320 x 50	72
<b>Leaderboard</b>	728 x 90	320 x 50	72
<b>Medium Rectangle</b>	300 x 250	300 x 250	72
<b>Half Page</b>	300 x 600	N/A	72



# EDM ADVERTISING RATES AND DEADLINES

## EDM

Distributed twice per month

Ad type	Per month	Dimensions (pixels)	DPI
Top Banner	\$500	500 x 90	72
Medium Rectangle 1	\$300	300 x 250	72
Medium Rectangle 2	\$200	300 x 250	72
Bottom Banner	\$400	500 x 90	72

\* EDM ads appear in 2 editions per month, based on same artwork per edition.

## EDM SCHEDULE

Month	Booking deadline	Incomplete material	Complete material	Distribution Date
July	12/06/2017	12/06/2017	19/06/2017	3/07/2017
July	12/06/2017	12/06/2017	19/06/2017	17/07/2017
August	17/07/2017	17/07/2017	24/07/2017	7/08/2017
August	17/07/2017	17/07/2017	24/07/2017	21/08/2017
September	14/08/2017	14/08/2017	21/08/2017	4/09/2017
September	14/08/2017	14/08/2017	21/08/2017	18/09/2017
October	11/09/2016	11/09/2016	18/09/2016	3/10/2017
October	11/09/2016	11/09/2016	18/09/2016	16/10/2017
November	16/10/2017	16/10/2017	23/10/2017	6/11/2017
November	16/10/2017	16/10/2017	23/10/2017	20/11/2017
December	20/11/2017	20/11/2017	27/11/2017	11/12/2017
December	20/11/2017	20/11/2017	27/11/2017	18/12/2017

Production cost of \$200 + GST applies to ads built by Solstice Media.

The Southern Cross

More than two and a half million Catholic pilgrims from throughout the world - including those from Australia - are preparing to gather in Krakow, Poland later this month to celebrate their faith at World Youth Day 2016.

Poland here we come

It was two hours ago and several news for the Archbishop of Adelaide, members of the Muslim and Catholic community came together to share an interfaith at the Archbishop's House in Adelaide.

Praise for interfaith gathering

View more from Southern Cross

WALK A MILE

Southern Cross

This EDM containing this email and any links is distributed by Southern Cross. This email was sent to Emma@solstice.com.au. Contact Emma@solstice.com.au. Telephone: (08) 8334 1300. Email: info@solstice.com.au

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# SPECIFICATIONS

## PRINT MATERIAL SPECIFICATIONS

### Column Widths

2	70mm
3	107mm
4	145mm
5	182mm
7	257mm

### IMAGE SUPPLY

All imagery & logos must be supplied in high resolution jpg, tif, eps.  
If specific colour is required for advert being built, please supply CMYK breakdown. No spot colours.

### FINAL ARTWORK

Supplied in hi-res PDF with all fonts embedded/outlined. CMYK only.  
No spot colours. Black type must be 100% black, not made up of CMYK.

### DELIVERY METHODS

Email press ready PDF to [production@solsticemedia.com.au](mailto:production@solsticemedia.com.au)

## WEBSITE MATERIAL SPECIFICATIONS

### DIGITAL ACCEPTED FORMATS

- \* PNG, GIF, JPG, HTML/HTML 5, Third Party Vendor Tag
- \* RGB format
- \* Embedded video must be set to autoplay/mute
- \* No Flash
- \* Maximum file size 150KB

### EDM ACCEPTED FORMATS

- \* Non animated GIF or JPG only
- \* Tracking URLs accepted
- \* No dynamic javascript
- \* Maximum file size 80KB

### CREATIVE DEADLINES

Standard Creative (including third party vendor tags) must be submitted 5 working days prior to go live date.

Rich Media (including third party vendor tags) must be submitted 7 working days prior to go live date.



# RICH MEDIA SPECIFICATIONS

## FLASH "CLICKTAG"\* ADVERTISEMENTS

### WEBSITE

- \* Click through links must open in a new tab or window.
- \* Supply a backup .gif with all flash ads.
- \* Supply on site click tags in one .txt file.

### EDM

- \* 500 x 90 static image (JPG or GIF) to be supplied with associated click tag for the date/s the campaign is booked to run on the EDM.
- \* Flash will not be accepted for EDM advertising - we can only serve image files.
- \* Supply EDM specific click tags in separate .txt files.

### NAMING CONVENTIONS

Label your click tag txt file/s in the following format:

Date\_Company\_Campaign\_Size\_Placement.txt

i.e. Jun17\_ArtGalleryofSA\_Rodin\_970x250\_Homepage.txt

## HTML5 ADVERTISEMENTS

### WEBSITE

- \* All HTML5 assets to be hosted externally.
- \* Supply creative in individual ZIP files per creative size.
- \* Recommended length is 15-30 seconds or less.
- \* Click through link must be properly implemented in the code, for example:

```
getURL(clickTag,"_blank")
```

```
on (press) {
```

```
getURL(clickTag,"_blank")
```

```
}
```

### EDM

- \* 500 x 90 static image (JPG or GIF) to be supplied with appropriate link.
- \* Flash will not be accepted for EDM advertising - only image files can be served.

### NAMING CONVENTIONS

Label your HTML5 zip file/s in the following format:

Date\_Company\_Campaign\_Size\_Placement.zip

\* Also referred to as Third Party Vendor tags

TEST YOUR ADS PRIOR TO SENDING  
<https://h5validator.appspot.com/dcm#/asset>



for HTML5 creative guidelines, see:  
<https://www.iab.com/guidelines/iab-display-advertising-guidelines/>



for further information please visit:  
<https://support.google.com/richmedia/answer/165130?hl=en>

# THE Southern Cross

*Living Catholic*

## ADVERTISING

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S O L S T I C E M E D I A

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