

Living Catholic

The

Part of your Catholic family since 1867

Southern Cross

available online at www.thesoutherncross.org.au

media kit



Communicating in print and online

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).

Printed copies are distributed to the greater community through churches, hospitals and clubs. The printed version is available in Parishes throughout the state at a cost of \$2.00. All advertisers will appear in both publications – print and digital.

ADVERTISING RATES*

Casual Rates (All advertisements are full colour)

Front page - 5 x 7 (50mm H x 257mm W)	\$1,090.00
38 x 7 (380mm H x 257mm W)	\$1,713.00
20 x 7 (200mm H x 257mm W)	\$1,020.00
12 x 7 (120mm H x 257mm W)	\$796.00
20 x 4 (200mm H x 145mm W)	\$760.00
15 x 4 (150mm H x 145mm W)	\$700.00
15 x 3 (150mm H x 107mm W)	\$600.00
10 x 3 (100mm H x 107mm W)	\$510.00
10 x 2 (100mm H x 70mm W)	\$360.00
5 x 7 (50mm H x 257mm W)	\$570.00

*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

OPTIONS FOR DIGITAL ADVERTISING

Video inclusion and production

Photo galleries

Hyperlinking

Flash animation

*Prices on application

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%

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

Quickcut

E-mail press ready PDF to production@solsticemedia.com.au

DEADLINES

Publication times and booking deadlines are subject to change.

Edition Dates	Booking Deadline	Incomplete Material	Complete Material
December	21/11/16	21/11/16	28/11/16
2017			
February	16/01/17	16/01/17	23/01/17
March	13/02/17	13/02/17	20/02/17
April	13/03/17	13/03/17	20/03/17
May	17/04/17	17/04/17	24/04/17
June	15/05/17	15/05/17	22/05/17
July	12/06/17	12/06/17	19/06/17
August	17/07/17	17/07/17	24/07/17
September	14/08/17	14/08/17	21/08/17
October	11/09/17	11/09/17	18/09/17
November	16/10/17	16/10/17	23/10/17
December	20/11/17	20/11/17	27/11/17