

THE Southern Cross

Part of your Catholic family since 1867

Living Catholic



MEDIA KIT

Each issue contains stories and features about what's happening in the Catholic community in Adelaide and surrounding regional areas.

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.

The Southern Cross is available in a digital format and a gloss newspaper 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 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.

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 news print)



WEBSITE

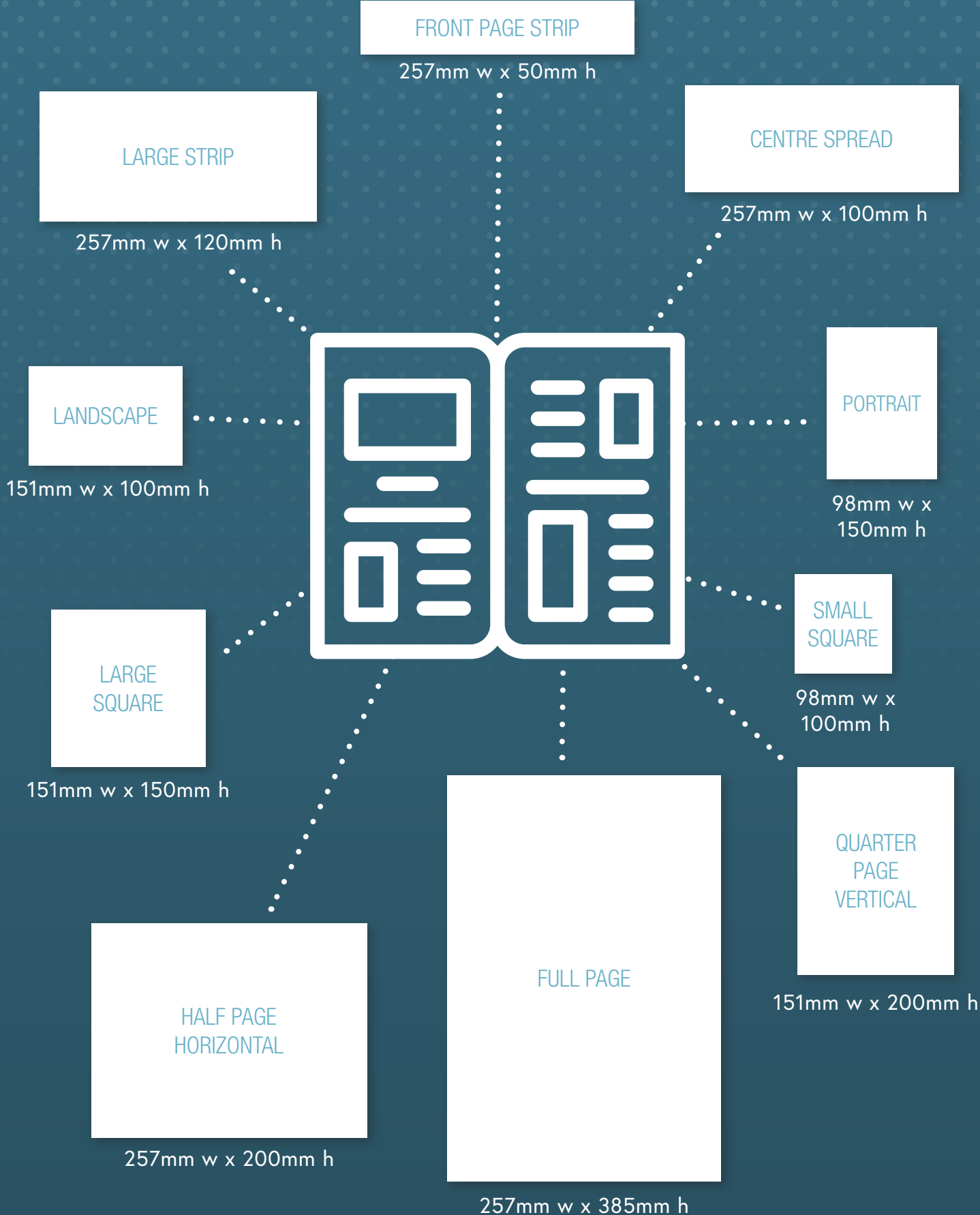
News articles updated regularly and available 24/7 at www.thesoutherncross.org.au



EDM

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

PRINT ADVERTISING OPPORTUNITIES



PRINT ADVERTISING RATES



ADVERTISING RATES*

Casual Rates (All advertisements are full colour)

Front page strip	257mm w x 50mm h	\$1,100
Full page	257mm w x 385mm h	\$1,700
Half page horizontal	257mm w x 200mm h	\$1,000
Large strip	257mm w x 120mm h	\$790
Quarter page vertical	151mm w x 200mm h	\$750
Centre spread	257mm w x 100mm h	\$700
Large square	151mm w x 150mm h	\$650
Portrait	98mm w x 150mm h	\$580
Landscape	151mm w x 100mm h	\$450
Small square	98mm w x 100mm h	\$360

INSERTS

Approx. 5,000 copies \$1,500

POSITIONAL LOADING

Back page 50%

Page 3 to 7 30%

Guaranteed right hand page outside EGN 15%

EDM ADVERTISING OPPORTUNITIES

WEBSITE AND EDM ADVERTISING SPECIFICATIONS AND RATES

WEBSITE ADVERTISING SPECIFICATIONS

Ad type	Desktop	Mobile	DPI
Masthead Billboard	970 x 250px	320 x 50px	72
Masthead Leaderboard	728 x 90px	320 x 50px	72
Leaderboard	728 x 90px	320 x 50px	72
Medium Rectangle	300 x 250px	–	72
Half Page	300 x 600px	–	72

WEBSITE ADVERTISING RATES

per month

Ad type	Home Page & News
Masthead Billboard	\$115
Masthead Leaderboard	\$90
Leaderboard	\$65
Medium Rectangle	\$75
Half Page	\$80

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

EDM

Distributed twice per month

Ad type	Per month	Dimensions (px)	DPI
Top Banner + Bottom Banner	\$600	728 x 90	72
Medium Rectangle 1	\$300	300 x 250	72
Medium Rectangle 2	\$200	300 x 250	72

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

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



PRINT DEADLINES

PRINT SCHEDULE

Month	Booking deadline	Complete material	Distribution Date
February			
	20/01/20	28/01/20	09/02/20
March			
	10/02/20	17/02/20	01/03/20
April			
	09/03/20	16/03/20	05/04/20
May			
	15/04/20	20/04/20	03/05/20
June			
	11/05/20	18/05/20	31/05/20
July			
	09/06/20	15/06/20	29/06/20
August			
	13/07/20	20/07/20	02/08/20
September			
	10/08/20	17/08/20	30/08/20
October			
	14/09/20	21/09/20	04/10/20
November			
	19/10/20	26/10/20	08/11/20
December			
	20/11/20	27/11/20	13/12/20
2021			
October			
	14/09/20	21/09/20	04/10/20
November			
	19/10/20	26/10/20	08/11/20
December			
	20/11/20	27/11/20	13/12/20

Prices subject to change without notice

Production costs of \$200.00 + GST applies to advertisements built by Solstice Media. Publication times and booking deadlines are subject to change

WEBSITE AND EDM DEADLINES

Website advertisements go live on the 1st of the month.

EDM SCHEDULE

Month	Booking deadline	Complete material	Distribution Date
February			
Edition 1	20/01/20	28/01/20	10/02/20
Edition 2	20/01/20	28/01/20	24/02/20
March			
Edition 1	10/02/20	17/02/20	02/03/20
Edition 2	10/02/20	17/02/20	16/03/20
April			
Edition 1	09/03/20	16/03/20	06/04/20
Edition 2	09/03/20	16/03/20	20/04/20
May			
Edition 1	15/04/20	20/04/20	04/05/20
Edition 2	15/04/20	20/04/20	18/05/20
June			
Edition 1	11/05/20	18/05/20	01/06/20
Edition 2	11/05/20	18/05/20	15/06/20
July			
Edition 1	09/06/20	15/06/20	29/06/20
Edition 2	09/06/20	15/06/20	13/07/20
August			
Edition 1	13/07/20	20/07/20	03/08/20
Edition 2	13/07/20	20/07/20	17/08/20
September			
Edition 1	10/08/20	17/08/20	31/08/20
Edition 2	10/08/20	17/08/20	14/09/20
October			
Edition 1	14/09/20	21/09/20	06/10/20
Edition 2	14/09/20	21/09/20	19/10/20
November			
Edition 1	19/10/20	26/10/20	09/11/20
Edition 2	19/10/20	26/10/20	16/11/20
December			
Edition 1	20/11/20	27/11/20	21/12/20

SPECIFICATIONS



PRINT

IMAGE SUPPLY

Print edition distributed to over 350 locations each month (excluding January).
2 bumper editions distributed in The Advertiser each year (Easter and Christmas)

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/outline
CYMK Process 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



WEBSITE + EDM



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

- Static PNG or JPG only
- Tracking URLs accepted

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

- 728 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

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

- 728 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.

* Also referred to as Third Party Vendor tags

THE Southern Cross

Part of your Catholic family since 1867

Living Catholic

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S O L S T I C E M E D I A
southerncross.org.au