

# 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

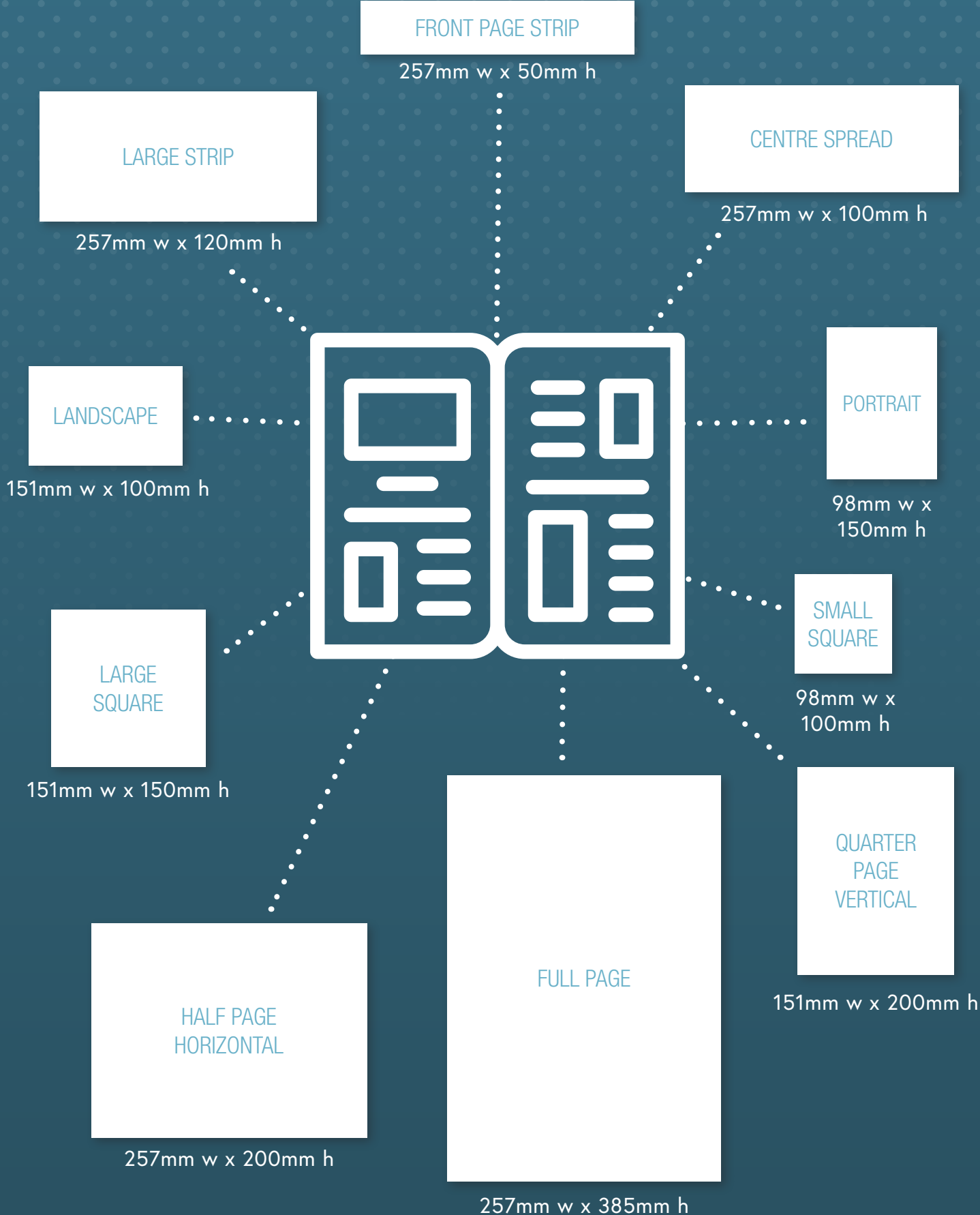
News articles updated regularly and available 24/7 at [www.thesoutherncross.org.au](http://www.thesoutherncross.org.au)



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

## 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
<b>February</b>			
	20/01/20	28/01/20	09/02/20
<b>March</b>			
	10/02/20	17/02/20	01/03/20
<b>April</b>			
	09/03/20	16/03/20	05/04/20
<b>May</b>			
	15/04/20	20/04/20	03/05/20
<b>June</b>			
	11/05/20	18/05/20	31/05/20
<b>July</b>			
	09/06/20	15/06/20	29/06/20
<b>August</b>			
	13/07/20	20/07/20	02/08/20
<b>September</b>			
	10/08/20	17/08/20	30/08/20
<b>October</b>			
	14/09/20	21/09/20	04/10/20
<b>November</b>			
	19/10/20	26/10/20	08/11/20
<b>December</b>			
	20/11/20	27/11/20	13/12/20
<b>2021</b>			
<b>October</b>			
	14/09/20	21/09/20	04/10/20
<b>November</b>			
	19/10/20	26/10/20	08/11/20
<b>December</b>			
	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
<b>February</b>			
Edition 1	20/01/20	28/01/20	10/02/20
Edition 2	20/01/20	28/01/20	24/02/20
<b>March</b>			
Edition 1	10/02/20	17/02/20	02/03/20
Edition 2	10/02/20	17/02/20	16/03/20
<b>April</b>			
Edition 1	09/03/20	16/03/20	06/04/20
Edition 2	09/03/20	16/03/20	20/04/20
<b>May</b>			
Edition 1	15/04/20	20/04/20	04/05/20
Edition 2	15/04/20	20/04/20	18/05/20
<b>June</b>			
Edition 1	11/05/20	18/05/20	01/06/20
Edition 2	11/05/20	18/05/20	15/06/20
<b>July</b>			
Edition 1	09/06/20	15/06/20	29/06/20
Edition 2	09/06/20	15/06/20	13/07/20
<b>August</b>			
Edition 1	13/07/20	20/07/20	03/08/20
Edition 2	13/07/20	20/07/20	17/08/20
<b>September</b>			
Edition 1	10/08/20	17/08/20	31/08/20
Edition 2	10/08/20	17/08/20	14/09/20
<b>October</b>			
Edition 1	14/09/20	21/09/20	06/10/20
Edition 2	14/09/20	21/09/20	19/10/20
<b>November</b>			
Edition 1	19/10/20	26/10/20	09/11/20
Edition 2	19/10/20	26/10/20	16/11/20
<b>December</b>			
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](mailto: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*

## ADVERTISING

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**SOLSTICE**  
MEDIA

**southerncross.org.au**