The Southern Cross

Part of your Catholic family since 1867

Living Catholic

COMMUNICATING
IN PRINT AND ONLINE

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

The Southern Cross in digital and gloss printed versions

The Southern Cross is South Australia's Catholic newspaper, serving communities across the State and publishing the official news of the Catholic Archdiocese of Adelaide. Incorporating stories on Catholic news, issues, special features and events of interest to the community.

Each issue provides information about what's happening in the Catholic community in Adelaide and the surrounding regional areas. Available in a digital format and gloss newspaper, and published twice a year – at Christmas and Easter – as an insert in *The Advertiser*, providing a wide readership of approximately 360,000.

The printed newspaper is distributed to parishes, subscribers, Catholic hospitals, clubs and agencies and the digital version is a free online publication shared with school students through electronic distribution to a family email address.

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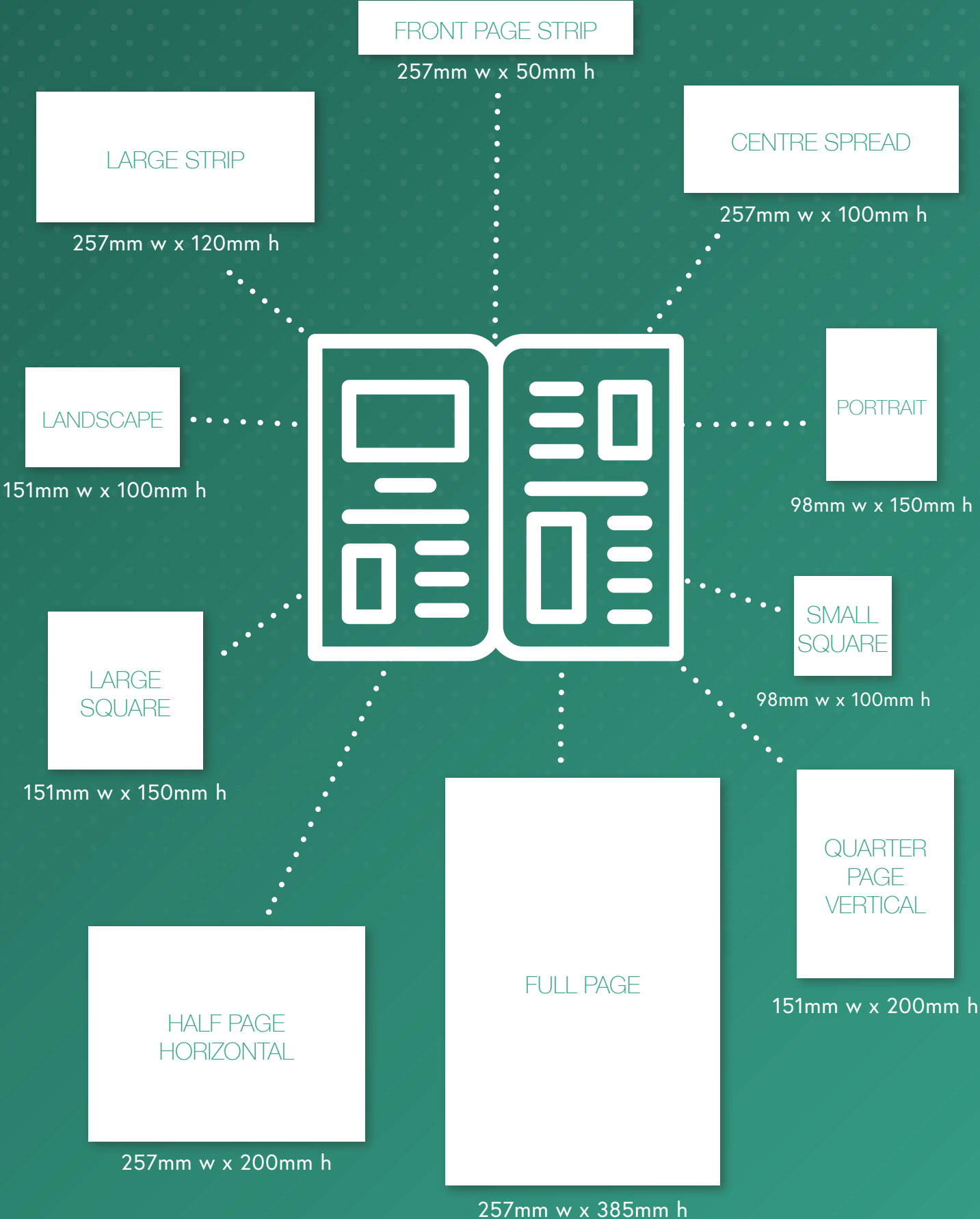
WEBSITE
News articles updated regularly and available 24/7 at www.thesoutherncross.org.au

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

PRINT ADVERTISING OPPORTUNITIES

FRONT PAGE STRIP
257mm w x 50mm h

LARGE STRIP
257mm w x 120mm h

CENTRE SPREAD
257mm w x 100mm h

LANDSCAPE
151mm w x 100mm h

PORTRAIT
98mm w x 150mm h

LARGE SQUARE
151mm w x 150mm h

SMALL SQUARE
98mm w x 100mm h

HALF PAGE HORIZONTAL
257mm w x 200mm h

FULL PAGE
257mm w x 385mm h

QUARTER PAGE VERTICAL
151mm w x 200mm h

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%

Bumper Edition Rates – Easter & Christmas (All advertisements are full colour)

Front page strip	257mm w x 50mm h	**$3,270**
Full page	257mm w x 385mm h	**$3,400**
Half page horizontal	257mm w x 200mm h	**$2,000**
Large strip	257mm w x 120mm h	**$1,580**
Quarter page vertical	151mm w x 200mm h	**$1,500**
Centre spread	257mm w x 100mm h	**$1,400**
Large square	151mm w x 150mm h	**$1,300**
Portrait	98mm w x 150mm h	**$1,015**
Landscape	151mm w x 100mm h	**$788**
Small square	98mm w x 100mm h	**$630**

*Rates exclude GST

WEBSITE ADVERTISING OPPORTUNITIES

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

Two EDM editions per month with one medium rectangle in each edition, the opportunity to purchase across both newsletters is available.

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

PRINT DEADLINES

WEBSITE AND EDM DEADLINES

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

2021 PRINT SCHEDULE

Month	Booking deadline	Complete material	Distribution Date
February			
	18/01/21	25/01/21	07/02/21
March			
	15/02/21	22/02/21	07/03/21
April (Advertiser edition)			
	12/03/21	19/03/21	04/04/21
May			
	19/04/21	27/04/21	09/05/21
June			
	17/05/21	24/05/21	06/06/21
July			
	15/06/21	21/06/21	04/07/21
August			
	12/07/21	19/07/21	01/08/21
September			
	16/08/21	23/08/21	05/09/21
October			
	13/09/21	20/09/21	03/10/21
November			
	18/10/21	25/10/21	07/11/21
December (Advertiser edition)			
	22/11/21	29/11/21	12/12/21

2022

No January issue. Dates below are only a guide and may be subject to change.

Month	Booking deadline	Complete material	Distribution Date
February			
	17/01/22	24/01/22	06/02/22
March			
	15/02/22	21/02/22	06/03/22
April (Advertiser edition)			
	21/03/22	28/03/22	10/04/22

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

EDM SCHEDULE

Month	Booking deadline	Complete material	Distribution Date
February			
Edition 1	18/01/21	25/01/21	08/02/21
Edition 2	18/01/21	25/01/21	22/02/21
March			
Edition 1	15/02/21	22/02/21	09/03/21
Edition 2	15/02/21	22/02/21	22/03/21
April			
Edition 1	12/03/21	19/03/21	06/04/21
Edition 2	12/03/21	19/03/21	20/04/21
May			
Edition 1	19/04/21	27/04/21	10/05/21
Edition 2	19/04/21	27/04/21	24/05/21
June			
Edition 1	17/05/21	24/05/21	07/06/21
Edition 2	17/05/21	24/05/21	21/06/21
July			
Edition 1	15/06/21	21/06/21	05/07/21
Edition 2	15/06/21	21/06/21	19/07/21
August			
Edition 1	12/07/21	19/07/21	02/08/21
Edition 2	12/07/21	19/07/21	16/08/21
September			
Edition 1	16/08/21	23/08/21	06/09/21
Edition 2	16/08/21	23/08/21	20/09/21
October			
Edition 1	13/09/21	20/09/21	05/10/21
Edition 2	13/09/21	20/09/21	18/10/21
November			
Edition 1	18/10/21	25/10/21	08/11/21
Edition 2	18/10/21	25/10/21	22/11/21
December			
Edition 1	22/11/21	29/11/21	13/12/21

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/HTML5, 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
- No dynamic javascript
- Maximum file size 80KB

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

- 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

Brittany Alfrey

08 8224 1600 | 0432 392 254
balfrey@solsticemedia.com.au

EDITORIAL

Jenny Brinkworth

08 8210 8147
jbrinkworth@adelaide.catholic.org.au

SOLSTICE
MEDIA

www.thesoutherncross.org.au