

The Southern Cross

Part of your Catholic family since 1867

Living Catholic



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 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

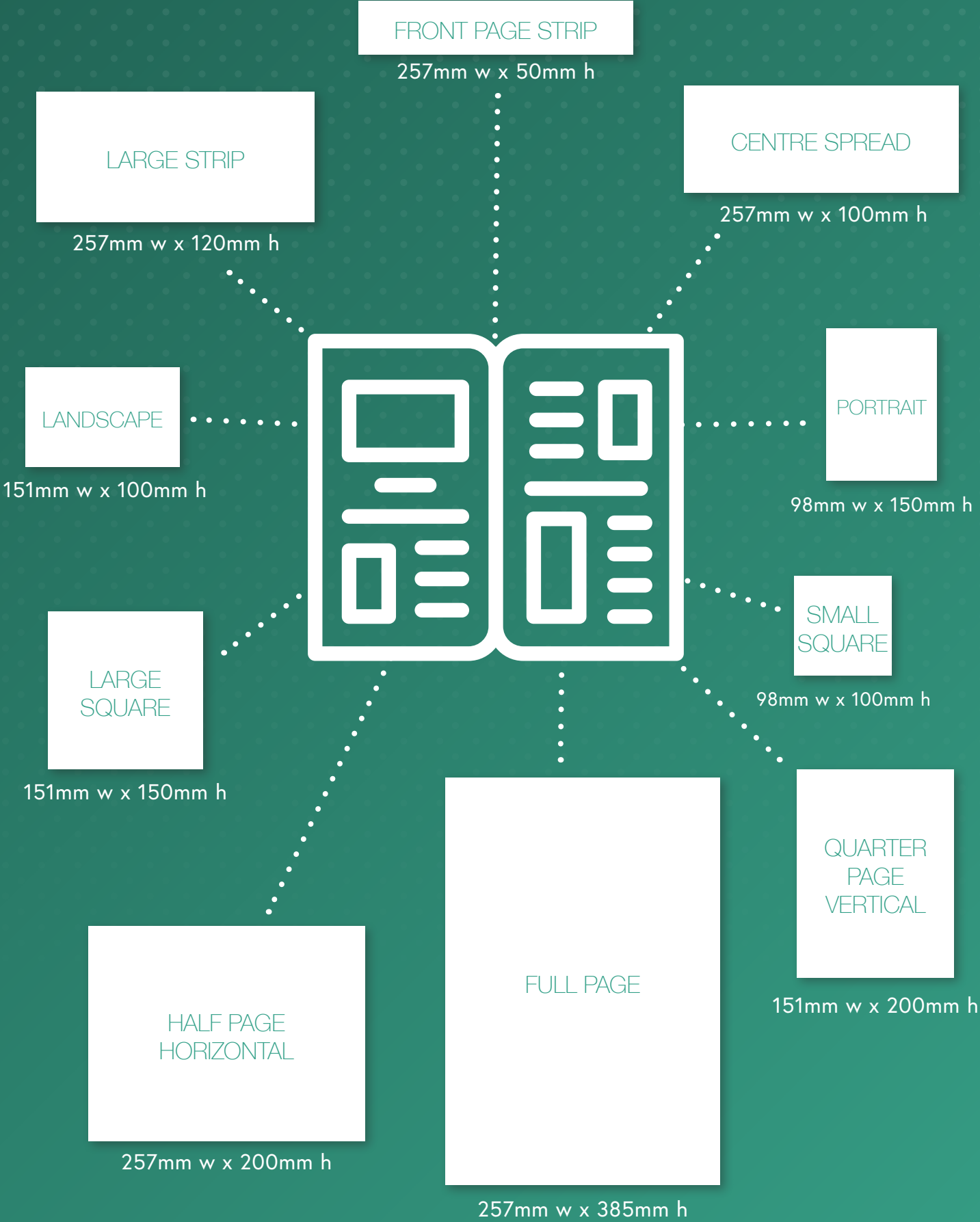
News articles updated regularly and available 24/7 at www.thesoutherncross.org.au



EDM

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

PRINT ADVERTISING OPPORTUNITIES



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

MASTHEAD BILLBOARD

The Southern Cross


Part of your Catholic family since 1887

Get The Southern Cross in your inbox.
Please the latest edition.

News, Opinion, People, Schools, Events, Culture, Video

Today's News


Friday, April 05



Rising to the Easter challenge

With the Easter season upon us, one Catholic school community is harnessing this significant time on the Christian calendar by helping those in need experience...


Lindy McWhinney Thursday, April 01



Joy as restrictions for churches eased

Confirmation that places of worship will be allowed to open for Easter services has been welcomed with 'great joy' by Adelaide Archdiocese Parish Councillors.


Thursday, April 01



More than a work of art

The painting of a colourful mural at the Vincent House of Blessings is helping to brighten the lives of migrants and refugees struggling with isolation, uncertainty and anxiety.


Lindy McWhinney Thursday, April 01



Lest we forget

A legendary flag commemorated 75 years ago in honour of the 2024 military service was blessed and handed over to St Anthony's College (SAC) students last week as a moving journey to St Francis Xavier's Catholic...


Lindy McWhinney Wednesday, March 31



Assembly crucial in shaping future of local Church

A Diocesan Assembly planned for September, together with the ongoing Parish Council, will play a 'crucial' part in shaping the future of the Catholic Church in Australia, according to respected local theologian Fr. James McInerney.


Lindy McWhinney Wednesday, March 31



Bonus for mid-year intake

Preceptor students who pass a 2021 mid-year intake at a Catholic school will get two tuition-free terms 1 and 2.


Thursday, April 01



Sr Liz's plans for connecting congregations


New Vicar for Religious Life Sr Liz Morrissey says a focus for her role will be connecting personally with the more than 200 Sisters, Brothers and Clergy in the Adelaide Archdiocese.

Lindy McWhinney Tuesday, March 30



Principal's Tours

Thu 29 April, 10am
Sat 8 May, 10am



Latest Issue


The Southern Cross

LEADERBOARD

The Southern Cross

Get The Southern Cross delivered straight to your inbox twice per month.


Your email address SUBSCRIBE



Aaliyah gives back to girls from her homeland

Born in one of the poorest states in Nigeria, Aaliyah Sengwa was only a baby when she was adopted. But the Year 11 Macquarie student has travelled back to Katsina frequently with her mother Susan Krings and has seen what it's like for others to live in poverty without the basic necessities of life such as running water and electricity.

Lindy McWhinney Monday, March 29




Marcos loving the game of life

Sitting in the Buenos Aires airport about to fly to Moscow in 2018, soccer star Marcos Flores was a broken man. He had just received the call his dad was dead - his beloved father Hugo had died suddenly of a heart attack at the age of 62.


Lindy McWhinney Tuesday, March 30

HALFPAGE




Bernadette commits to the love of God

Lindy McWhinney Monday, March 29




Focus sharpens on vision for youth in the north

Lindy McWhinney Thursday, April 01




Listening the key to prison chaplaincy

Lindy McWhinney Wednesday, March 31




Feast day fun

Thursday, March 31



Letting Easter surprise us

Adelaide Archdiocese Parish Councillors Thursday, March 31



Polish Jesuit honoured

Michael Duffin Monday, April 05

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News, Opinion, People, Schools, Events, Culture, Video

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TOP BANNER

NEWS

Rising to the Easter challenge



With the Easter season upon us, one Catholic school community is harnessing this significant time on the Christian calendar by helping those in need experience...

READ MORE

LOCAL NEWS

More than a work of art



The painting of a colourful mural at the Vincent House of Blessings is helping to brighten the lives of migrants and refugees struggling with isolation, uncertainty and anxiety.

READ MORE

PEOPLE

A long road from Ireland to Ottowa



Not many Catholics receive two papal blessings in their lifetime but there is no doubt that Colleen Jordan has been a blessing to the Australian Church since leaving her family behind in Ireland as a 18-year-old girl to join the Presentation Sisters in Geraldton, WA.

READ MORE

MEDIUM RECTANGLE

PEOPLE

Marcos loving the game of life



Sitting in the Buenos Aires airport about to fly to Moscow in 2018, soccer star Marcos Flores was a broken man. He had just received the call his dad was dead - his beloved father Hugo had died suddenly of a heart attack at the age of 62.

READ MORE

NEWS

Focus sharpens on vision for youth in the north



A unique education and community services village in the northern suburbs is starting to take shape following the announcement that the first stage - a school for 17 to 24 year olds - will be called Compass Catholic Community.

READ MORE

SCHOOLS

The other side of the dying story



Proponents of assisted suicide have seemingly many stories to tell - via a generally well-informed media - of horrific suffering and 'hard' natural deaths.

READ MORE

PEOPLE

Aaliyah gives back to girls from her homeland



Born in one of the poorest states in Nigeria, Aaliyah Sengwa was only a baby when she was adopted. But the Year 11 Macquarie student has travelled back to Katsina frequently with her mother Susan Krings and has seen what it's like for others to live in poverty, without the basic necessities of life such as running water and electricity.

READ MORE

BOTTOM BANNER

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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

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.			
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

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	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

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SOLSTICE
MEDIA

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