

# 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 South Australia.

- » Local, national and international church news
- » Social justice issues
- » Education news
- » Religious festivals and celebrations
- » Obituaries
- » Multicultural news
- » Human interest
- » Mass times

## THE SOUTHERN CROSS

### Strategically communicating to Catholics in print and online.

*The Southern Cross*, the official monthly newspaper of the Catholic Archdiocese of Adelaide, features high quality photography, contemporary layout and a blend of news and features by experienced journalists. The content comprises people stories, coverage of events in parishes, migrant communities and Catholic schools as well as national and international Church issues.

The printed newspaper is distributed to parishes and schools, Catholic hospitals, clubs and agencies throughout the State and is available for \$2. It's mailed directly to subscribers at a cost of \$40 per year.

*The Southern Cross* is also included as an insert in *The Advertiser* each Christmas and Easter boosting its readership by more than 294,000 readers.

The digital version is a free online publication and features content from the printed newspaper, as well as additional news coverage

*The Southern Cross* is a considered avenue for strategically reaching Catholics across South Australia.

## USAGE



### PRINT

Print edition published monthly except January. Two newsprint special editions distributed in *The Advertiser* each year at Christmas (December) and Easter (March or April).



### WEBSITE

Content updated regularly and available 24/7 for free at [thesoutherncross.org.au](https://thesoutherncross.org.au)



### EDM

EDMs are sent to subscribers digitally, twice per month, directing readers to the website for more content.



## A NOTE FROM THE EDITOR

We are extremely proud of our award-winning publication which has been an important vehicle for communication to the Catholic community in South Australia since the 1880s. Today's content reflects our Archdiocesan mantra of 'Living Catholic' which gives witness to the good works of ordinary Catholics and faith-inspired agencies.

We strive to provide our readers with a unique perspective on a wide range of religious, political, social justice, education, health and wellbeing issues.

In a bid to tell our stories and spread the 'good news' to the broader community, *The Southern Cross* is now distributed twice a year – at Easter and Christmas – as an insert in the Saturday edition of the State's daily newspaper, *The Advertiser*.

In addition to our loyal Catholic readers, the publication's distribution to 101 Catholic schools comprising more than 48,000 students and 8,400 staff provides a rare opportunity to reach this significant audience both online and in print.

We look forward to working together with you as we speak to the Catholics of South Australia.



**JENNY BRINKWORTH**  
EDITOR, THE SOUTHERN CROSS



# Catholics in South Australia

BY THE NUMBERS\*

## 18%

of the total population are Catholic

Almost one in five South Australians are Catholic.

## 73,394

Catholics are born overseas

There are large Italian, Filipino, Vietnamese, Indian and South American communities across South Australian parishes.

## 106,021

Families are Catholic

## 1 in 5

Catholics are school-aged children

## Almost 1 in 5

Catholics are aged 65+

## 18,908

Catholics need assistance with core activities

## 13.6%

of Catholics provide unpaid assistance to a person with a disability

\*Archdiocese of Adelaide Diocesan Social Profile based on the 2016 Census

## REACH

*The Southern Cross* has a monthly print readership of more than 8,000, including 220 loyal mail subscribers.

### METROPOLITAN

It's available at more than 70 locations across metropolitan Adelaide including Catholic parishes, Catholic residential care and Catholic community hubs plus distribution to Catholic schools.

### REGIONAL

It's available at 29 regional locations across South Australia covering both the Archdiocese of Adelaide and the Diocese of Port Pirie.



### PRINT SPECIAL EDITIONS

*The Southern Cross* is included as a newsprint special issue in *The Advertiser* each Christmas (December) and Easter (March or April). It reaches over 294,000 readers plus the dedicated monthly distribution to Catholic parishes.

### EDM

*The Southern Cross* EDMs go out on the first and third Monday of each month.

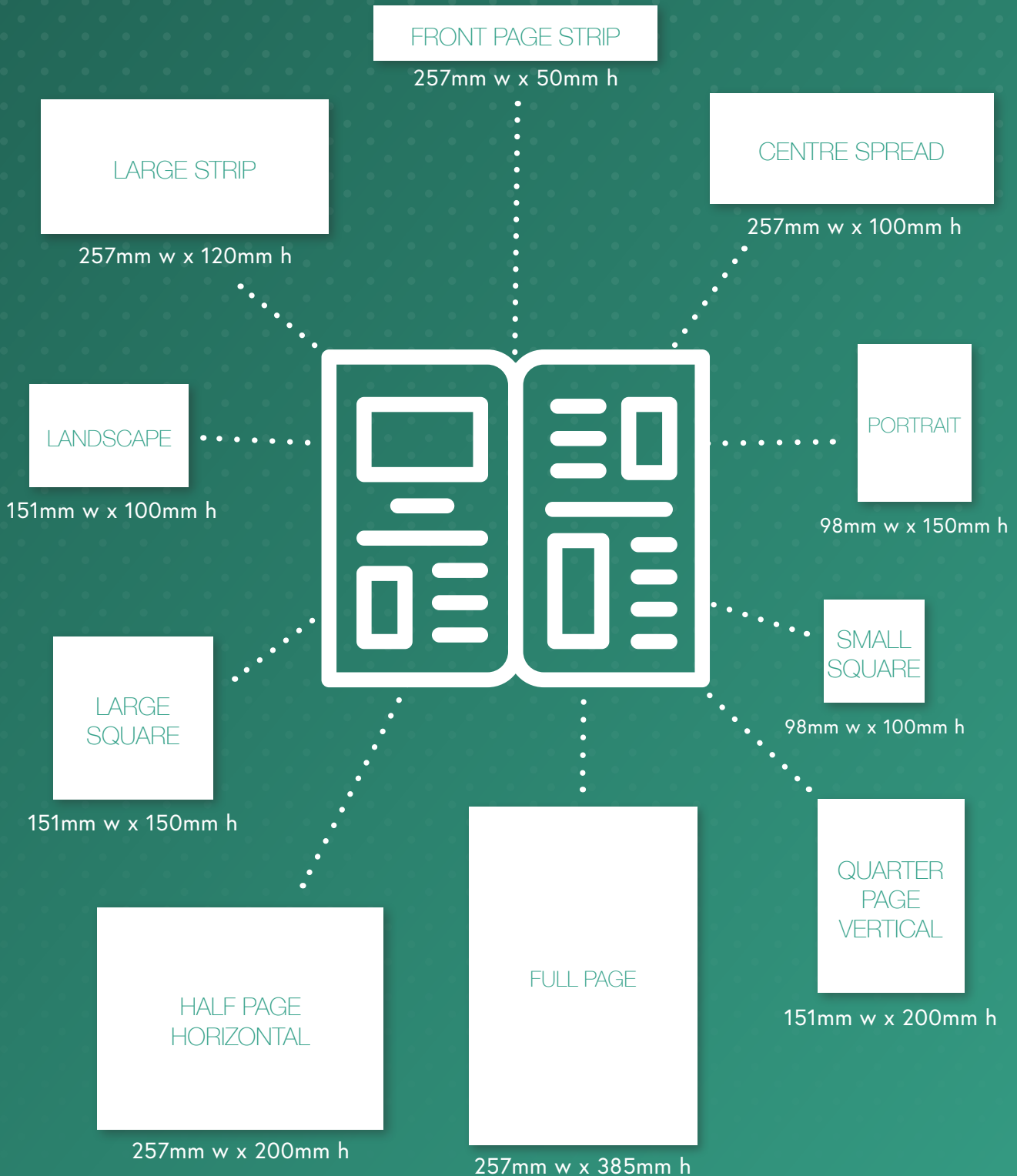
There are 1374 active unique subscribers plus the EDM is passed on to the parents and caregivers of more than 48,000 Catholic school students.

The EDM has a 35% average open rate – well above the industry standard of 21%.

### WEBSITE

*The Southern Cross* website averages 8600 views per month.

# PRINT ADVERTISING OPPORTUNITIES



## 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.

5mm bleed on all sides.

No spot colours.

## FINAL ARTWORK

Supplied in hi-res PDF with all fonts embedded/outline CMYK Process only. No spot colours. Black type must be 100% black, not made up of CMYK.

## DELIVERY METHOD

Email press ready PDF to [advertising@solsticemedia.com.au](mailto:advertising@solsticemedia.com.au)



# 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. 4,000 copies \$1,500

## POSITIONAL LOADING

Back page 50%

Page 3 to 7 30%

Guaranteed right hand page outside EGN 15%

Special 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

# EDM ADVERTISING OPPORTUNITIES

# The Southern Cross

Part of your Catholic family since 1987

TOP BANNER

NEWS

## Rising to the Easter challenge

With the Easter season upon us, our Catholic school community is honouring this significant time on the Christian calendar by helping those in need overseas.

[READ MORE](#)

LOCAL NEWS

## More than a work of art

The painting of a colourful mural at the Virross House of Welcoming is helping to brighten the lives of migrants and refugees struggling with boredom, uncertainty and anxiety.

[READ MORE](#)

PEOPLE

## A long road from Ireland to Ottoway

Not many Catholics receive two papal blessings in Port Moresby but there is no doubt that Father Jordan has been a blessing to the Australian Church since leaving his family behind in Ireland as a 16-year-old girl to join the Presentation Sisters in Geraldton, WA.

[READ MORE](#)

PEOPLE

## Marcos loving the game of life

Striving to be a Success Estate agent about to fly to Moscow in 2018, soccer star Marcos Flores was a broken man. He had just received the call to attend soccer – 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](#)

OPINION

## The other side of the dying story

Proponents of assisted suicide have successfully lobbied to get a bill – a generally pro-euthanasia media – of horrific suffering and 'best' natural deaths.

[READ MORE](#)

SCHOOLS

## Aaliyah gives back to girls from her homeland

Born in one of the largest slums in Nairobi, Aaliyah George was only a child when she was adopted. But the Year 11 Nazeareth student has travelled back to Kenya frequently with her mother Susan Kinogo and has seen what it's like for others to live in poverty, without the basic necessities of the such as running water and electricity.

[READ MORE](#)

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BOTTOM BANNER

Follow The Southern Cross

You are receiving this email because you are a subscriber to The Southern Cross. You can unsubscribe at any time by clicking the link below: [Unsubscribe](#)

For advertising rates and other information, please contact: [Sales & Marketing](#)

For advertising rates and other information, please contact: [Sales & Marketing](#)

# 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

#### EDITION ONE

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

#### EDITION TWO

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

Prices are exclusive of GST

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



# SPECIFICATIONS



## 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.

# DEADLINES

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

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

### 2022 BOOKING SCHEDULE

| Month                         | Booking deadline | Artwork deadline | Distribution date |
|-------------------------------|------------------|------------------|-------------------|
| December (Advertiser Edition) |                  |                  |                   |
|                               | 22/11/21         | 29/11/21         | 12/12/21          |
| 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          |
| May                           |                  |                  |                   |
|                               | 19/04/22         | 26/04/22         | 08/05/22          |
| June                          |                  |                  |                   |
|                               | 16/05/22         | 23/05/22         | 05/06/22          |
| July                          |                  |                  |                   |
|                               | 14/06/22         | 20/06/22         | 03/07/22          |
| August                        |                  |                  |                   |
|                               | 18/07/22         | 25/07/22         | 07/08/22          |
| September                     |                  |                  |                   |
|                               | 15/08/22         | 22/08/22         | 04/09/22          |
| October                       |                  |                  |                   |
|                               | 12/09/22         | 19/09/22         | 02/10/22          |
| November                      |                  |                  |                   |
|                               | 17/10/22         | 24/10/22         | 05/11/22          |
| December (Advertiser Edition) |                  |                  |                   |
|                               | 21/11/22         | 28/11/22         | 11/12/22          |

### 2023 BOOKING SCHEDULE

|                            |          |          |          |
|----------------------------|----------|----------|----------|
| February                   |          |          |          |
|                            | 16/01/23 | 23/01/23 | 05/02/23 |
| March                      |          |          |          |
|                            | 13/02/23 | 20/02/23 | 05/03/23 |
| April (Advertiser Edition) |          |          |          |
|                            | 14/03/23 | 20/03/23 | 02/04/23 |

# The Southern Cross

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*Living Catholic*

Contact us to discuss your advertising and editorial needs today.

## ADVERTISING

08 8224 1600  
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## EDITORIAL

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**SOLSTICE**  
MEDIA

[www.thesoutherncross.org.au](http://www.thesoutherncross.org.au)