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

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

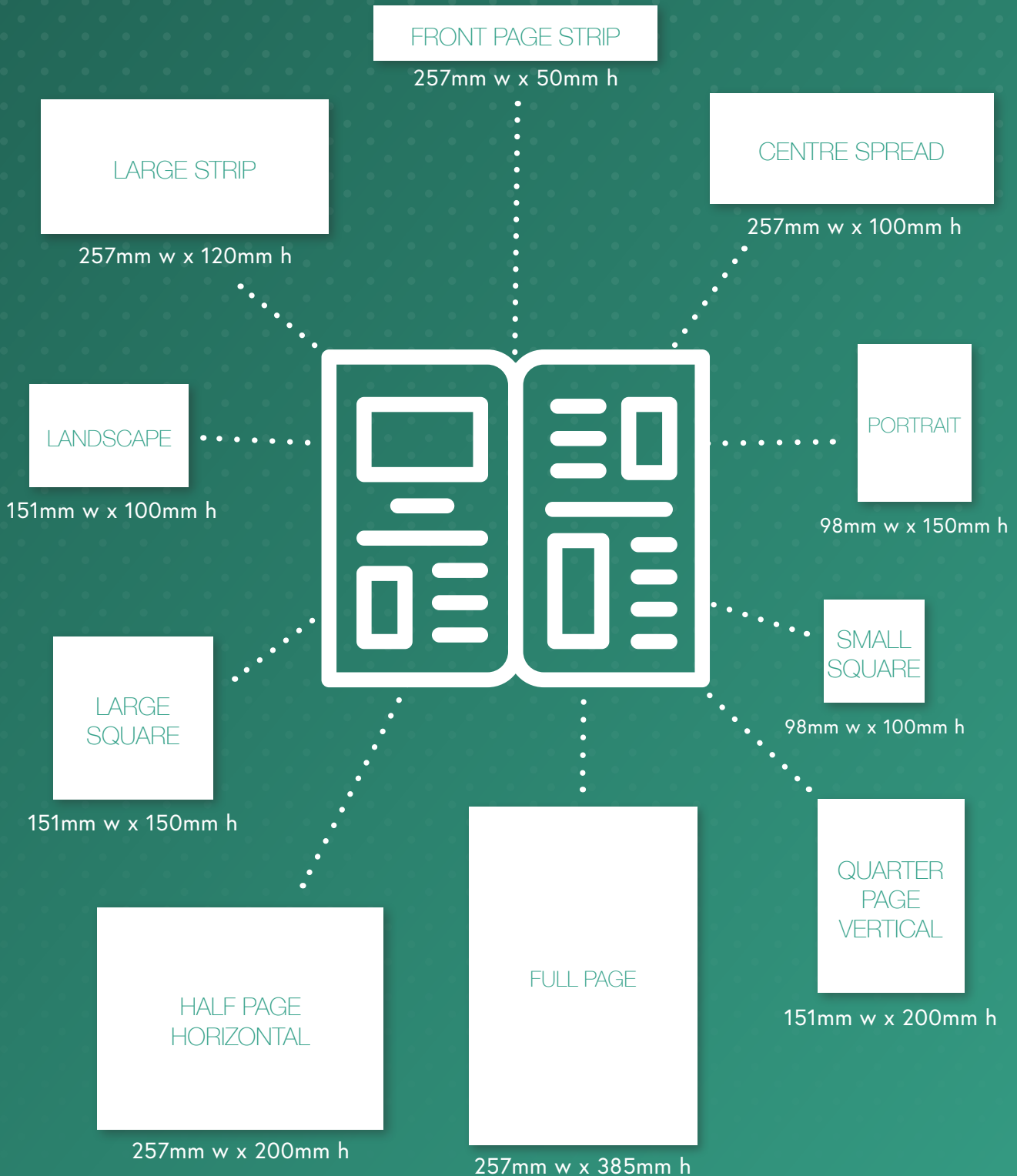*The Southern Cross* EDMs go out on the first and third Monday of each month.

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

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

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

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

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

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

Part of your Catholic family since 1867

Living Catholic

Contact us to discuss your advertising
and editorial needs today.

ADVERTISING

08 8224 1600
advertising@solsticemedia.com.au

EDITORIAL

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

SOLSTICE
MEDIA

www.thesoutherncross.org.au