

# 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 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%

# WEBSITE ADVERTISING OPPORTUNITIES

# EDM ADVERTISING OPPORTUNITIES

### MASTHEAD BILLBOARD

Get The Southern Cross in your inbox

## Southern Cross

News Opinion Features Schools Events Culture Views

Thursday, April 05

### Today's News

#### Giving thanks for fruit of the vine

The ceremonial sprinkling of holy water on the first load of grapes delivered to Bowen Hills College marked the start of the 2018 vintage at the Jesuit-owned winery in South Australia's Clare Valley.

Jeany McIlwain Thursday, April 05

#### Holy Week celebrations

Holy Week celebrations got underway on Palm Sunday with an archdiocesan procession in Mary MacKillop Park, followed by Mass in St Francis Xavier's Cathedral and a vigil held in the Wynneway youth group.

Wednesday, April 04

#### Call for review of diocesan structures

In his final public appearance as CEO of the Faith, Justice and Healing Council, Frayser Sulistren called on the Catholic community to support the Church leadership in its efforts to address the recommendations of the Royal Commission into Institutional Responses to Child Sexual Abuse.

Jeany McIlwain Thursday, April 05

#### Paper details West Papua's cry for freedom

The suspension of indigenous West Papuan and their 80-year fight for justice is the subject of the latest publication from the Australian Catholic Social Justice Council (ACSJC).

Lizzy McIlwain Thursday, April 05

#### New Catholic school and early learning centre for Hove

Plans for a new Catholic primary school and early learning centre at Hove have been revealed today by Catholic Education South Australia.

Jeany McIlwain Thursday, April 05

#### John's lifelong faith project

John Wheeler is not your typical engineer. For a start, he gave up a very successful career in automation design to become a high school teacher in physics, science and religion.

Jeany McIlwain Thursday, April 05

#### Sharing the Easter spirit

Religious, sporting leaders and others that with Easter eggs were delivered to Catholic House and Carmelite Catholic Family Services by St Alban's College Year 10 students on Holy Thursday.

Thursday, April 05

### LEADERBOARD

## Southern Cross

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

Use email address

### Holy Week in the schools

Catholic schools throughout the State celebrated the Easter story as a tragedy of hope during Holy Week.

### MEDIUM 1/3 RECTANGLE

### Lighting the way at Easter

It's been an illuminating few months at a Fribro-based business in the lead up to Easter this year.

Jeany McIlwain Thursday, April 05

### Moving Filipino youth out of poverty

Catholic Australia is working with Filipino youth to improve education opportunities and their out of poverty. About 22 million Filipinos live below the poverty line, and hundreds of thousands of people are vulnerable to abuse and exploitation.

Wednesday, April 04

### Easter Mass services

Wednesday, April 04

### Holy Family principal receives national award

Kerry White, principal of Holy Family Catholic School, has been named among Australia's top educators in the 2018 Commonwealth Bank Teaching Awards announced today.

Lizzy McIlwain Friday, April 05

### HALFPAGE

### LEADERBOARD

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News Opinion Features Schools Events Culture Views

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## The Southern Cross

Put your Catholic family news first

### NEWS

#### Giving thanks for fruit of the vine



The ceremonial sprinkling of holy water on the first load of grapes delivered to Bowen Hills College marked the start of the 2018 vintage at the Jesuit-owned winery in South Australia's Clare Valley.

READ MORE

### LOCAL NEWS

#### Lighting the way at Easter



It's been an illuminating few months at a Fribro-based business in the lead up to Easter this year.

READ MORE

### FEATURES

#### Marist in step with Aquinas students



University residential colleges have been in the spotlight recently over allegations of hazing but the new rector of Aquinas College at North Adelaide, Brother Michael Green, has nothing but praise for the young adults under his guidance.

READ MORE

### LOCAL NEWS

#### Sounds of music from multicultural choir



A group of families representing several different cultures will join together in one united voice this Easter as they celebrate the resurrection of Jesus.

READ MORE

### BOTTOM BANNER

Follow The Southern Cross

You are watching this email as you are a subscriber to The Southern Cross. You can unsubscribe at any time. If you are not a subscriber, you can sign up here. If you are not a subscriber, you can sign up here. If you are not a subscriber, you can sign up here.

# 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

## 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



# PRINT DEADLINES

## 2021 PRINT SCHEDULE

Month	Booking deadline	Complete material	Distribution Date
<b>February</b>			
	18/01/21	25/01/21	07/02/21
<b>March</b>			
	15/02/21	22/02/21	07/03/21
<b>April (Advertiser edition)</b>			
	12/03/21	19/03/21	04/04/21
<b>May</b>			
	19/04/21	27/04/21	09/05/21
<b>June</b>			
	17/05/21	24/05/21	06/06/21
<b>July</b>			
	15/06/21	21/06/21	04/07/21
<b>August</b>			
	12/07/21	19/07/21	01/08/21
<b>September</b>			
	16/08/21	23/08/21	05/09/21
<b>October</b>			
	13/09/21	20/09/21	03/10/21
<b>November</b>			
	11/10/21	18/10/21	31/10/21
<b>December</b>			
	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.

<b>February</b>			
	17/01/22	24/01/22	06/02/22
<b>March</b>			
	15/02/22	21/02/22	06/03/22
<b>April (Advertiser edition)</b>			
	21/03/22	28/03/22	10/04/22

Prices subject to change without notice  
Production costs of \$200.00 + GST applies to advertisements

# 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	18/01/21	25/01/21	08/02/21
Edition 2	18/01/21	25/01/21	22/02/21
<b>March</b>			
Edition 1	15/02/21	22/02/21	09/03/21
Edition 2	15/02/21	22/02/21	22/03/21
<b>April</b>			
Edition 1	12/03/21	19/03/21	06/04/21
Edition 2	12/03/21	19/03/21	20/04/21
<b>May</b>			
Edition 1	19/04/21	27/04/21	10/05/21
Edition 2	19/04/21	27/04/21	24/05/21
<b>June</b>			
Edition 1	17/05/21	24/05/21	07/06/21
Edition 2	17/05/21	24/05/21	21/06/21
<b>July</b>			
Edition 1	15/06/21	21/06/21	05/07/21
Edition 2	15/06/21	21/06/21	19/07/21
<b>August</b>			
Edition 1	12/07/21	19/07/21	02/08/21
Edition 2	12/07/21	19/07/21	16/08/21
<b>September</b>			
Edition 1	16/08/21	23/08/21	06/09/21
Edition 2	16/08/21	23/08/21	20/09/21
<b>October</b>			
Edition 1	13/09/21	20/09/21	05/10/21
Edition 2	13/09/21	20/09/21	18/10/21
<b>November</b>			
Edition 1	11/10/21	18/10/21	01/11/21
Edition 2	11/10/21	18/10/21	15/11/21
<b>December</b>			
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](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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