



2019 ADVERTISING RATES

- RAISE YOUR PROFILE
- INSTILL BRAND LOYALTY
- REACH THOSE WHO CARE

SouthernCROSS
SYDNEYANGLICANS.NET

For all enquiries and bookings, please contact
Kylie Schleicher, Advertising Manager
ads@anglicanmedia.com.au or call (02) 8860 8850



Southern Cross is the official publication of the Sydney Anglican Diocese with a dedicated readership of some 50,000 Sydney Anglicans.

Our readers are loyal, educated and discerning. They are committed givers, hungry for information and generous to organisations and products they trust.

A true 21st century publication, SC continues to win awards as it has done throughout its 50 year history. The fresh magazine format is designed to linger in homes, offices, schools and over 400 churches where it is distributed.

SIZES AND PRICES

| DISPLAY ADVERTISING (PRICES EXCLUDE GST) | | | |
|--|------------------------------|------|--------------------|
| AD SIZE | WIDTH X HEIGHT | \$ | 4 OR MORE BOOKINGS |
| FULL PAGE | 225mm x 290mm + 5mm bleed | 3400 | 3060 |
| HALF PAGE LANDSCAPE | 196mm x 128mm | 1700 | 1560 |
| HALF PAGE PORTRAIT | 96mm x 260mm | 1700 | 1560 |
| QUARTER PAGE LANDSCAPE | 196mm x 64mm | 845 | 790 |
| QUARTER PAGE PORTRAIT | 96mm x 128mm | 845 | 790 |
| 1/8 PAGE | 96mm x 64mm | 420 | 400 |
| 1/16 PAGE | 46mm x 64mm | 220 | 205 |

Display ads placed at the discretion of the editor.

PREMIUM POSITIONS

Loading:

| | |
|--------|-----|
| PAGE 3 | 30% |
| PAGE 5 | 25% |
| PAGE 7 | 20% |
| PAGE 9 | 15% |
| BACK | 35% |

Premium positioning is not an option for 1/8 and 1/16 sizes.

Contact us for other placement requests.

| EVENTS & POSITIONS VACANT | | |
|--|----------------|-----|
| AD SIZE | WIDTH X HEIGHT | \$ |
| QUARTER PAGE PORTRAIT | 96mm x 128mm | 790 |
| 1/8 PAGE | 96mm x 64mm | 400 |
| 1/16 PAGE | 46mm x 64mm | 205 |
| Custom heights: Contact us for a quote. | | |

MATERIAL REQUIREMENTS

- Please supply artwork as a CMYK, print-ready PDF.
- Supply with embedded fonts and CMYK images.
- Photos and graphics should be 300dpi.
- Spot colour should be converted to process.
- 4 colour black text should be avoided.

CLASSIFIEDS

\$8 per line (ex GST)

CONTACT Kylie Schleicher:
ads@anglicanmedia.com.au

02 8860 8850



CHOICES

Choices has proven to be a highly successful guide including all the information plus interesting articles on education and training institutions. If you are a school, bible college or other study institution, you can't afford to miss out on Choices inside the May edition of *Southern Cross*.

| CHOICES (PRICES EXCLUDE GST) | | |
|------------------------------|------------------------------|------|
| AD SIZE | WIDTH X HEIGHT | \$ |
| FULL PAGE | 225mm x 290mm + 5mm bleed | 2500 |
| HALF PAGE LANDSCAPE | 196mm x 128mm | 1370 |
| QUARTER PAGE LANDSCAPE | 196mm x 64mm | 700 |
| QUARTER PAGE PORTRAIT | 96mm x 128mm | 700 |

INSERTS

\$4,700 (ex GST)

Loose inserts are a cost-effective way to reach readers with your newsletters, brochures, envelopes or fundraising materials. All you need to do is deliver your inserts to our printer. They will be slipped into each of the 20,000 copies distributed; that's a per unit cost of approx. 23 cents.

Limit of three per issue. Size restrictions apply.

Contact us for delivery information.



DEADLINES

| ISSUE | BOOKING | FINISHED ART | INSERT DELIVERY | IN CHURCHES |
|-----------|--------------|--------------|-----------------|-------------|
| FEBRUARY | 15 January | 18 January | 22 January | 3 February |
| MARCH | 12 February | 15 February | 20 February | 3 March |
| APRIL | 19 March | 22 March | 27 March | 7 April |
| MAY | 15 April | 18 April | 23 April | 5 May |
| JUNE | 14 May | 17 May | 22 May | 2 June |
| JULY | 11 June | 14 June | 19 June | 7 July |
| AUGUST | 16 July | 19 July | 24 July | 4 August |
| SEPTEMBER | 13 August | 16 August | 21 August | 1 September |
| OCTOBER | 17 September | 20 September | 25 September | 6 October |
| NOVEMBER | 15 October | 18 October | 23 October | 3 November |
| DECEMBER | 12 November | 15 November | 20 November | 1 December |



Sydneyanglicans.net is the online gateway to the Diocese of Sydney.

A wide range of news and feature articles bring people to the site directly or through social media feeds and newsletters. This is the ideal place to highlight your message to decision makers and key Christians.

One-off or in regular campaigns, Anglican Media has you covered online.

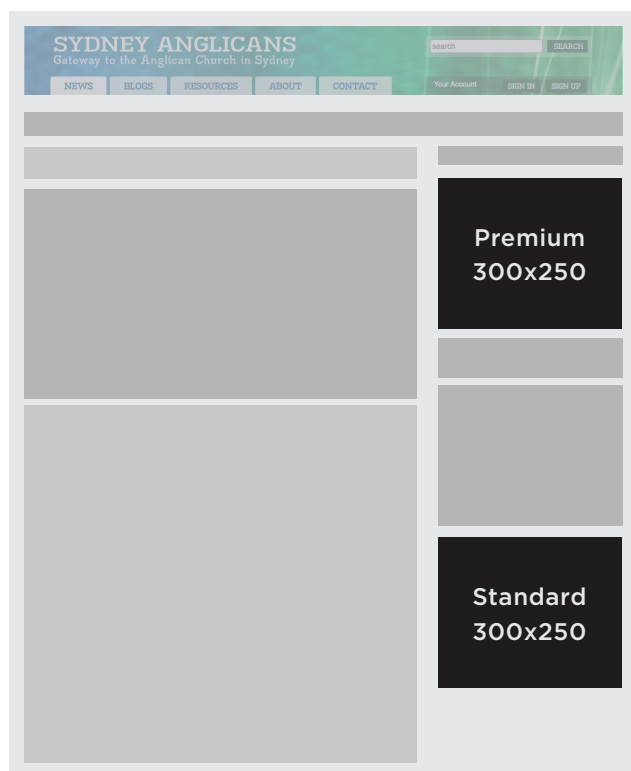
DISPLAY ADS

ZONES AND PRICES (EX GST)

| | |
|---------------|-------------------------------|
| Premium Zone | \$230 / week or \$840 / month |
| Standard Zone | \$150 / week or \$540 / month |

Ads appear on entire site except new visitor page.

Unless otherwise stated, website ads appear in rotation. This means other ads will be running at the same time and new visitors, page refreshes or movement between pages will display the next ad in rotation.



REQUIREMENTS

| | |
|-----------------------|------------------|
| Display Ad Dimensions | 300 x 250 pixels |
| File Type (static) | gif, jpeg or png |
| File Size (static) | <=30kb |
| File Type (animated) | gif |
| File Size (animated) | <=80kb |

Send artwork to ads@anglicanmedia.com.au three days before commencement of booking.

Web advertising artwork must be supplied to required specifications. Ads not supplied in the correct format may incur additional charges. Poor quality artwork may be withdrawn at the discretion of the editor and asked to be resubmitted.

Anglican Media offers a high-quality graphic design service for creating an effective online presence.

Email or call our advertising team for details.

JOBS AND CLASSIFIEDS

LISTINGS (EX GST)

| | |
|------------------|---------------------------------|
| Position Vacant* | \$50.00 / week or \$190 / month |
| Classifieds | \$30.00/month |

*All Position Vacant ads are included in a weekly email sent using our database of job seekers.

Visit sydneyanglicans.net/jobs and click on "Book a job ad" to fill in our form. We will review and approve your ad, placing it online within 1 - 2 days.

If you advertise the same Position Vacant ad in *Southern Cross* we will discount your online costing by half price!

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