



# 2022 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](mailto: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.

## 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.

## DEADLINES

ISSUE	BOOKING	FINISHED ART	INSERT DELIVERY	IN CHURCHES
FEBRUARY	18 January	21 January	25 January	6 February
MARCH	15 February	18 February	23 February	6 March
APRIL	15 March	18 March	23 March	3 April
MAY/JUNE	26 April	29 April	4 May	15 May
JULY/AUG	14 June	17 June	22 June	3 July
AUG/SEPT	26 July	29 July	3 August	14 August
OCT/NOV	13 September	16 September	21 September	2 October
NOV/DEC	1 November	4 November	9 November	20 November



## SIZES AND PRICES

DISPLAY ADVERTISING (PRICES EXCLUDE GST)			
AD SIZE	WIDTH X HEIGHT	\$	4 OR MORE BOOKINGS
FULL PAGE	225mm x 305mm + 5mm bleed	3550	3200
HALF PAGE LANDSCAPE	196mm x 128mm	1780	1630
HALF PAGE PORTRAIT	94mm x 270mm	1780	1630
QUARTER PAGE LANDSCAPE	196mm x 64mm	885	825
QUARTER PAGE PORTRAIT	96mm x 128mm	885	825
1/8 PAGE	96mm x 64mm	440	420
1/16 PAGE	46mm x 64mm	230	215

Display ads placed at the discretion of the editor.

### PREMIUM POSITIONS

**Loading:**

PAGE 3	30%
PAGE 5	25%
PAGE 7	20%
PAGE 9	15%
PAGE 11	10%
BACK	30%

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

Contact us for other placement requests.

POSITIONS VACANT (PRICES EXCLUDE GST)		
AD SIZE	WIDTH X HEIGHT	\$
QUARTER PAGE PORTRAIT	96mm x 128mm	825
1/8 PAGE	96mm x 64mm	420
1/16 PAGE	46mm x 64mm	215

**Custom heights:** Contact us for a quote.

### 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.

### CLASSIFIEDS

\$8 per line (ex GST)

## NEED HELP?

Want to place an ad for a vacant position? Need to know that it will print? Don't know how?

Southern Cross offers basic affordable design to suit your needs.

Select your preferred size from the options below and follow the simple requirements.

Your finished ad, in full colour, will be sent to you for approval.

CONTACT Kylie Schleicher:  
ads@anglicanmedia.com.au

02 8860 8850



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.	

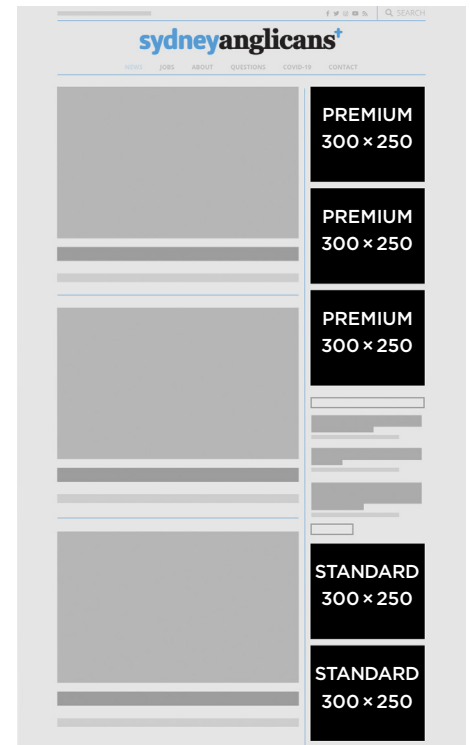
### REQUIREMENTS

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](mailto: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](http://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!**

Sydneyanglicans.net material is widely shared through social media and through our weekly newsletter.



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