



# 2023 ADVERTISING RATES

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

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**SOUTHERNCROSS**  
**sydneyanglicans<sup>+</sup>**

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.

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 60 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	IN CHURCHES
FEB/MAR	17 January	20 January	5 February
MAR/APR	28 February	3 March	19 March
MAY/JUN	18 April	21 April	7 May
JUN/JUL	6 June	9 June	25 July
AUG/SEP	18 July	21 July	6 August
SEP/OCT	29 August	1 September	17 September
NOV/DEC	10 October	13 October	29 October
DEC/JAN	21 November	24 November	10 December



## 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
<b>Custom heights:</b> Contact us for a quote.		

## NEED HELP?

Want to place a display or job vacancy ad?

Southern Cross offers affordable design to suit your needs.

Select your preferred size from the options above and our designer will take you through the process from initial brief and design to approval.

CONTACT Kylie Schleicher:  
ads@anglicanmedia.com.au

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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 (LIMITED AVAILABILITY)	\$245 / week or \$900 / month
Standard Zone	\$165 / week or \$600 / month
Ads appear on entire site.	

### REQUIREMENTS

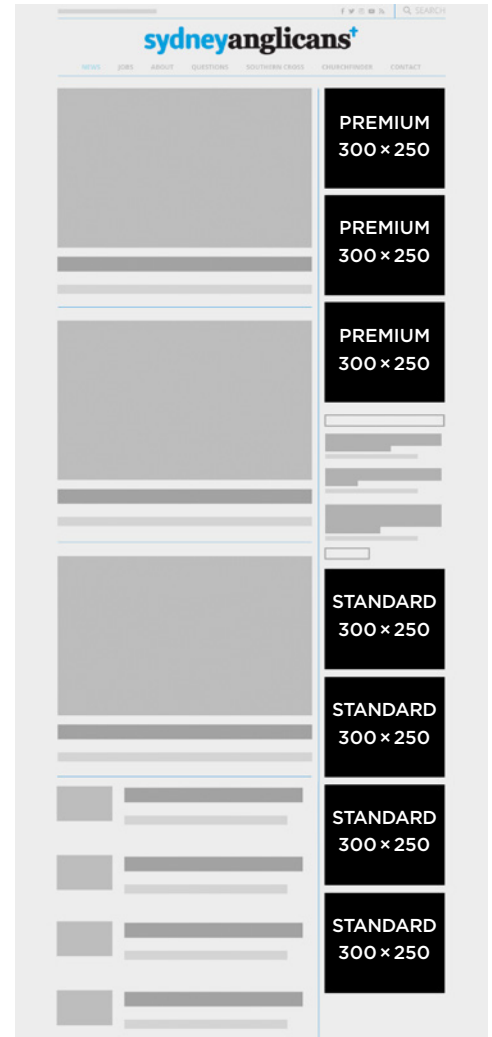
Display Ad Dimensions	300 x 250 pixels
File Type (static)	gif, jpeg or png
File Size (static)	<=50kb
File Type (animated)	gif
File Size (animated)	<=120kb

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.**



## JOB ADS

### LISTINGS (EX GST)

Position Vacant	\$55 / week or \$210 / 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 advertisement 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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