

2009

SOUTHERN CROSS Advertising Rates

e: ads@anglicanmedia.com.au
p: 02 8860 8888

SOUTHERN CROSS is the official publication of the Sydney Anglican Diocese. Fresh, sharp and concise, SOUTHERN CROSS enjoys a loyal, growing audience and an educated, enquiring readership.

SOUTHERN CROSS FACTS AND FIGURES

Circulation	23,000
Readership	50,000 estimated
Frequency	Monthly
In Churches	First Sunday of each month
Size	28 pages average
Distribution	80% Sydney Metro 15% Regional NSW 5% Interstate and overseas



Get on the cover of SOUTHERN CROSS! The cover of each edition of SOUTHERN CROSS reflects the main feature for the month - so by advertising in the feature section you are associated with the cover story - maximising your reach to readers.

Call or email our advertising team today to discuss how your organisation can feature with us this year.

Month	Feature	Tell Me About It	Booking Deadline	Material Deadline
January	Connect09 	The official program guide for the Connect09 campaign	CLOSED	CLOSED
February	Active + Creative 	How do we use the arts, sports, and outdoor recreation to reach non-believers? We explore existing ministry and training options for outreach in these fields. Want to reach sporty, healthy, creative types? This is the feature for you.	09 Jan	16 Jan
March	Prime 	Magazine supplement. Prime is a magazine for over 55s. Here is your opportunity to reach a huge generation of men and women with access to unprecedented education, healthcare and lifestyle choices. You need to be communicating with them.	23 Jan	30 Jan
April	Choices 	Magazine supplement. Choices is a guide to schools, study and jobs. Highly successful and well-received in 2008, Choices in 2009 will be even better. If you are a school, study institution or Christian employer do NOT miss out on Choices.	20 Feb	27 Feb
May	Sustain Ability 	Who cares about the environment? Sydney Anglicans do! Gen X and Y readers are telling us they want more focus on living an ethical, sustainable lifestyle, so join us as we unpack the issues surrounding our future on the planet and how we are to care for it.	14 Apr	17 Apr
June	Good Stewards 	It was Jesus who said, 'Give and it will be given to you.' (Luke 6:38). We want your input to challenge and encourage readers to learn to give wisely, especially at the end of the fiscal year.	19 May	22 May
July	Getaway 	If you offer events or venues of any kind for Christian gatherings, this is the feature to be seen in. Entice our readers to leave their home and visit or attend your event, conference or camp with advertising and testimonials from your happy customers.	16 Jun	19 Jun

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August	Passion 	Magazine supplement. Passion a magazine for women burst on the scene in late 2008 to immediate acclaim - finally a worthwhile magazine for Christian women free of beauty tips and model images! Get on board with Passion this year and capture the powerful female demographic.	19 Jul	26 Jul
September	Christmas Preview 	This time of the year churches are considering their Christmas services and events. What can you offer our readers to use for Christmas outreach? Christmas also leads to thoughts for the New Year, now is the time to advertise for 2010 events, courses and products.	18 Aug	21 Aug
October	Equip 	With 2010 only a few months away, our readers are weighing up options for study over summer or through next year. Tip the balance your way by booking for this feature, and make readers take notice of what you can offer them in the way of training.	15 Sep	18 Sep
November	TBA 	Features for this month to be finalised. Call or email us with your suggestions!	13 Oct	16 Oct
December	TBA 	Features for this month to be finalised. Call or email us with your suggestions!	17 Nov	20 Nov

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Display Advertising Standard Sizes

Contract Rates (GST not included)	width x height	\$ ex-GST	multiple bookings
Full page	275mm x 350mm + 7mm bleed	2995.00	2695.00
Half page landscape	247mm x 156mm	1495.00	1375.00
Half page portrait	121mm x 313mm	1495.00	1375.00
Qtr page landscape	247mm x 78mm	745.00	695.00
Qtr page portrait	121mm x 156mm	745.00	695.00
1/8 page	121mm x 78mm	375.00	325.00
1/16 page	59mm x 78mm	195.00	175.00

Premium Position Set Sizes

Page 3	247mm x 78mm	995.00	895.00
Page 2	247mm x 78mm	945.00	850.00
Archbishop's Page	247mm x 78mm	895.00	805.00
Outside Back Strip	247mm x 60mm	795.00	715.00

Positions Vacant

1/16 page	59mm x 78mm	195.00	175.00
Custom Size*	59mm x custom	Quote	Quote
1/8 page	121mm x 78mm	375.00	337.50
Custom Size*	121mm x custom	Quote	Quote

*Custom heights can be up to 313mm. Contact us for a quote.



Inserts \$4,200 ex-GST

Loose inserts are a cost-effective way to reach readers with your brochures, newsletters, envelopes or fundraising materials. Your insert will be slipped into each of the 23,000 copies distributed.

Paper Classifieds (ex-GST)

Per line	\$7.50
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ONLINE ADVERTISING

Rated in the top ten Australian websites for the 'Religious - Lifestyle' category by Hitwise, Sydneyanglicans.net reaches a large national audience through regular news updates, culture reviews and a lively interactive forum. Sydneyanglicans.net has been awarded Australia's top religious web site four times out of the last five years by ARPA*, including 2008.

Sydneyanglicans.net Advertising

Position Vacant	\$100.00 / month
Classifieds	\$20.00 / month

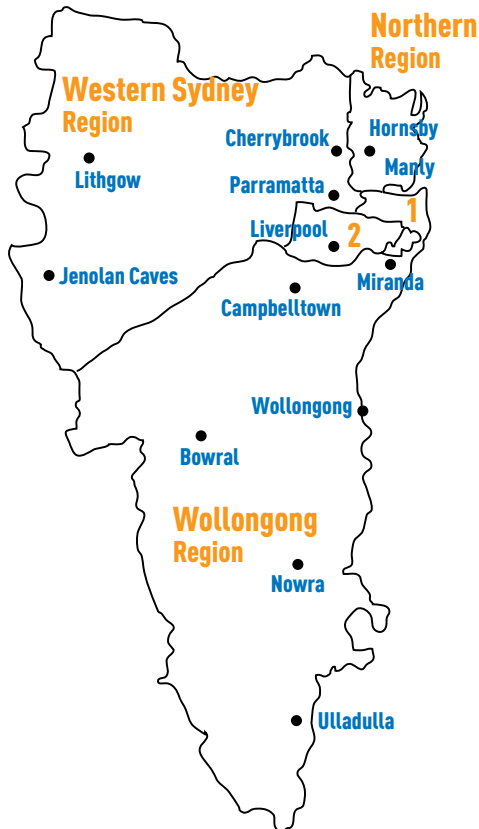
* Australasian Religious Press Association

2009 Advertising Deadlines

Issue	Booking Deadline	Material Deadline	Inserts	In Churches
FEBRUARY	Jan 13	Jan 16	Jan 21	Feb 1
MARCH	Feb 10	Feb 13	Feb 18	Mar 1
APRIL	Mar 17	Mar 20	Mar 25	Apr 5
MAY	Apr 14	Apr 17	Apr 22	May 3
JUNE	May 19	May 22	May 27	June 7
JULY	June 16	June 19	June 24	July 5
AUGUST	July 14	July 17	July 22	Aug 2
SEPTEMBER	Aug 18	Aug 21	Aug 26	Sep 6
OCTOBER	Sept 15	Sept 18	Sept 23	Oct 4
NOVEMBER	Oct 13	Oct 16	Oct 21	Nov 1
DECEMBER	Nov 17	Nov 20	Nov 25	Dec 6

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1. South Sydney Region
2. Georges River Region

As the official publication of the Anglican Diocese of Sydney SOUTHERN CROSS is published monthly and distributed to over 325 churches, schools and organisations. The Sydney Anglican Diocese covers metro Sydney, the Illawarra, Southern Highlands and Blue Mountains.

The Regional News section published each month in SOUTHERN CROSS is one of the most-read sections. **Why not target your advertising to a local audience and receive their full attention?** Call us today for further details on regional advertising opportunities.

Month	Region
January	No regional news
February	No regional news
March	South Sydney
April	Wollongong
May	North Sydney
June	Western Sydney
July	Georges River
August	South Sydney
September	Wollongong
October	North Sydney
November	Western Sydney
December	Georges River

Advertising Terms and Conditions

Material Requirements

- Southern Cross is printed in full colour on Innopress 52gsm Gloss
- Please supply artwork as a colour, print-ready PDF via email to ads@anglicanmedia.com.au
- Supply with embedded fonts and images, in process colour (CMYK)
- Spot colour must be converted to process before submission
- Do not use SPOT colours in combination with InDesign filters
- There should be no transparency in any supplied PDFs
- Black type should be in 100% black only, with no other process colours)
- 4 colour black text should be avoided especially for type under 14pt
- Reverse or outline text should not be used below 12pt
- Please choose colours carefully as newspapers have a very narrow colour gamut - don't expect to be able to reproduce fluoro colours etc on newspaper stocks
- Photos and graphics supplied must be minimum 200dpi

Cancellations

- Cancellation of Display Ads and Positions Vacant Ads after 5pm on the booking deadline date will incur a cancellation fee of 50% of the advertisement cost - unless cancelled within 24hrs of the print deadline, in which case the full fee will be charged
- Cancellation of Ads, Classifieds and Inserts after 5pm on the booking deadline will incur a fee of 50% of the advertisement cost
- Cancellation of Inserts after the production cycle for the issue has commenced (1st day of the month prior to the month of publication) will incur a cancellation fee of 50% - unless cancelled within 7 days of print deadline, in which case full fee will be charged

Legal

- All advertising must comply with the Trade Practices Act and must not be misleading, false or deceptive
- All advertisements are subject to the approval of the publisher
- Advertising agencies and advertisers accept full responsibility for the contents of all advertisements and agree to indemnify the publishers against any claim or proceeding arising out of the publication of the advertisements. Provision of the material or copy for publication constitutes acceptance by advertiser and advertising agent of this condition
- Telephone instructions are accepted but the publisher is not liable for error or misunderstanding if instructions are not confirmed in writing prior to publication deadline
- No responsibility is accepted by the publisher, proprietor or editor for the accuracy of details supplied in any advertisements appearing in SOUTHERN CROSS
- The positioning of the advertisement is entirely at the discretion of the publisher, unless a preferred placement fee has been paid
- The publisher, proprietor and editor will not be liable for any loss caused by late publication, error or failure of an advertisement to appear
- Typesetting and corrections are charged at a rate of \$70 per hour, minimum charge 1 hour
- Charges may apply should corrections or alterations be required