

THE Catholic Weekly

ADVERTISING RATES 2020

Steve Richards: Advertising & Marketing Manager (02) 9390 5404

PLEASE NOTE: Advertising agencies ADD 10% to rates shown.

DISPLAY ADS – NEWSPAPER (All rates quoted are exclusive of GST)

Casual*		\$16.40 per column centimetre
10x2col	(100Hmm x 84Wmm)	\$328
Eighth Page	(100Hmm x 128Wmm)	\$492
Quarter Page	(190Hmm x 128Wmm)	\$925
Half Page	(190Hmm x 260Wmm)	\$1750
Full Page	(370Hmm x 260Wmm)	\$3245

*Frequency discounts available on discussion

Premium positions

FRONT COVER BANNER	\$985
BACK COVER BANNER	\$790
Pages 3, 5 & 7	Add 30% for premium right hand page position
COVER WRAP (Specs available)	\$12,000 (4 x pages on Gloss 100gsm stock)
Inserts	\$2,400

CLASSIFIED ADS - NEWSPAPER

6 column page – costed at 5 words per line

Classified Line	\$8.66 per line (5 words)
Boxing the ad	\$7.00
Classified display rate (Employment, Real Estate, Motoring, etc.)	\$13.00 per column centimetre

AD PRODUCTION

Display advertisers – are requested to provide complete material.

Classified advertisers – are requested to provide a word file or emailed typed copy of their ad.

FREQUENCY AD CONTRACT RATES	
Bulk Special Rates (minimum 3 bookings)	Discount
3 + appearances	10%
4-6 appearances	15%
7-12 appearances	20%
13-25 appearances	25%
26 + appearances	30%

MEDIA KIT 2020

INSERTS

QUANTITY: 10,000 (based on average weekly run)

CASUAL RATE: \$230+GST per thousand

DEADLINE: Delivered to **our printer** by noon 13 days prior to Sunday publication

SPECIFICATONS: Minimum and maximum acceptable sizes, weights, packaging etc provided on application

AVAILABILITIES: We limit the number of inserts per edition

For details call Steve Richards **(02) 9390 5404**

NEWSPAPER AD SPECIFICATIONS

AD PAGE DEPTH - 370mm. Column widths 40mm. Gutter width 5mm.

DISPLAY AD WIDTHS

1 column	40mm
2 columns	84mm
3 columns	128mm
4 columns	172mm
6 columns	260mm (full page width)

Minimum ad width is 2 columns (excluding classified and What's on)

Minimum display advertising depths apply.

MATERIAL SPECS FORMAT: High resolution PDF, High resolution JPEG 300dpi.

PRODUCTION COSTS: Advertisers are advised to provide complete material to correct specifications. We are able to provide limited ad design for the preparation of artwork at \$50 per ad. One proof is given for minor changes. Subsequent changes of complicated, time consuming jobs may be charged. Please ask for details.

SPECIFICATIONS: Minimum and maximum acceptable sizes, weights, packaging etc are provided on application.

Insert delivery to our printer: 13 days prior to date of publication

DISTRIBUTION - READERSHIP

Readership - 40,000 approx. Pass-on rate 4 times. (*The Catholic Weekly* is not subject to any readership audit)

The bulk of **The Catholic Weekly** is distributed across NSW including greater Sydney, a lesser quantity sold interstate and o/seas. * Special editions can often double the regular distribution quantity.

SUBSCRIPTIONS - There are approximately 1,000+ weekly subscribers

NEWSPAPER DEADLINES

Bookings: 13 days prior day of publication

Display ad material: 12 noon – 11 days prior to publication date. (add more for public holidays)

Classified ad material: 3pm Thursday

WEBSITES

www.catholicweekly.com.au (All rates quoted are exclusive of GST)

(please check restrictions and availability for each website with sales staff prior booking).

TOP LEADERBOARD (90pxH x 728pxW)	\$2200/month	(shared with up to max. 6 advertisers)
NEWS LEADERBOARD (90pxH x 728pxW)	\$1800/month	(shared with up to max. 6 advertisers)
LOWER LEADERBOARD (90pxH x 728pxW)	\$500/month	(shared with up to max. 6 advertisers)
HALF PAGE (600pxH x 300pxW)	\$1200/month	(shared with up to max. 6 advertisers)
OUTSIDE SKIN (Template provided)	\$4000/month	(solas)
TOP & LOWER MEDIUM RECTANGLE (250pxH x 300pxW)	\$1500/month	(shared with up to max. 6 advertisers)
LOWER MEDIUM RECTANGLE (250pxH x 300pxW)	\$750/month	(solas)

The Catholic Weekly traffic numbers vary, please ask your sales representative for the latest statistics

CATHOLIC EDUCATION EDM - Connect Newsletter

- Reaches over 90,000 recipients
 - \$3000 per fortnightly send
- Talk to Steve for further information

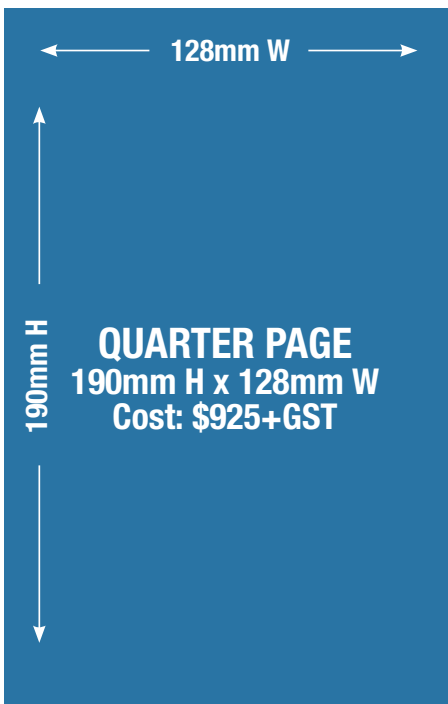
ADVERTISING TERMS AND CONDITIONS

1. The advertiser must take full responsibility in relation to copyright of the said advertisement. This includes all graphic and reading matter.
2. The advertiser must ensure that the advertisement complies with all aspects of trade practices law and therefore insures all responsibilities should be taken on these terms. Therefore the responsibility is on the person, company, or agent submitting the advertisement for publication.
3. The advertisers and their agents must accept full responsibilities for proceedings brought against the publication arising out of the publication of the advertisement. The provision of any material automatically constitutes acceptance of this clause.
4. The booked space shall only be used for the advertisement of the business to which the booking is made.
5. Design/layout/alterations to advertisements carried out by the staff of the publisher shall incur a fee of 10% of the total cost of the advertisement (based upon the total cost of the first publication of the advertisement after the design/layout/alterations are made).
6. The Catholic Press Newspaper Company P/L (the publisher) reserves the right to increase rates for advertisements with a minimum of one month notice. Contracted rates are valid for the life of the contract. New rates will be re-negotiated from then on.
7. The publisher reserves the right to decline advertisements for publication considered to be inappropriate in relation to the foundations of the publication and the Catholic Archdiocese of Sydney. The final decision on all advertising material remains at the discretion of the Editor.
8. The publisher will use every care to ensure the correct insertion and layout of an advertisement, however cannot guarantee insertion on any specific date or position within its publications. Accidental errors in relation to the advertisement do not invalidate the order.
9. If agreed minimum usage is not met, applicable surcharges will apply. The surcharge will consist of the difference in rates of the contracted rate and the correct rate for the new level of space purchased over the life of the contract. For contracted rates only.
10. Page loadings will only apply when specific pages are requested by the advertiser or their agent. Specification of page numbers should be embodied within the purchase order. Guarantees cannot be made that specific positioning of the advertisement can be met within any specific issue. Positioning ultimately remains at the discretion of the editor.
11. Copy for booked advertisements must be submitted at the offices of the publisher by noon of the Friday, nine days before publication date unless alternative arrangements have been made. Copy arrangements must be made prior to this in relation to the form in which it will be presented. If the copy deadline is not met, the publisher reserves the right to charge full rate for the advertisements, or alternatively place the previous advertisement published within the publication at the quoted rate.
12. Credit shall only be given to those advertisers whom the publisher considers appropriate. All accounts must be finalised within 30 days of the date of the invoice. First time advertisers will not be given credit unless considered necessary by the publisher.
13. The publisher reserves the right to destroy advertising material kept for a period of 3 months from the last date of publication of the advertisement, unless the publisher is advised and agreement otherwise is set in place.
14. Advertisers and their agencies are advised to be knowledgeable in all aspects of the law surrounding advertising and the trade practices act. Heavy penalties apply to organisations found to breach these laws and guidelines. The responsibilities in relation to compliance with these regulations rest in whole upon the advertiser and their agent.

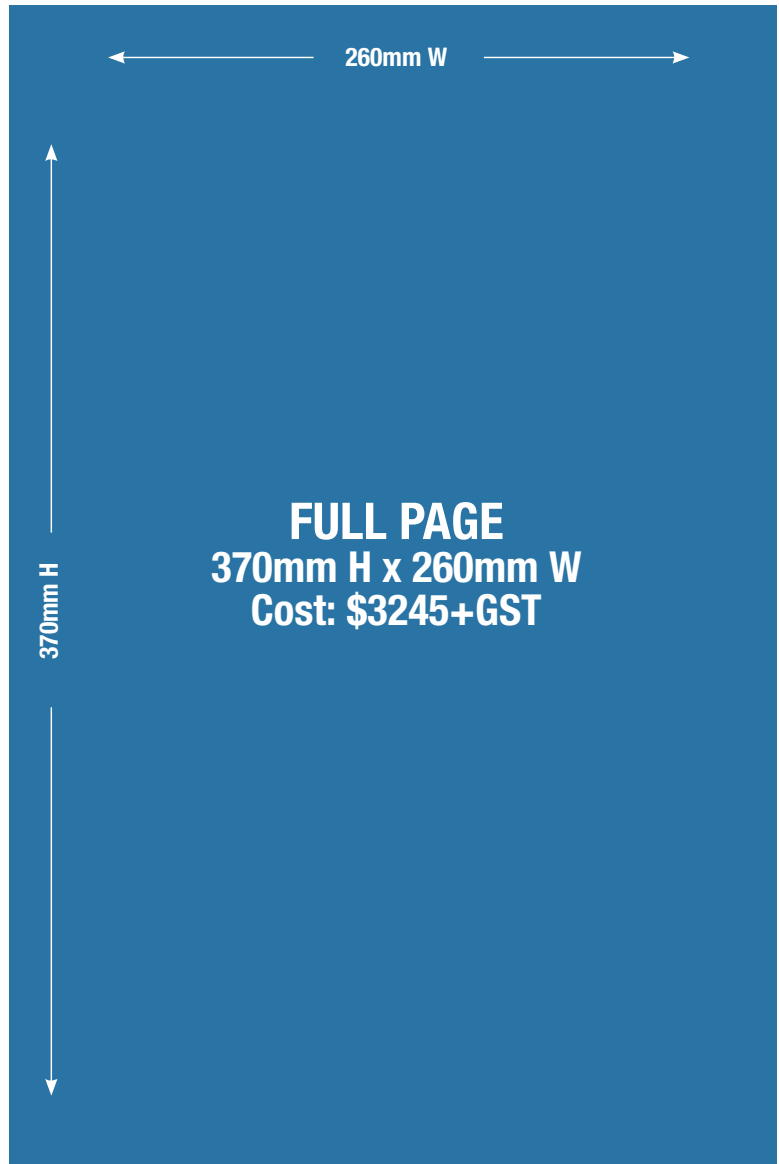
MODULE SIZES



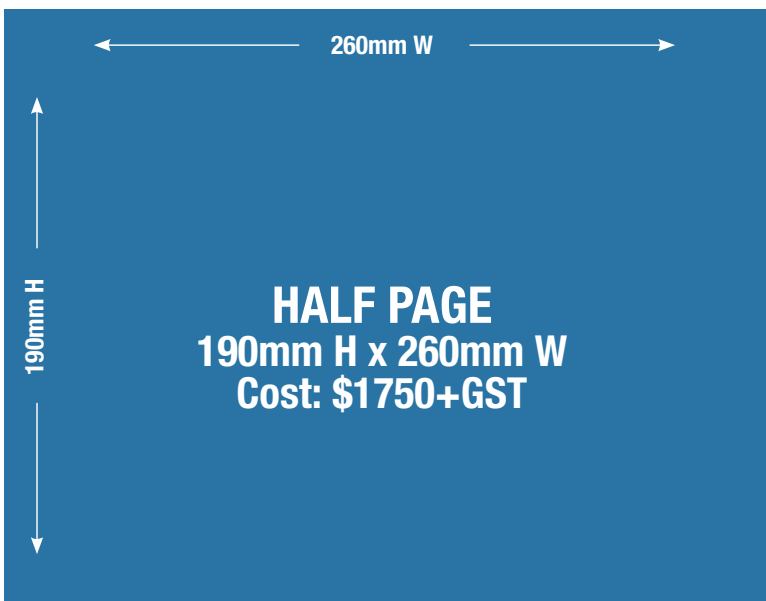
84mm W
100mm H
10x2
Cost: \$328+GST



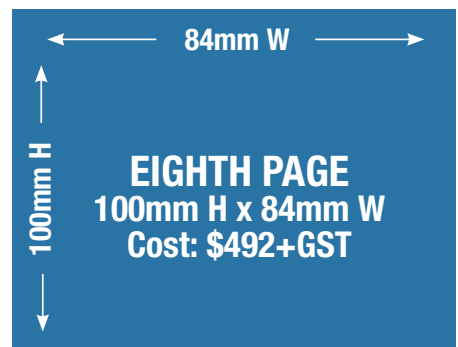
128mm W
190mm H
QUARTER PAGE
190mm H x 128mm W
Cost: \$925+GST



260mm W
370mm H
FULL PAGE
370mm H x 260mm W
Cost: \$3245+GST



260mm W
190mm H
HALF PAGE
190mm H x 260mm W
Cost: \$1750+GST



84mm W
100mm H
EIGHTH PAGE
100mm H x 84mm W
Cost: \$492+GST



EDM CONNECT NEWSLETTER
680px W
255px H
EDM
255px H x 680px W
Cost: \$3000 p/fortnight