

THE Catholic Weekly

SUNDAY JUST GOT BETTER!



Media Kit

2024



Media



Proudly displaying an array of mediums so you can access your Catholic news anytime. Giving you up-to-date news every day.

THE Catholic Weekly

The Catholic Weekly


The Catholic Weekly offers news of the Church at every level in print and on digital platforms including our website www.catholicweekly.com.au and through social media forums such as Twitter, Facebook and Instagram.

The Catholic Weekly Newspaper offers the latest in local and world news. It is distributed to parishes, schools, universities, aged care facilities, hospitals, and other institutions across Australia and is also available to subscribers around the world.

There are over 20 supplements annually, including magazines and feature liftouts which are inserted into *The Catholic Weekly* throughout the year. These supplements are also uploaded onto *The Catholic Weekly* website.

The Catholic Weekly has a professional team of Award-winning Journalists and contributors presenting up-to-date stories daily on the important issues locally and from around the world.



A man with a beard and glasses is shown in profile, smiling while reading a newspaper. He is wearing a dark coat and a scarf. The background is a bright, out-of-focus outdoor setting with sunlight filtering through trees, creating a warm, bokeh effect.

**The Catholic
Weekly audience**
24,000 approx

frequency weekly (51 editions p/year)

**The Catholic
Weekly online audience**

*(Australia's highest Catholic ranking
website by traffic)*

70,000+ approx

Australia only online p/month

www.catholicweekly.com.au

Journalists

Our Writers

The Catholic Weekly's has a professional team of Staff writers presenting up-to-date stories daily.



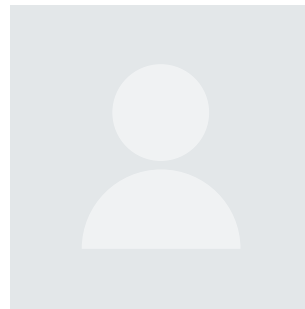
Adam Wesselinoff **EDITOR**

Adam Wesselinoff is a postgraduate theology student and journalist for *The Catholic Weekly*. He is a former Opinion Editor at *The Guardian*.



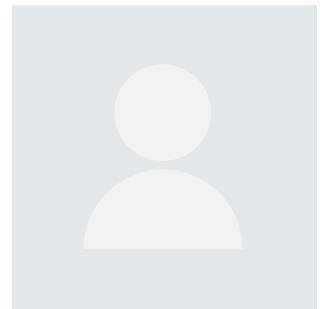
Marilyn Rodrigues **JOURNALIST**

Prize-winning journalist Marilyn Rodrigues has worked on *The Catholic Weekly* since 2002, delivering not only outstanding coverage of the Church at every level – especially in national affairs – but authoring hundreds of opinion columns.



Darren Ally **MANAGER** **COMMUNICATIONS** **AND NEWS MEDIA**

Darren Ally is the Manager for Communications and News Media at the Catholic Archdiocese of Sydney. Darren has more than 25 years' experience across the news and communications industries, working as an award-winning journalist at both the Seven and Nine networks, including major current affairs programs, 60 minutes and Today Tonight.



George Al-Akiki **JUNIOR MULTIMEDIA** **JOURNALIST**

George graduated with a Bachelor of Media (Communications and Journalism) from the University of NSW in 2022 and has experience working in the B2B magazine sector and with well-known Australian theological publisher, ATF Press.

Contributors

News Opinion World

The Catholic Weekly's is committed to presenting independent and accurate opinions on different topics from leading intellectual writers.



George Weigel

George Weigel is a distinguished senior fellow of the Ethics and Public Policy Centre in Washington, DC.



Simcha Fisher

Simcha Fisher is the author of *The Sinner's Guide to Natural Family Planning* and blogs daily at simchafisher.com



Anna Krohn

Anna Krohn is an educator and educational writer who has worked for the John Paul II Institute for Marriage and Family and the Australian Catholic University in Melbourne.



Monica Doumit

Monica Doumit is the Director, Public Affairs and Engagement for the Archdiocese of Sydney and a columnist with *The Catholic Weekly*.



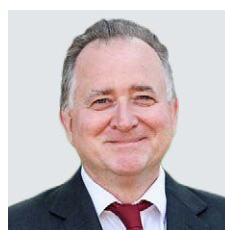
Phillipa Martyr

Dr Philippa Martyr is a Perth-based historian, lecturer and researcher.



Father Flader

Fr Flader is an American-born priest who arrived in Australia in 1968. A former director of the Catholic Adult Education Centre in Sydney, he has written Question Time for *The Catholic Weekly* since 2005.



Hayden Ramsay

One of Australia's most respected intellectuals, Hayden Ramsay is a philosopher, ethicist and Deputy Vice Chancellor, Ethics, at Australian Catholic University.



Anthony Cleary

Anthony Cleary is the Director of Mission and Identity at Sydney Catholic Schools who is passionate about the partnership of faith and education.



NEWS CATEGORIES

Get all the latest up-to-date
catholic news in print

**Sundays
just got
better**

News categories

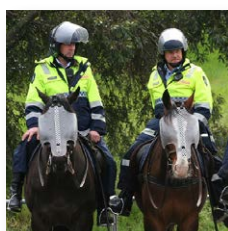
News

The Catholic Weekly offers news of the Church at every level – from the parish to the world. In print every week and on digital platforms including our website and through social media.



Local & International

We are devoted to sharing our vision of the church through local and international stories.



Opinion

Up-to-date news and analysis on the Plenary Council.



World

Sharing local and international stories



Movies & Books

Reviews on books and movies from a Catholic perspective



Evangelisation

All the latest news and updates on the renewal mission plan for Sydney

Display Advertising dimensions

The Catholic Weekly

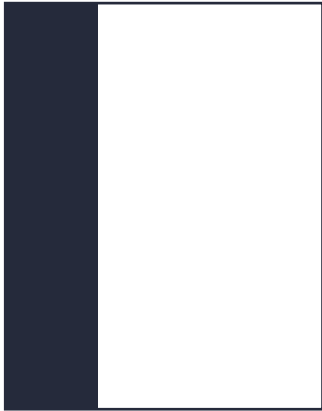
PRINT



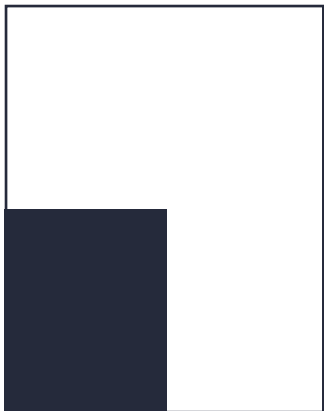
FP 370mmHx260mmW



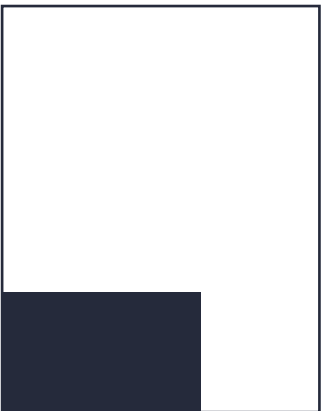
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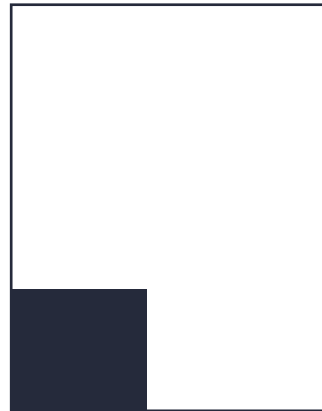
HP VERTICAL 370mmHx84mmW



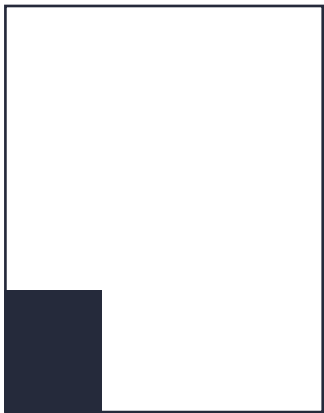
QP 180mmHx128mmW



10x4col 100mmHx172mmW



10x3col 100mmHx128mmW



10x2col 100mmHx84mmW



BANNER 50mmHx260mmW



XL BANNER 100mmHx260mmW

Contact our advertising and marketing representatives for further details

Display Advertising rates

Newsprint

Contacts

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

Katie Clarke: Advertising Sales (02) 9390 5402

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

Display Ads – Newsprint (All rates quoted are exclusive of GST)

Casual*		\$20+gst per column centimetre
10x2col	(100mmH x 84mmW)	\$399
10x3col	(100mmH x 128mmW)	\$599
10x4col	(100mmH x 172mmW)	\$799
Quarter Page	(180mmH x 128mmW)	\$1080
Banner Strip	(50mmH x 260mmW)	\$599
XL Banner	(100mmH x 260mmW)	\$1199
Half Page		
- Horizontal or Vertical	(180Hmm x 260Wmm)	\$1999 (\$18.50 per col cm)
Full Page	(370Hmm x 260Wmm)	\$3330 (\$15.00 per col cm)

*Frequency discounts available on discussion for Premium Positions

Premium Positions

FRONT PAGE BANNER	(50mmH x 260mmW)	\$1200
BACK PAGE FP	(370mmH x 260mmW)	\$3995
BACK PAGE BANNER	(50mmH x 260mmW)	\$899
Pages 2,3, 5 & 7	Add 25%	

Special Print

COVER WRAP (Specs available on request)	\$12,000 (4 x pages)
INSERTS	\$2,160

Ad Production

Display advertisers – are requested to provide complete material.

Classified advertisers – are requested to provide a word doc via email

Community Marketplace

Trades, Services, Employment, Notices, What's On

The Catholic Weekly's Marketplace presents an opportunity for trades, businesses and employers looking to advertise their business to prospective clients.



EMPLOYMENT



Employment

Our Employment page is an opportunity for employers to advertise positions vacant, targeting prospective employees. We have various sizes available. Speak to our advertising/marketing people for more information.

CLASSIFIEDS



Classifieds

Classifieds connects our audience with specialised services including trade, businesses and events. Speak to our advertising/marketing people for more information.

CLASSIFIEDS SPECIFICATIONS

Classified notices

Lineage - Up to 20 words starting from \$25

Boxed advert

40mmH x 84mmW - \$80

50mmH x 84mmW - \$100

100mmH x 84mmW - \$200

(Larger sizes available)

• 6 x editions Less 30% discount

Classified ad material deadline

3pm Thursday

EMPLOYMENT ADVERTS

Please email Katie for a quote at:

advertise@catholicweekly.com.au

or call **(02) 9390 5402**

Advertising information

Readership

The bulk of *The Catholic Weekly* is distributed across NSW including greater Sydney and international

* Special editions (eg: Easter and Christmas) can often double the regular distribution quantity.

Circulation

Printed weekly (available at most parishes from Friday afternoon)

Subscriptions

For details call Heidi Hariyono on (02) 9390 5411

Inserts (Flyers, Brochures)

Quantity: 9,000 (based on average weekly run)

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

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

Availabilities: We limit the number of inserts per edition

Instructions: Bundles must be clearly marked with publication name and date.

* Delivery times and labelling must be adhered to

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

Material 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 advertising design for the preparation of artwork at \$50 per hour. One proof is given for minor changes. Subsequent changes of complicated, time consuming jobs may be charged. Please ask for details.

Advertising deadlines (See page 18)

Inserted into the paper: Tuesday prior to the week of publication

Cancellation deadline: Friday 3pm

Display ad material: By 4pm Thursday prior to the week of publication

Supplements

Education

The *Catholic Weekly's* popular education publications are an opportunity for Catholic schools and institutions to showcase what's on offer as well as publicise their achievements. We have various sizes on offer for each publication.



HSC Achievers

HSC Achievements aims to highlight the best students from our Catholic schools



Boarding Schools

An opportunity for institutions who have boarding and academic excellence on offer



Open Days

Open days gives our schools the opportunity to highlight events for prospective students and parents



Schools Week + Pathways

To coincide with Schools Week this publication highlights what Catholic Schools have on offer.



School Leaders

Our Catholic School Leaders are given a forum highlighting opportunities given at their school.



Spotlight

An artistic publication showcasing the talents and achievements students and teachers have fulfilled.



Sports Stars

Sports Stars highlights our talented sports champions, their achievements in school and across the broader sporting arena.



Uni Open Days

All the information you need when it comes to choosing an institution for further study.



Tertiary Guide

Your go to for all tertiary information



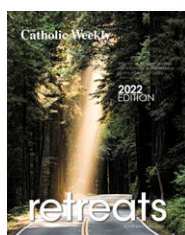
HSC Results

A comprehensive analysis of all the latest HSC results

Features

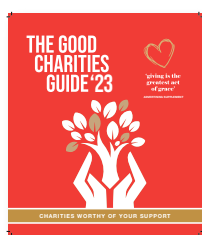
Magazines

The Catholic Weekly's magazine supplements are an opportunity for our readers to engage with businesses and organisations who work as Catholic charities, formation institutions, services, Wills, vocations and retirement with integrity and Catholic values.



Retreats

This guide is a source of trusted information about facilities, services and special features regarding your retreat.



Charities

This magazine gives Catholic charities a superior vehicle designed to showcase their unique missions.



Agencies Guide

This guide is used as a reference when people need convenient, information about Catholic agencies.



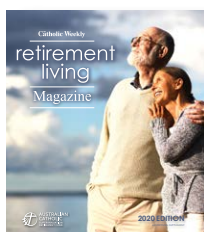
Vocations

Provides individuals who are searching for in-depth information to identify an appropriate order and to help them act on their decision.



Gift of time

This booklet is a guide informing our readership how to go about leaving a bequest in their Will to their charity of choice.



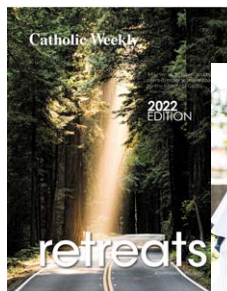
Retirement Living

A comprehensive magazine about retirement life and future planning.



Preferred Suppliers

A trusted resource for Catholic organisations families, parishes, hospitals and more.



Supplement specifications

EDUCATION

Schools Week + Pathways - including International Baccalaureate and Diverse Learning

Bonus editorial 300 words + photo

Sports Stars

MAGAZINE (Book 355mmH x 278mmW)

2 x FULL PAGES: 328mmH x 258mmW
FULL PAGE: 314mmH x 258mmW
HALF PAGE: 150mmH x 258mmW
QUART PAGE: 150mmH x 126mmW
(No QP for Sports Stars)

School Leaders

MAGAZINE (Book 215mmH x 275mmW)

1 x FP EDITORIAL + 1 x FP ADVERT
Advert Size: 165mmH x 248mmW

Tabloid Education Features

(On page in *The Catholic Weekly*)

HSC ACHIEVERS (FP, HP, QP)
BOARDING SCHOOLS (FULL PG ONLY)
OPEN DAYS (FP, HP, QP)
UNI OPEN DAYS (2xFP & 1xFP)
SCHOLARSHIPS & BURSARIES (FP, HP, QP)
TERTIARY GUIDE (2xFP, 1xFP, HP, QP)

SIZES

FULL PAGE: 360mmH x 260mmW
HALF PAGE: 172mmH x 260mmW
QUARTER PAGE: 172mmH x 128mmW

Spotlight on the Arts

(Music, Dance, Drama, Visual Arts, Media Arts)

MAGAZINE (Book 270mmH x 210mmW)

2 x FULL PAGE: Group + Individual (3)
1 X FULL PAGE: Group Only
1 X FULL PAGE: Individual (2)

MAGAZINES & TABLOID

Retirement Living (Tabloid)

1 x FULL PAGE
OPTION 1 - FP ADVERT ONLY
SIZE: 350mmH x 260mmW
OPTION 2 - EDITORIAL + IMAGES
+ SMALL ADVERT 100mmH x 260mmW

Preferred Suppliers

(Book 240mmH x 170mmW)

2 x FP (1 x FP EDITORIAL + 1 x FP ADVERT)
Advert Size: 208mmH x 150mmW
1 x FP (1 x HP Editorial + 1 x HP Advert)

Retreats (Tabloid)

1 x FP ADVERT
Advert Size: 363mmH x 260mmW
1 x FP - EDITORIAL + IMAGES + ADVERT
Advert Size: 170mmH x 260mmW
HP - EDITORIAL + IMAGES + ADVERT
Advert Size: 172mmH x 260mmW
QP - ADVERT ONLY - 170mmH x 124mmW

Vocations (Tabloid)

1 x FP - EDITORIAL + ADVERT
Advert Size: 120mmH x 260mmW
HP - EDITORIAL + IMAGES + ADVERT
Advert Size: 172mmH x 260mmW
QP - ADVERT ONLY
Advert Size: 172mmH x 127mmW

Agencies Guide

(Book 270mmH x 195mmW)

1 x FP - EDITORIAL + ADVERT
Advert Size: 115mmH x 175mmW

The Good Charities Guide

(Book 270mmH x 210mmW)

2 x FP - EDITORIAL + IMAGES + FP ADVERT
1 x FP - EDITORIAL + IMAGES + ADVERT
FP 245mmH x 185mmW
FP (Bleed) 276mmH x 213mmW

Gift of Time

(Book 230mmH x 185mmW)

2 x FP - EDITORIAL + IMAGES + ADVERT
Advert Size: 240mmH x 190mmW (BLEED)
210mmH x 165mmW (NON BLEED)
1 x FULL PAGE

Supplement pricing 2024

* Rates apply to Schools ONLY
For other advertisers (not schools) please discuss rates with Advertising Sales (02) 9390 5404

PUBLICATION	PUBLISHED	2XFP	FP	HP	QP
*School Open Days	Sun 11, 18, 25 Feb, 10 Mar		\$1690	\$1190	\$870
*HSC Achievers	Sun 25 Feb		\$1690	\$1190	\$870
*Schools Week + Pathways Diverse Learning, Stem, International Baccalaureate	Sun 3 Mar	\$2390	\$1690	\$1190	\$870
Retirement Living	Sun 28 April		\$1990		
*School Leaders	Sun 19 May	\$1790			
The Good Charities Guide	Sun 16 June		\$1790		
Uni Open Days	Sun 28 July	\$2590	\$1790		
Vocations Magazine	Sun 4 Aug		\$1790	\$1190	\$870
Preferred Suppliers	Sun 18 August	\$2590	\$1790		
*Boarding Schools	Sun 25 August		\$1690		
Retreats	Sun 1 Sept		\$1790	\$1190	\$870
Gift of Time	Sun 8 Sept	\$2590	\$1790		
Tertiary Guide	Sun 6 Oct	\$2590	\$1790		
*Spotlight on the Arts	Sun 27 Oct	\$1990	\$1350		
Agencies Guide	Sun 10 Nov		\$1790		
*Sports Stars	Sun 17 Nov	\$2390	\$1690	\$1190	
*Scholarships & Bursaries	Sun 1 Dec		\$1690	\$1190	\$870

The Catholic Weekly Publication Dates 2024

MATERIAL DEADLINE	PUBLICATION DATE	PRINT DATE
Thur 4 Dec	Sun 14 Jan 2024	Tues 9 Jan
Thur 11 Jan	Sun 21 Jan 2024	Tues 16 Jan
Thur 18 Jan	Sun 28 Jan 2024	Tues 23 Jan
Thur 25 Jan	Sun 4 Feb 2024	Tues 30 Jan
Thur 1 Feb	Sun 11 Feb 2024	Tues 6 Feb
Thur 8 Feb	Sun 18 Feb 2024	Tues 13 Feb
Thur 15 Feb	Sun 25 Feb 2024	Tues 20 Feb
Thur 22 Feb	Sun 3 Mar 2024	Tues 27 Feb
Thur 29 Feb	Sun 10 Mar 2024	Tues 5 Mar
Thur 7 Mar	Sun 17 Mar 2024	Tues 12 Mar
Thur 14 Mar	Sun 24 Mar 2024	Tues 19 Mar
Thur 21 Mar	Sun 31 Mar 2024	Tues 26 Mar
Thur 28 Mar	Sun 7 Apr 2024	Tues 2 Apr
Thur 4 Apr	Sun 14 Apr 2024	Tues 9 Apr
Thur 11 Apr	Sun 21 Apr 2024	Tues 16 Apr
Thur 18 Apr	Sun 28 Apr 2024	Tues 23 Apr
Thur 25 Apr	Sun 5 May 2024	Tues 30 Apr
Thur 2 May	Sun 12 May 2024	Tues 7 May
Thur 9 May	Sun 19 May 2024	Tues 14 May
Thur 16 May	Sun 26 May 2024	Tues 21 May
Thur 23 May	Sun 2 June 2024	Tues 28 May
Thur 30 May	Sun 9 June 2024	Tues 4 June
Thur 6 June	Sun 16 June 2024	Tues 11 June
Thur 13 June	Sun 23 June 2024	Tues 18 June
Thur 20 June	Sun 30 June 2024	Tues 25 June
Thur 27 June	Sun 7 July 2024	Tues 2 July

MATERIAL DEADLINE	PUBLICATION DATE	PRINT DATE
Thur 4 July	Sun 14 July 2024	Tues 9 July
Thur 11 July	Sun 21 July 2024	Tues 16 July
Thur 18 July	Sun 28 July 2024	Tues 23 July
Thur 25 July	Sun 4 Aug 2024	Tues 30 July
Thur 1 Aug	Sun 11 Aug 2024	Tues 6 Aug
Thur 8 Aug	Sun 18 Aug 2024	Tues 13 Aug
Thur 15 Aug	Sun 25 Aug 2024	Tues 20 Aug
Thur 22 Aug	Sun 1 Sept 2024	Tues 27 Aug
Thur 29 Aug	Sun 8 Sept 2024	Tues 3 Sept
Thur 12 Sept	Sun 22 Sept 2024	Tues 17 Sept
Thur 19 Sept	Sun 29 Sept 2024	Tues 24 Sept
Thur 26 Sept	Sun 6 Oct 2024	Tues 1 Oct
Thur 3 Oct	Sun 13 Oct 2024	Tues 8 Oct
Thur 10 Oct	Sun 20 Oct 2024	Tues 15 Oct
Thur 17 Oct	Sun 27 Oct 2024	Tues 22 Oct
Thur 24 Oct	Sun 3 Nov 2024	Tues 29 Oct
Thur 31 Oct	Sun 10 Nov 2024	Tues 5 Oct
Thur 7 Nov	Sun 17 Nov 2024	Tues 12 Nov
Thur 14 Nov	Sun 24 Nov 2024	Tues 19 Nov
Thur 21 Nov	Sun 1 Dec 2024	Tues 26 Nov
Thur 28 Nov	Sun 8 Dec 2024	Tues 3 Dec
Thur 5 Dec	Sun 15 Dec 2024	Tues 10 Dec
Mon 9 Dec	Sun 22 Dec 2024 (Christmas Edition)	Mon 16 Dec
Mon 9 Dec	Sun 29 Dec 2024 (Last Edition 2024)	Mon 16 Dec
Thur 2 Jan 2025	Sun 12 Jan 2025	Tues 7 Jan 2025



Material Deadline



Publication Date



Printing Date

Distribution & Circulation

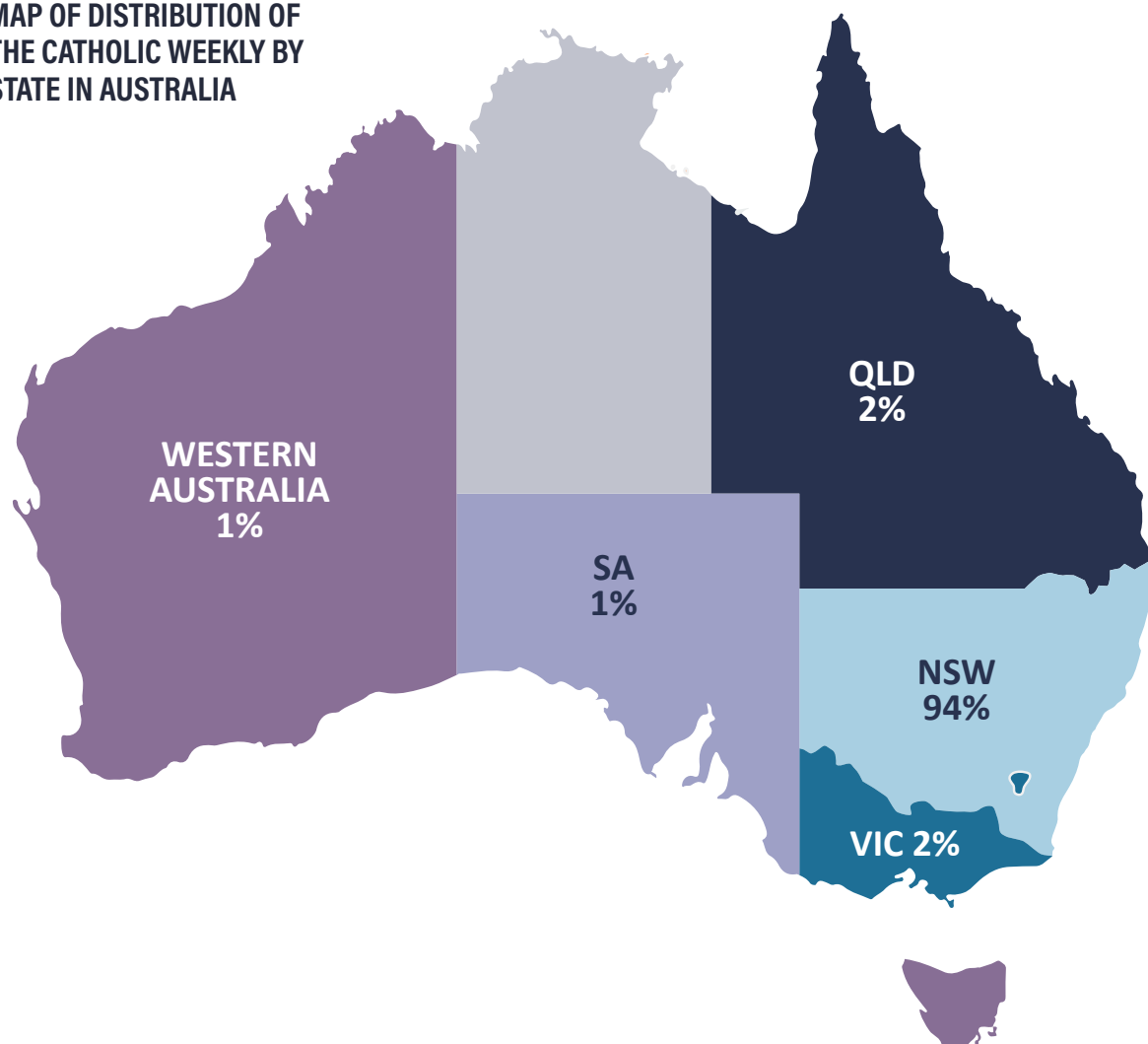
The Catholic Weekly is usually printed on a Tuesday for distribution Wednesday - Friday.

Distribution channels are through Parishes, Catholic organisations, Schools, Retirement villages, hospitals, Aged Care facilities and Tertiary institutions.

The Catholic Weekly is circulated nationwide. Deliveries outside of NSW are sent by Express Post.

The Catholic Weekly has a cover price of \$2 per copy.

MAP OF DISTRIBUTION OF
THE CATHOLIC WEEKLY BY
STATE IN AUSTRALIA





Online categories



The Catholic Weekly offers news of the Church at every level including a website and social platforms.



www.catholicweekly.com.au



Local & International

We are devoted to sharing our vision of the church through local and international stories.



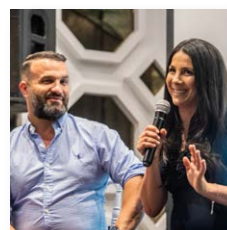
Opinion

Local and international contributors sharing their views on world issues.



Features

Bringing you local feature stories from our award-winning journalists



Faith

Everyday stories of faith from all walks of life



Parenting

Tips, ideas and stories to help your family



Multimedia

This Catholic Life podcast talks to guest speakers discussing interesting topics on life



Plenary/Synod

Up-to-date information on the Plenary & Synod



Subscribe

Subscribe online to receive *The Catholic Weekly* print edition delivered to your home.



Advertising

An array of advertising tiles including leaderboard, MREC and verticals for client promotion



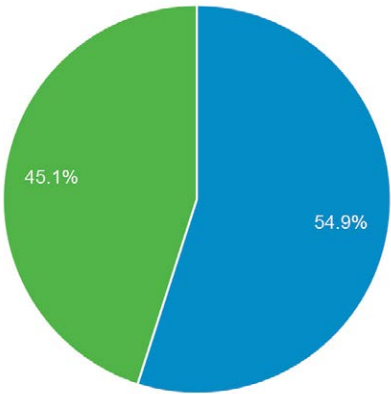
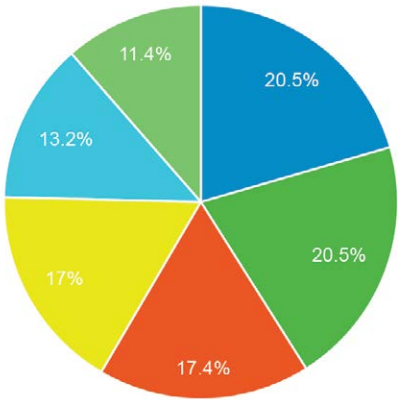
Supplements

Magazines and supplements *The Catholic Weekly* produce annually

Digital Audience (NOVEMBER 2022)

AGE GROUP

1.	25-34
2.	35-44
3.	45-54
4.	18-24
5.	55-64
6.	65+



GENDER

- 1. female
- 2. male

USERS (FEBRUARY 2024)

1. Total Users	60,317
2. Australian	30,523
3. Sydney	16,531
4. Monthly Average	60,000

Digital rates

THE CATHOLIC WEEKLY WEBSITE

www.catholicweekly.com.au

(All rates quoted are exclusive of GST)

(Please check restrictions and availability with sales staff prior to booking)

ONLINE ADVERT SIZES

4 x Home page positions

Top MREC	(250pxH x 300pxW)	\$800 per week (\$2400 p/m)	(shared up to max. 5 advertisers)
Half page	(600pxH x 300pxW)	\$450 per week (\$1350 p/m)	(shared up to max. 5 advertisers)
Lower MREC	(250pxH x 300pxW)	\$600 per week (\$1800 p/m) (ROS)	(shared up to max. 5 advertisers)
Lower Leaderboard	(90pxH x 728pxW)	\$400 per week (\$1200 p/m)	(shared up to max. 5 advertisers)

2 x News page positions

Top MREC	(250pxH x 300pxW)	\$600 per week	(shared up to max. 5 advertisers)
Lower News Leaderboard	(90pxH x 728pxW)	\$600 per week	(shared up to max. 5 advertisers)

Max file size: 1MB

File formats: JPG, PNG, GIF

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

Advert (255pxH x 680pxW) \$2500 p/fortnight Contact Steve Richards (02) 9390 5404 for more information

ONLINE ADVERT SIZES



Medium Rectangle
300pxHx250pxW



Leaderboard 90pxHx728pxW



Half page
600pxHx300pxW

EDM CONNECT NEWSLETTER



EDM CONNECT
255pxHx680pxW

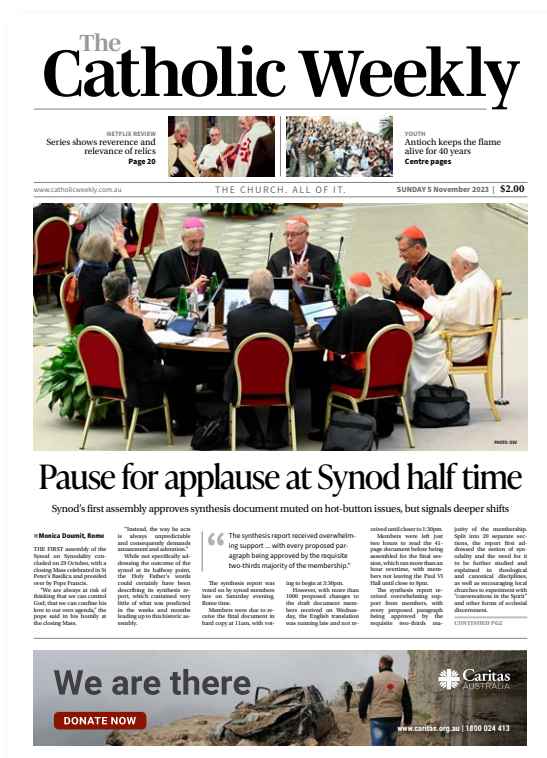
Contact Steve Richards (02) 9390 5404 or Katie Clarke (02) 9390 5402 for more information

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.

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