



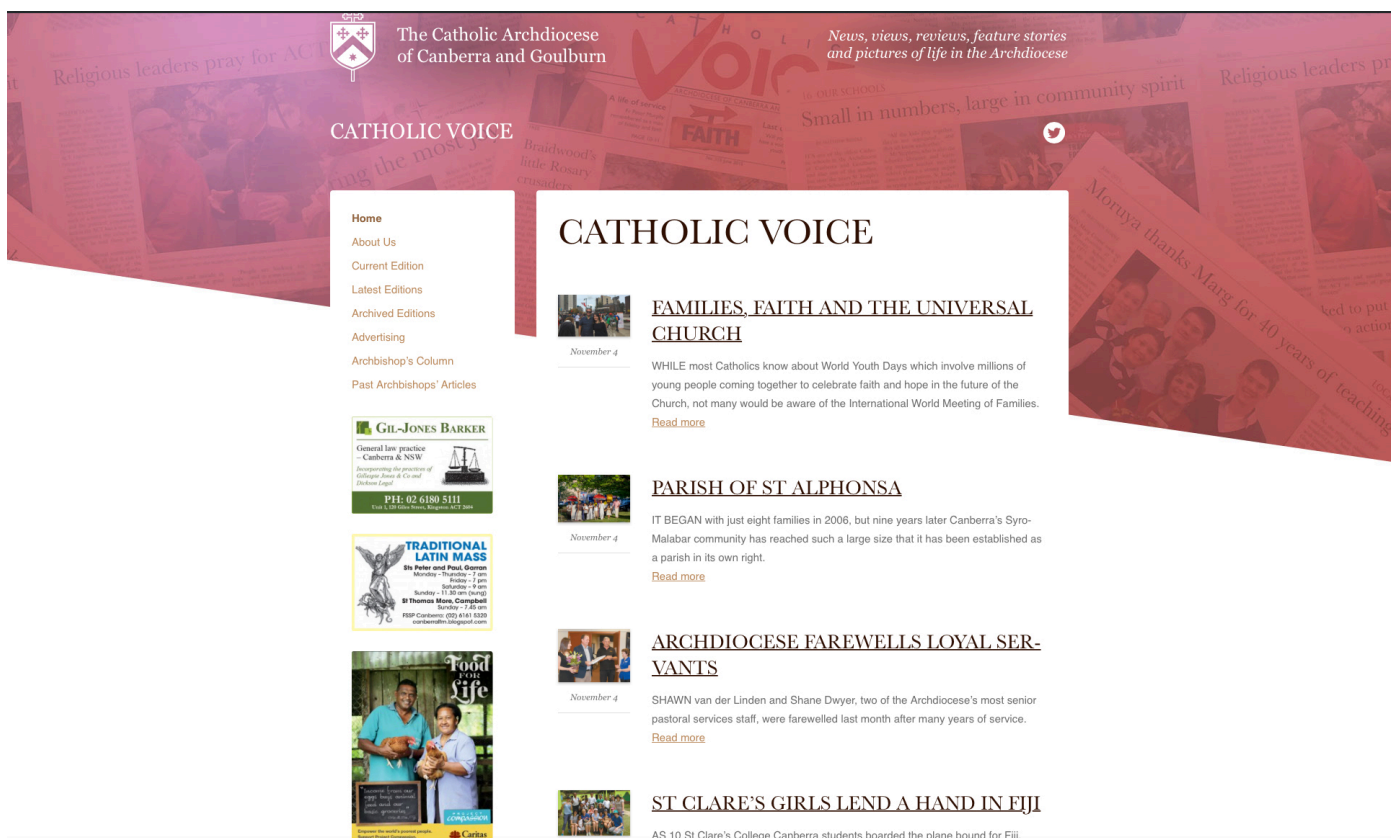
## ONLINE ADVERTISING RATES 2016

The *Catholic Voice* newspaper now provides the opportunity for businesses and individuals to advertise on the newspaper's webpage, which is located within the website of the Archdiocese of Canberra and Goulburn – [www.cgatholic.org.au](http://www.cgatholic.org.au).

## SIZES

There are two sizes of advertisements available at present (see example below):

- A small, landscape oriented advertisement of 44mm (width) x 32mm (height); and
- A larger, portrait oriented advertisement of 44mm (width) x 64mm (height).



## ONLINE AUDIENCE

The Archdiocese of Canberra and Goulburn's website – [www.cgatholic.org.au](http://www.cgatholic.org.au) - receives approximately 20,000 visits per month, and its online audience is continually growing.

## PLACEMENT

All online advertisements will appear in the sidebar of the *Catholic Voice* webpage within the Archdiocese of Canberra and Goulburn website – [www.cgatholic.org.au/catholic-voice](http://www.cgatholic.org.au/catholic-voice).

Advertisements in the sidebar remain present on any page within the *Catholic Voice* subsection of the Archdiocesan website.

## PRICES

Small advertisement (44mm x 32mm)                      \$100.00 + GST per week

Large advertisement (44mm x 64mm)                      \$200.00 + GST per week

\* Minimum booking of two weeks. Bookings begin and end on Mondays at 9.00am.

## FREQUENCY DISCOUNT

A 20% discount will be applied to any advertisement that is booked for five weeks or more at a time, i.e. the advertisement will be charged at either \$80.00 + GST per week (small) or \$160.00 + GST per week (large).

## BUNDLING DISCOUNT

Book a print advertisement and an online advertisement and get a 50% discount on the price of the online advertisement. Discount valid only during the period that the accompanying print advertisement is active.

## SPECIFICATIONS

Acceptable files: High resolution PDF, high resolution JPEG, InDesign file or Photoshop file. For more detailed information about design requirements, visit [www.cgatholic.org.au/catholic-voice/advertising](http://www.cgatholic.org.au/catholic-voice/advertising).

## 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. The Catholic Voice (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.
6. 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 Canberra and Goulburn. The final decision on all advertising material remains at the discretion of the Editor.
7. 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.
8. 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 level of space purchased over the life of the contract. For contracted rates only.
9. No guarantees are made regarding the specific placement of advertisements. Positioning ultimately remains at the discretion of the Editor.
10. Material for booked advertisements must be submitted by the 15<sup>th</sup> of the month prior to publication unless alternative arrangements have been made. If the 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.
11. 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.
12. 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.
13. 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.