



ADVERTISING RATES 2016

PLEASE NOTE: Rates applicable to Catholic organisations only, please add 10% GST otherwise. Further discounts may be available for non-profit organisations. All discounts exclude half page advertisements, full page advertisements, and inserts.

DISPLAY ADS – NEWSPAPER

Casual	\$10.36 per column centimetre
Half Page (190mm x 262mm)	\$1075
Full Page (380mm x 262mm)	\$1925

* Advertisers are requested to provide complete material. See below for specifications.

CLASSIFIED ADS – NEWSPAPER

First 30 words	\$10.00
Every additional word	\$0.50

* Classified advertisements need to be provided in a Word document or typed email, sent to Catholic.Voice@cg.org.au. Payment to be made by cash or cheque (made payable to 'Catholic Voice') in person or via post: PO Box 7174, Yarralumla, ACT, 2600.

DEADLINE FOR ALL ADVERTISING MATERIAL (DISPLAY, CLASSIFIEDS, INSERTS) IS THE 15TH OF THE MONTH PRIOR TO PUBLICATION.

FREQUENCY DISCOUNTS (Minimum 5 bookings)

5-10 appearances	10% discount (\$9.32 per column centimetre)
11+ appearances	25% discount (\$7.77 per column centimetre)

INSERTS

Quantity: 20,000 (based on monthly print run)

Rate: \$105 per thousand

Deadline: Delivered to our printer (Capital Fine Print, 9 Pirie Street, Fyshwick, ACT) by the 15h of the month prior to publication.

SPECIFICATIONS

Page size: 380mm height, 262mm width.

Display advertisement widths:

One column	48mm
Two columns	102mm
Three columns	155mm
Four columns	209mm
Five columns	262mm

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.

DISTRIBUTION AND READERSHIP

Catholic Voice is published on the first weekend of the month, from February to December. 20,000 copies are distributed to parishes, all families in Catholic primary schools, Catholic high schools, hospitals and bookshops throughout the ACT and southern NSW. Copies are also sent to subscribers around Australia.

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 15th 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.