

THE SOUTHERN CROSS



Advertising Rates

Donna Lightsey
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DEADLINES

Space Reservation

14 calendar days prior to publication

Ad Production by The Southern Cross

Ad copy due 14 days prior to publication

Camera-Ready/Electronic Ads:

12 days prior to publication

FORMAT

Ad size is based on a 4-column page width. Ads are built and billed by the column inch. One column inch equals a single column in width x one inch in depth. Minimum size is 1 column wide x 3 inches in depth. Maximum size is 10.625 column inches.

RATES (all rates are net/agencies add 15%)

Open Rate \$30 per column inch
Special Placement add \$15

Frequency Contract Rates are available with a signed contract and credit approval.

PRE – PRINTED INSERTS

Inserts must be sized to fit completely inside the paper and be delivered to the printer at least 7 working days prior to the day of publication. Call The Southern Cross for details.

SIZE	RATE PER 1000	MAX WEIGHT (OZ.)
Card/Sheet	\$50	0.5
Up to 4 pages	\$50	0.5
8 pages	\$60	0.8
12 pages	\$70	1.5
16 pages	\$80	2.0
20 pages	\$91	3.0
24 pages	\$104	4.5

DISCOUNTS (discounts may not be combined)

Special Discounts For:

Church & Diocesan Offices 15%
 Non-Profit Organizations 10%
 Pre – Payment 5%

SUBMISSION OF FILES

PLATFORM	Macintosh
APPLICATIONS	Adobe Acrobat Adobe Photoshop
FILE FORMATS	.tif (Photoshop) .jpg (Photoshop) .pdf (Acrobat)
RESOLUTION LINE SCREEN	200 dpi (dots per inch) 100 lpi (lines per inch) @ 100%
MEDIA DELIVERY	CD or DVD
MAIL	The Southern Cross Attn: Art Department P.O. Box 81869 San Diego, CA 92138
FEDEX	3888 Paducah Drive San Diego, CA 92138
E-MAIL INFO	art@diocese-sdiego.org Art Department (858) 490 – 8276

TERMS & CONDITIONS

All advertising is accepted at the discretion of the publisher. Frequency discounts require a signed contract and credit approval.

Advertising Rates & Sizes

Prices listed are 1x rates. Not actual size.

