

ENCOUNTER

Rate Card 2019

The Encounter is the award winning quarterly magazine of Anglican Church Newcastle with a dedicated readership of over 10,000 Anglicans across the Central Coast, Hunter, Newcastle, Lake Macquarie, Manning, Paterson and Port Stephens regions of New South Wales, Australia.

Ad Rates

AD SIZE	WIDTH X HEIGHT	REGULAR RATE	4 BOOKINGS*
FULL PAGE (BACK COVER)	210mm x 297mm	\$1700	\$1560*
FULL PAGE	210mm x 297mm	\$1400	\$1280*
HALF PAGE HORIZONTAL	210mm x 148.5mm	\$720	\$650*
HALF PAGE VERTICAL	105mm x 297mm	\$720	\$650*
1/3 PAGE HORIZONTAL	210mm x 99mm	\$415	\$332*
1/3 PAGE VERTICAL	70mm x 297mm	\$415	\$332*
1/4 PAGE HORIZONTAL	210mm x 52.5mm	\$324	\$270*
1/4 PAGE VERTICAL	148.5mm x 105mm	\$324	\$270*
DOUBLE SQUARE	100mm x 100 mm	\$200	\$160*
SINGLE SQUARE	50mm x 50mm	\$100	\$80*
CLASSIFIEDS	25/30 words	\$24	\$24
INSERTS	No greater than A4	\$577.50	\$577.50

Other sizes by arrangement. The above rates exclude GST.

*To receive discounted rate, 4 consecutive ads must be booked and placed. Terms and conditions apply.



Advertising Deadlines

All advertisements must be booked by the below deadlines.

To receive the discounted rate, six consecutive ads must be booked by January 31, 2019.

EDITION	BOOKING DEADLINE	ARTWORK DEADLINE	IN PARISHES
AUTUMN	1 February	5 February	3 March
WINTER	3 May	7 May	2 June
SPRING	6 August	9 August	1 September
SUMMER	5 November	8 November	1 December

Let's Chat

For more information or enquires, please contact the Editor, Louise Mackay, on the details below:

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Newcastle NSW 2300

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f: (02) 4926 1968
e: editor@newcastleanglican.org.au
www.newcastleanglican.org.au

Bookings

To place a booking with The Encounter, please complete the following booking form, and send to PO Box 817, Newcastle NSW 2300 Email: editor@newcastleanglican.org.au

TERMS AND CONDITIONS

All advertising material should be submitted via email or via Dropbox. Images and photos must have a minimum resolution of 300 dpi @ 100%, line art bitmap tiff files 1200 dpi. File types should be tiff or composite EPS files. JPEG files will be checked for quality and converted into tiff format in which we take no responsibility in the conversion process. (Note that embedded JPEGs can cause print errors and should be converted to tiff). All files must be supplied in CMYK colour mode. Suppliers of advertising material are responsible for checking all files before sending. Authenticity to original material cannot be expected without supply of a proof. Colour accuracy cannot be expected unless an accurate press quality proof is supplied. The Anglican Encounter is not responsible for printing error, late publication or any loss caused by production.

Charges may apply for advertisements placed after the provided deadline date. Cancellations may incur a fee. A fee will be charged if any changes need to be made to a submitted ad's format or layout. All advertisements are subject to approval of the publisher. No responsibility is accepted by the publication as to the accuracy of details supplied in advertisements. Whilst care is taken to ensure fairness, the positioning of ads is entirely at the discretion of the Editor unless the relevant fee has been paid.

*Advertisers will be billed at the one-time rate unless a contract has been signed for a specific frequency discount. Any frequency discount granted by The Encounter to the Advertiser for 4 consecutive bookings will apply only in the event that all the advertisements contemplated are placed. In the event that the Advertiser cancels or does not include any multiple advertisements, the Advertiser will lose the right to the frequency discount and will be charged at the one-time rate.

Digital Advertising

WEBSITE

Rotational Banner Includes:

- 1 x rotational banner
- 1 x hyperlink

Dimensions: 1200px x 480px

Cost: \$200 + GST for 2 weeks placement

Small Banner Includes:

- 1 x banner
- 1 x hyperlink

Dimensions: 600px x 336px

Cost: \$100 + GST for 2 weeks placement

E-NEWSLETTER

The Anglican Diocese of Newcastle sends to e-newsletters each week to over 1,900 subscribers. We can provide the opportunity for you to place a banner ad in the e-newsletter.

Includes:

- 1 x e-newsletter banner
- 1 x hyperlink to your chosen website

Dimensions: 1024px x 226px

Cost: \$150 + GST per advertisement



Encounter and Digital Advertising Booking Form

SECTION A: CLIENT DETAILS	
Company	Contact Person
Phone	Mobile
Email	
Billing Address	

SECTION B: ADVERTISING BOOKING	
Please indicate the editions in which you would like to place an advertisement. *To receive discounted rate, 4 consecutive ads must be booked and placed. Terms and conditions apply.	
<input type="checkbox"/> Autumn 2019	<input type="checkbox"/> Winter 2019
<input type="checkbox"/> Spring 2019	<input type="checkbox"/> Summer 2019

SECTION C: BOOKING SPECIFICATIONS			
Please indicate the ad size for your booking.			
Ad Size	Width x height	Casual Rate	4 Bookings
<input type="checkbox"/> Full page (back Cover)	210mm x 297mm	\$1700	\$1560*
<input type="checkbox"/> Full page	210mm x 297mm	\$1400	\$1280*
<input type="checkbox"/> Half page horizontal	210mm x 148.5mm	\$720	\$650*
<input type="checkbox"/> Half page vertical	105mm x 297mm	\$720	\$650*
<input type="checkbox"/> 1/3 page horizontal	210mm x 99mm	\$415	\$332*
<input type="checkbox"/> 1/3 page vertical	70mm x 297mm	\$415	\$332*
<input type="checkbox"/> 1/4 page horizontal	210mm x 52.5mm	\$324	\$270*
<input type="checkbox"/> 1/4 page vertical	148.5mm x 105mm	\$324	\$270*
<input type="checkbox"/> Double Square	100mm x 100 mm	\$200	\$160*
<input type="checkbox"/> Single square	50mm x 50mm	\$100	\$80*
<input type="checkbox"/> Classifieds	25/30 words	\$24	\$24
<input type="checkbox"/> Inserts	No greater than A4	\$577.50	\$577.50
Digital Advertising	Placement	Rate	Weeks Requested
<input type="checkbox"/> Web banner	Rotational Banner	\$200 (2 weeks placement)	
<input type="checkbox"/> Web banner	Small Banner Ad	\$100 (2 weeks placement)	
<input type="checkbox"/> E-newsletter	E-Newsletter Banner	\$150 (1 placement)	

SECTION D: CONFIRMATION	
Name	
Signed	Date
By signing the above you agree to the terms and conditions outlined on the 2017 Anglican Encounter Rate Card.	