

EXTRACTS FROM GENERAL CONDITIONS

1. Advertisers who submit their own artwork must ensure the width of their advertisement coincides with the advertisement column widths of The Southern Cross (see previous page). Where this is not adhered to, advertisements will be floated and advertisers billed accordingly.
2. All accounts are strictly payable within 30 days of receipt of statement. Where this is not adhered to, further publication of advertisements for multiple insertions shall be postponed, without liability to the Catholic Newspaper and Publishing Co Ltd until payment is received. The Proprietors however also reserve the right to publish advertisements on a cash-in advance basis.
3. To-Continue orders may be discontinued on either side by 17 days' notice before publication date.
4. Advertisement orders are not accepted to accompanying editorial write-up space being given.
5. All orders are subject to space being available.
6. The Catholic Newspaper and Publishing Co Ltd reserves the right
 - a. to withhold advertisements from publication and to cancel any advertisement order that has been accepted.
No responsibility is accepted for failure, delays, error in publication, or for any consequence of such errors.
 - b. to edit, to revise, or to reject, even after acceptance for publication any advertisement, origination or negative deemed by them to be untruthful or objectionable or unsuitable for any other reason, whether space for the advertisement concerned has been booked in advance under order or not.
 - c. to suspend issue on any date and to increase or decrease the number of pages without notice.
7. There is no guarantee that any advertisement will be inserted on any specified day or date, or at all, but every effort will be made to meet with the wishes of advertisers.
8. Space is sold to advertisers for the purpose of making announcements concerning their own business, and may not be used for attacking or making invidious comparisons with other advertisers, firms, institutions or persons.

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9. Telephone instructions must be confirmed in writing by email, post or fax.
10. No repeat advertisements or credit will be given for small typographical errors or layout changes that do not lessen the value of the advertisement.
11. An allowance of one insertion is made without prejudice for errors materially affecting the value of the advertisement, and detected by the advertiser, providing advice is given immediately after publication of the first incorrect insertion.
12. No correspondence will be entered into for any account queries raised after 3 months after the advertisement appeared.
13. The full name and street address of the advertiser must be in possession of the newspaper before advertisements which ask for money or stamps to be sent to a newspaper or Post Office box number will be accepted.
14. Reader advertisements must have the word "Advertisement" repeated across the top.
15. All illustrations, designs and layouts used in advertisements must comply with the requirements of the Code of Advertising Practice.

Email Addresses:

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DIRECTORS:

Mrs Rosanne Shields (Chairperson);
Bishop Sithembele Sipuka; Mr Sydney Duval;
Mr Eugene Jackson; Mr Barry Jordan;
Sr Hermenegild Makoro CPS; Ms Gillian Stubbs.
Alternates: P Davids & G Simmermacher

The Southern Cross

ESTABLISHED IN 1920

*The Catholic weekly newspaper for
Southern Africa published weekly by*
**The Catholic Newspaper and Publishing
Co**

Reg No:1920/002058/06

ADVERTISING RATES

includes VAT at 15%

DIRECT RETAIL

Valid from – 1st January 2020
Previous Tariffs Cancelled

Street Address

10 Tuin Square
Gardens
Cape Town
8001

Postal Address

P O Box 2372
Cape Town
8000

Telephone: (021) 465 5007 **Fax:** (021) 465 3850

Email: advertising@scross.co.za or
admin@scross.co.za

Website: www.scross.co.za

Digital edition: www.digital.scross.co.za

Facebook: www.facebook.com/thescross

Member of the Audit Bureau of Circulations
of Southern Africa

DIRECT RETAIL RATES	
TARIFF	Per single column centimetre
Black & White	Includes Vat
1 to 5 Insertions	R31.00
6 to 10 Insertions	R29.00
11 to 26 Insertions	R26.00
52 insertions or 1270col.cm or more p.a.)	R22.50
Half Page per insertion	R3039
Full Page per insertion.	R5588
COLOUR EXTRA- SEE BELOW	

COLOUR LOADINGS	
1 colour	Space rate plus 25%
2 colours	Space rate plus 40%
Full colour	Space rate plus 60%

PREMIUM POSITIONS	
Leader page –	Space rate plus 25%
Fixed position –	Space rate plus 20%
Back page –	Space rate plus 35%

FRONT PAGE	
Front page –	Space rate plus 50%
Black & White –	colour extra see above

BOOKING/CANCELLATION AND MATERIAL DEADLINES	
Bookings, cancellations, copy and material should be received 17 days before the publication date. Wednesday is publication day. When proofs are required, copy should be sent 21 days before publication day. (Sold at churches on Sundays)	

IMPORTANT	
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COLUMN WIDTHS PRINT EDITION	
The width of advertisements is measured per column There are seven columns per page:	
1 column =	3,5cm
2 columns =	7,3cm
3 columns =	11,1cm
4 columns =	15cm
5 columns =	18,7cm
6 columns =	22,5cm
7 columns =	26,3cm

TECHNICAL DATA	
JPEG; TIFF or PDF - Resolution: 300 dpi	
Minimum size of advertisements	: 3 cm x 1 column
Maximum column depth	: 37, 5cm
Maximum column width	: 26,3cm

E NEWSLETTER AND WEBSITE RATES	
ADD A BANNER ADVERTISEMENT TO OUR E NEWSLETTER AND WEBSITE TO INCREASE YOUR VISIBILITY!	
➤	Half size (300x125 pixels) (7.93cm- wide x 3.30cm deep)
➤	Full size (300x250 pixels) (7.93cm- wide x 6.60cm deep)
Contact Yolanda Timm for further details	

CLASSIFIED ADS (SMALLS)	
R2.00 - Per word Minimum of 10 words	
More than 26 insertions p.a. – 20% discount 4cm Colour Photo – R137 plus word count	

INSERTIONS BROCHURES/LEAFLETS etc	
Per 1000 – R373 plus carrier fee R1990 and extra postage costs where applicable	

*The Southern Cross prepares advertisement layout on DTP for all its advertisers, if required at no extra charge.
Just supply us with the text and graphics*