

# CROSSLIGHT



## 2024

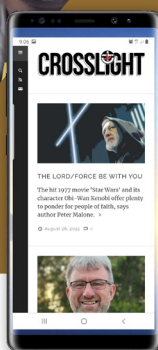
# CROSSLIGHT

AUGUST 2023

## ADVERTISING GUIDE

With a print run of 16,000, **CROSSLIGHT** is delivered bi-monthly to more than 700 locations – every congregation, UnitingCare agency, Uniting Church school and college throughout Victoria and Tasmania.

**AVAILABLE IN PRINT  
AND ONLINE**



Uniting Church in Australia  
SYNOD OF VICTORIA AND TASMANIA

# PRICES AND DEADLINES

## THE 2016 AUSTRALIAN CENSUS REVEALED:

- ✓ MORE THAN 52 PER CENT OF AUSTRALIANS IDENTIFY AS CHRISTIAN
- ✓ THE UNITING CHURCH IS AUSTRALIA'S THIRD LARGEST CHRISTIAN DENOMINATION
- ✓ 37 PER CENT OF ALL RESPONDENTS; 870,000 PEOPLE, LISTED THEIR RELIGIOUS AFFILIATION WITH THE UNITING CHURCH

## ADVERTISING DISPLAY

### Full page with bleed

Trim: H 297mm x W 210mm

Bleed: H 307mm W 220mm (5mm on all sides)

Safe Type Area: H 267mm x W 180mm

**\$3250**

### Full page no bleed

H 267mm x W 180mm

**\$3250**

### Half page

H 130mm x W 180mm

**\$1500**

### 1/4 page vertical

H 130mm x W 87mm

**\$700**

### 1/4 page horizontal

H 62mm x W 180mm

**\$700**

### 1/3 page vertical

H 267mm x W 56mm

**\$1085**

### 2/3 page vertical

H 267mm x W 118mm

**\$2165**

See full size diagrams P4-8

Rates exclude GST and are valid from January 01, 2024

## 2024 ADVERTISING DEADLINES

### February issue

Booking:	19 Dec 2023
Brief/Copy:	06 Jan 2024
Supplied PDF:	16 Jan 2024
Print:	24 Jan 2024

### April (Easter) issue

Booking:	01 Feb
Brief/Copy:	06 Feb
Supplied PDF:	27 Feb
Print:	06 March

### June issue

Booking:	18 April
Brief/Copy:	25 April
Supplied PDF:	08 May
Print:	15 May

### August issue

Booking:	20 June
Brief/Copy:	27 June
Supplied PDF:	11 July
Print:	17 July

### October issue

Booking:	21 Aug
Brief/Copy:	28 Aug
Supplied PDF:	11 Sept
Print:	18 Sept



Uniting Church in Australia  
SYNOD OF VICTORIA AND TASMANIA

# FEATURES AND INSERTS

## December (Christmas) issue

Booking:	18 Oct
Brief/Copy:	30 Oct
Supplied PDF:	06 Nov
Print:	13 Nov

## ACCEPTED FILE FORMATS

Print ready PDF CMYK @300 dpi  
Printers PDF profile is available from  
**Carl Rainer.**

**(03) 9340 8826**

## ADVERTISING FEATURES

These offer the most engaging presence, allowing readers to be immersed in your message and brand as part of the magazine. Although typically spread over four pages, we have the scope for a double-sided supplement.

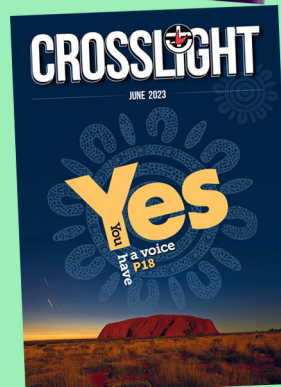
**Price: \$4000**

## INSERTS

Looking for a direct call-to-action? Do you have an appeal or fundraising campaign? Get people to act with inserts in Crosslight, a powerful and effective marketing tool. Our readers respond generously to appeals and fundraising calls, while also stopping to read information carried in the magazine.



## DELIVERED TO MORE THAN 700 LOCATIONS



**ADVERTISING BOOKINGS** e: [communications@victas.uca.org.au](mailto:communications@victas.uca.org.au)



Uniting Church in Australia  
SYNOD OF VICTORIA AND TASMANIA


**Advertising Specs**  
**Full page with bleed**

Trim H 297mm x W 210mm


Bleed H 307mm W 220mm (5mm on all sides)

Safe Type Area H 267mm x W 180mm

**Advertising Specs**  
**Full page no bleed**  
H 267mm x W 180mm

The background is a solid green color. Overlaid on this are several thick, white, curved lines that sweep across the page from the left side towards the right, creating a sense of movement and depth.

**Advertising Specs**  
**Half page**  
H 130mm x W 180mm

The background is a solid orange color. Overlaid on this are several thick, white, curved lines that sweep across the page from the left side towards the right, creating a sense of movement and depth.

**Advertising Specs**  
**1/4 page horizontal**  
H 62mm x W 180mm



**Advertising Specs**  
**1/4 page vertical**  
H 130mm x W 87mm

**CROSSLIGHT**

**Advertising Specs**  
**1/3 page vertical**  
H 267mm x W 56mm

**Advertising Specs**  
**2/3 page vertical**  
H 267mm x W 118mm

**Please note**

- Preferential placement for display advertisements attracts a 10 per cent loading
- Premium positioning (wraps and back page placements) attract a 25 per cent loading, with applicable conditions
- Artwork created by the Crosslight team, even if not ultimately printed, remains the intellectual property of the Uniting Church Property Trust (Victoria) and cannot be published or reproduced in any form without expressed written permission
- Crosslight reserves the right to refuse any advertisement without providing a reason.