

WelCom

NauMai A Gospel-centred newspaper for the Wellington and Palmerston North Catholic Dioceses welcom.org.nz

Winner Best Layout and Design for a Printed Publication
2023 AUSTRALASIAN CATHOLIC PRESS ASSOCIATION (ACPA) AWARDS

Rates & Specifications



Archdiocese
OF Wellington



DIOCESE OF
PALMERSTON
NORTH

WelCom

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WelCom is the official monthly newspaper of the Archdiocese of Wellington and the Diocese of Palmerston North. It is published on behalf of the Archbishop of Wellington and the Bishop of Palmerston North. Copies of the newspaper are free and available in parishes and schools.

WelCom is published 10 times a year, for the first Sunday of each month, except January and July. Approximately 20,000 copies are distributed throughout the Catholic dioceses of Wellington and Palmerston North and wider. The estimated monthly readership is 70,000 plus.

WelCom connects Catholics in both dioceses to our shared faith experience through news, analysis, opinion pieces and spiritual reflections. We Inform people about what is happening locally, nationally and internationally within the Catholic Church and broader community, and publish materials that reflect divergent ideas but which are always faithful to Church teaching.

WelCom is a member of NZ Advertising Association.

1. Advertising Rates

Standard Rate

WelCom is a tabloid style newspaper with a page size of 5 columns x 36cm. Advertisements are costed on the column cm rate.

Column Widths

1 col = 4.75 cm 2 col = 10 cm 3 col = 15.25 cm 4 col = 20.5 cm 5 col = 25.7 cm
per column cm \$8.00 +gst

Examples

Full page	5 col x 36 cm	\$1440.00 +gst
Half page	5 col x 18 cm	\$720.00 +gst
Quarter page	3 col x 15 cm	\$360.00 +gst
	3 col x 9 cm	\$216.00 +gst
	2 col x 6 cm	\$96.00 +gst
Banner	5 col x 6cm	\$240.00 +gst
XL banner	5 col x 12 cm	\$480.00 +gst

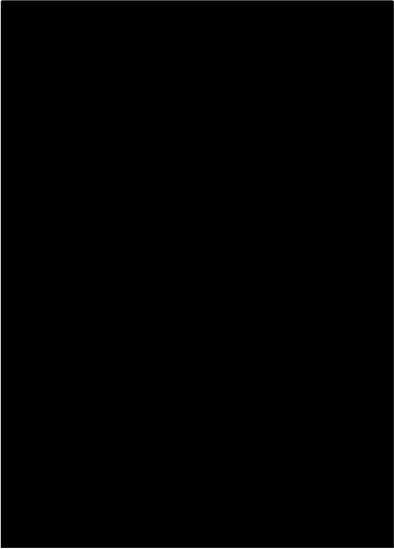
Discounts

3 or more consecutive insertions less 5%
5 or more consecutive insertions less 10%
10 or more consecutive insertions less 20%

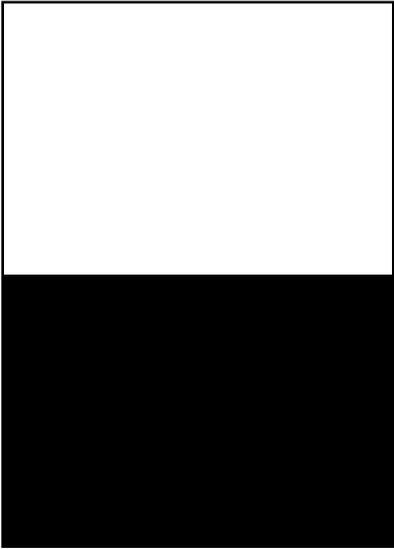
Notes

- It is preferred the depth of an advertisement be sized in incremental steps of 3 cm, eg 2 col x 6 cm; 2 col x 9 cm; 3 col x 9 cm; 3 col x 12 cm.
- A preferred page advertisement position may be available for an additional cost.
- All advertising rates are non-commission bearing.

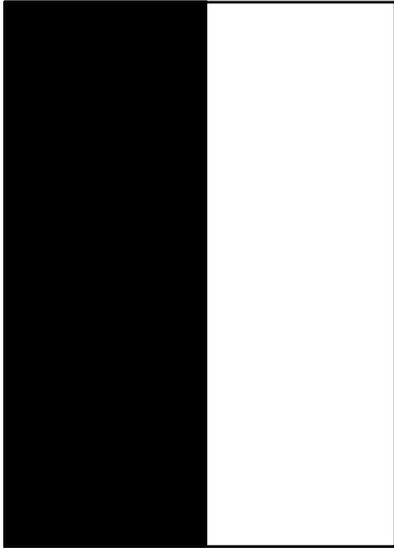
2. Advertising Dimensions



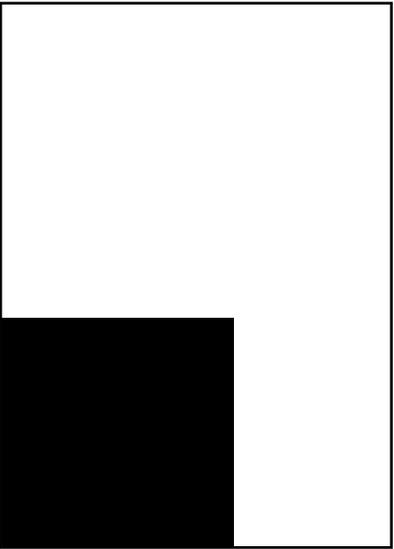
FP 360mmH x 257mmW



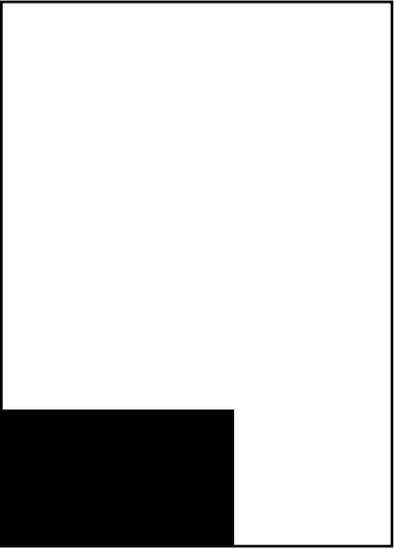
HP 180mmH x 257mmW



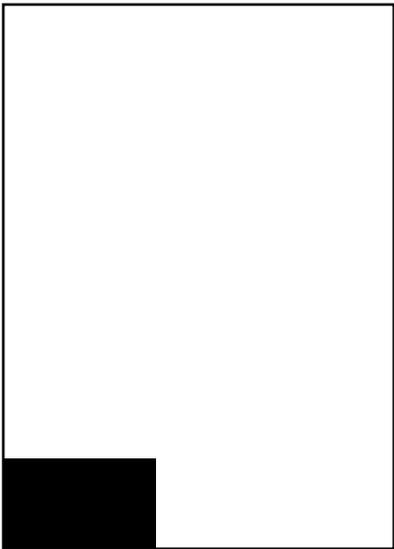
HP vert 360mmH x 126mmW



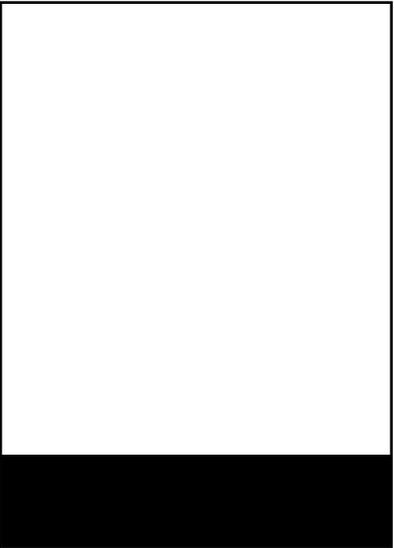
QP 150mmH x 152.5mmW



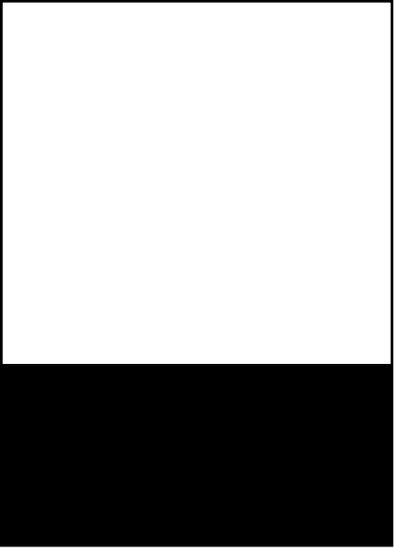
9x3col 90mmH x 152.5mmW



6x2col 60mmH x 100mmW



BANNER 60mmH x 257mmW



XL BANNER 120mmH x 257mmW

3. Specifications

Column Widths

1 col = 4.75 cm 2 col = 10 cm 3 col = 15.25 cm 4 col = 20.5 cm 5 col = 25.7 cm

Print Ready Advertisements (Press Quality PDF files)

(Finished artwork supplied by client with no changes required)

Print ready advertisements should be supplied as:

- **Press Quality PDF files.**

The following formats may also be acceptable:

- **Adobe InDesign**
- **Adobe Illustrator**

IMPORTANT: PLEASE NOTE

We do not accept files that are set up in the incorrect size or format (eg, jpeg, png, Word).

We take no responsibility for the final print output of ads created in programmes or apps that are not Adobe InDesign or Adobe Illustrator (eg. Canva).

File Set Up (Designer/printing information)

- Black text must be 100% black – not rich black (CMYK)
- Artwork must be in CMYK not RGB
- Illustrator files – all fonts must be converted to outlines/paths
- All linked files are to be included if supplying an InDesign or Illustrator file.

4. Design Service

If you are unable to provide finished artwork, our WelCom designer is able to provide advertising design at \$80 per hour. Please ask for a quote for your layout.

For us to complete design of your advertisement, please provide:

- Photographs or logos in TIFF, JPEG or EPS formats.
- Images at a resolution of 300ppi.
- Graphics must not be embedded in another document. Images are required as separate files.
- Text content to be supplied as a Word document.

Before submitting copy, please discuss copy requirements with:

Rose Miller

Ph: 0274 800 209

email: welcomadvertisements@gmail.com

WelCom Advertising

27 Helmore Street

Whanganui East

Whanganui 4500

5. Advertising Deadlines

WelCom 10 EDITIONS PER YEAR	ADVERTISING MATERIAL DEADLINE	DELIVERED TO PARISHES
February	Monday 15 January	Sunday 4 February
March	Monday 12 February	Sunday 3 March
April	Monday 18 March	Sunday 7 April
May	Monday 15 April	Sunday 5 May
June/July	Monday 27 May	Sunday 16 June
August	Monday 15 July	Sunday 4 August
September	Monday 12 August	Sunday 1 September
October	Monday 16 September	Sunday 6 October
November	Monday 14 October	Sunday 3 November
December/January	Monday 11 November	Sunday 1 December

6. Contact

Editorial

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Advertising

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[**www.wn.catholic.org.nz/welcom**](http://www.wn.catholic.org.nz/welcom)