



MEDIA KIT 2008





ADVERTISE WITH *ECHOING THE WORD*

Echoing the Word is an online religious education resource which provides contemporary and Australian resources for religious educators, catechists and faith formators in schools, colleges, homes and parishes throughout Australia and abroad.

Echoing the Word brings together in one informative and accessible online magazine a refreshing approach to religious education and catechesis, to theology, Scripture, spirituality and liturgy.

Published bi-monthly, *Echoing the Word* enjoys a growing readership which includes religious education teachers and coordinators in schools and colleges, leadership teams in education offices and Church agencies, principals, libraries, university academics and parish-based catechists. Our readers are decision makers, involved and active participants in their educational contexts who embrace resources which support and empower them in their mission. *Echoing the Word* readers value ease of access to information and practical and formative solutions to their teaching and resource needs.



The value of our content, the diversity of material available and the quality of our audience makes *Echoing the Word* an effective communication platform for your advertising needs.



INTERNET ADVERTISING WORKS!

Online advertising can deliver to all levels of communications objectives:

- **Build brand awareness**
- **Build customer relationships**
- **Achieve advertisement awareness**
- **Encourage purchase intent**

Online advertising increases ad recall, top-of-the-mind brand awareness, enhances brand image as well as consumers' intent to purchase. Banner campaigns, in particular, provide advertisers with a simple and cost-effective way to increase brand awareness and visibility.

A majority of schools and colleges are now online with dioceses establishing online Intranets through which teachers and students can access the resources they need. As such, the Internet continues to grow as an immediate and effective way to reach consumers of commercial and educational products in Australia and overseas.

WHY ADVERTISE WITH *ECHOING THE WORD*?

Echoing the Word provides advertisers with immediate access to hundreds of schools, religious education teachers and coordinators, and parishes across Australia and New Zealand as well as overseas. *Echoing the Word* is now integrated into the Intranet of the Parramatta Catholic Education Office and continues to develop relationships with other dioceses and organisations.

Recognised for the expertise, credibility and style of its content, *Echoing the Word* provides a fresh, effective communication platform through which your business can reach and connect with key decision makers within the education system.

Echoing the Word offers banner, island and column ads with high visibility, providing a clean, uncluttered platform that allows advertisers to communicate their message within a premium marketing environment.

In addition, the value of each bi-monthly issue and our extensive article archive ensures repeat views by our readers, maximising the overall impact and effectiveness of your campaign.





ADVERTISING RATES 2008

SINGLE ISSUE RATE **\$143.00 (GST inclusive)**

Purchases a banner, island or column advertisement in *Echoing the Word* for the duration of one current issue (typically 2 months). Includes an advertisement in the new issue newsletter distributed to all subscribers, and remains available in the *Echoing the Word* article archive upon expiry of the current issue.

3 ISSUE RATE **\$385.00 (GST inclusive)**

Purchases a banner, island or column advertisement in *Echoing the Word* for the duration of three issues (typically 6 months). Includes advertisements in three new issue newsletters distributed to all subscribers, and remains available in the *Echoing the Word* article archive upon expiry of each new issue.

5 ISSUE RATE **\$610.00 (GST inclusive)**

Purchases a banner, island or column advertisement in *Echoing the Word* for the duration of five issues (typically 12 months). Includes an advertisement in five new issue newsletters distributed to all subscribers, and remains available in the *Echoing the Word* article archive upon expiry of each new issue.

SURCHARGES (GST Exclusive):

A surcharge is added for the following services:

- Artwork \$33 per hour (average artwork takes 2 hours to complete)
- Animation \$33 per hour (average animation takes 3 hours to complete)

HOW ECHOING THE WORD DELIVERS VALUE:

- All ads** appear online for the entire duration of the issue/s purchased
- All ads** assured of repeat exposure to hundreds of active readers
- All ads** appear on the print versions of related articles and school activities
- All ads** include a direct click-through link to your designated website
- All ads** remain online following their run, in the *Echoing the Word* 'Article Archive'



ISSUE DATES AND DEADLINES 2008

	PUBLICATION DATE	BOOKING/MATERIAL DEADLINE	CANCELLATION DEADLINE
FEB	4 FEBRUARY	14 JANUARY	7 JANUARY
APR	28 APRIL	7 APRIL	31 MARCH
JUN	30 JUNE	9 JUNE	2 JUNE
SEP	1 SEPTEMBER	11 AUGUST	4 AUGUST
NOV	10 NOVEMBER	20 OCTOBER	13 OCTOBER

DEADLINES

Booking deadline: Three weeks prior to publication date
Cancellation: Four weeks prior to publication date
Material deadline: Three weeks prior to publication date

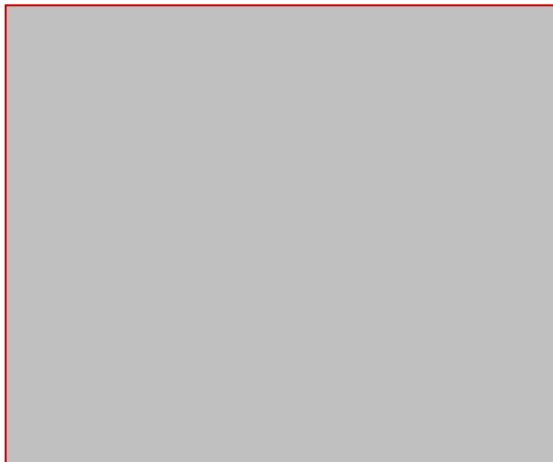


MECHANICAL SPECIFICATIONS

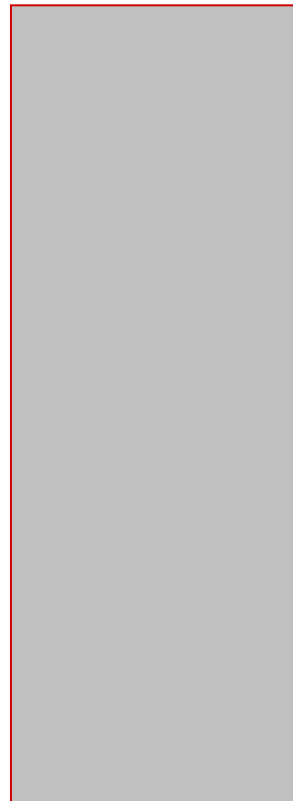
BANNER AD (468w x 60h pixels)



ISLAND AD (275w x 229h pixels)



COLUMN AD (145w x 400h pixels)





MATERIAL SPECIFICATIONS

To maintain the quality of the *Echoing the Word* website and to maximise the effectiveness of your advertisements, please ensure all artwork submitted is of the best possible quality, bearing in the mind the material specifications below.

Resolution	72 dpi
File Size	GIF/JPG/PNG – 25 Kb Flash - 50 Kb
Colour	216-colour web-safe pallet
Contact	Please send all artwork files, clearly labelled, to Daniel Ang Email: marketing@pauline.com.au

CONTACT US

For all advertising inquiries, please contact:

Daniel Ang
Marketing Officer
Pauline Electronic Publishing
Phone: (02) 9746 2717
Fax: (02) 9764 4944
Email: marketing@pauline.com.au

CONTRACT 1. In the event of an increase of the rates existing at the date of contract, notice will be given to the Advertiser 30 days in advance of closing date of the first issue affected and the Advertiser shall have the right of cancellation up to and including the 21st day in advance of closing date. 2. The word 'Advertisement' will be placed above and below any advertisement which in the Publisher's opinion resembles editorial copy. The sponsor of every advertisement must be identified by Product or Company. 3. The Publisher reserves the right of rejection of advertisements as a whole. All accepted advertisements are subject to the Publisher's approval in every respect as regards material, layout and otherwise and may be modified or altered at the Publisher's discretion in respect of imperfect material supplied in accordance with the mechanical specifications. The cost to the Publisher of making good any such imperfect material shall be paid by the Advertiser to the Publisher. The Publisher shall notify the Advertiser prior to carrying out any such necessary modifications. 4. The Publisher shall not be responsible for any loss or damage consequent upon the failure of an advertisement to appear in accordance with the instructions given by the Advertiser. 5. The contract shall not be invalidated and the Advertiser shall not have any claim against the Publisher if an advertisement should be omitted or rejected or not placed as instructed by the Advertiser in an issue for which the Advertiser has contracted. 6. The Publisher reserves the right to place an advertisement as desired by it except where specifically instructed by the Advertiser and agreed upon by the Publisher in writing. 7. The Publisher reserves the right to remove articles and/or whole issues from the website, including any advertisements, at any time. 8. The Publisher shall not be held responsible for any loss or damage to material or files submitted by the Advertiser. 9. Rates are based on the understanding that the space contracted for is used within the contracted period. The Advertiser shall not have any claims against the Publisher should the advertising space go unused for any part of the duration of the contracted period. 10. The Advertiser represents and warrants to the Publisher that no accepted advertisement will be misleading, deceptive or false in any particular. The Advertiser shall indemnify and keep the Publisher indemnified against any claims, costs, damages, or liability whatsoever arising from any breach of this representation and warranty. 11. Where any payment made by the Advertiser to the Publisher under this agreement is in respect of a taxable supply a) the Publisher shall provide to the Advertiser on or before the due date for such payment a Tax Invoice in respect of the payment to be made showing the GST payable in respect of such supply b) the Advertiser shall pay to the Publisher the aggregate amount of the payment plus the GST payable in respect thereof. 12. Where any payment made by the Advertiser to the Publisher under this agreement is not in respect of a taxable supply, the Publisher shall provide to the Advertiser prior to payment of any sum due pursuant to this agreement an invoice or other document quoting the Publisher's ABN. 13. The Advertiser shall be responsible for ensuring their ownership to, and copyright of, all material and artwork submitted and shall indemnify the Publisher against all costs, damages, or liability whatsoever arising for any breach of this copyright. 14. The Publisher retains copyright over all modifications and alterations made to material provided by the Advertiser, including all aspects of layout, writing and graphic design. 15. Should the Advertiser neglect to deliver any material required to be delivered to the Publisher pursuant to this contract, the Publisher may terminate the contract and the Advertiser will be liable for all production costs incurred up to and including the date of termination. 16. Should the Advertiser request a cancellation of the advertising space after the Publisher has begun or completed any necessary modifications or preparation of the material supplied, the Advertiser will remain liable for all associated costs pursuant to the contract. 17. The Advertiser will be provided with a subscription to the site for the duration of the contracted period. This subscription will be cancelled upon expiry of the contract.