



Diocese of Manchester : United in prayer, together in mission

## Advertising rates 2008-09

### Circulation and readership

CRUX is the magazine for the Diocese of Manchester. It is published every month in A5 glossy format and has a readership of 50,000 people across the north of England's most populous diocese.

CRUX reaches clergy, churchgoers, schools and charities connected with Greater Manchester's 355 Anglican churches. It is also distributed to local, national and religious media who routinely pick up on the stories we publish.

### Advertising in CRUX

Taking a full page advert in CRUX qualifies you for free advertising during the same calendar month on the diocesan website at [www.manchester.anglican.org](http://www.manchester.anglican.org) (see over). Advertising online can be a cost-effective way of reinforcing your message and reaching even more people over a wider geographical area.

### Advertising rates

	Colour	B&W	Charity colour	Charity B&W
Full page	£450	£350	£400	£300
Half page	£325	£250	£275	£200
Quarter page	£250	£200	£200	£150

Back cover £550 (one price only)

A discount is negotiable for repeat advertising, paid in advance.

### Product specifications (mm)

Full page	Half page	Quarter page
148w x 210d	128w x 90d	60w x 90d
3mm trims all round	No trims	No trims

Please supply your advert copy in JPG, PDF or Windows format.

### Contact details

To advertise in CRUX, contact Mike Beart, Jasprint Digital Ltd, OTB Business Centre, School Lane, Ripple, Gloucestershire GL20 6EU T: 08700 502675; F: 08700 502676; E: [mike@jasprint.com](mailto:mike@jasprint.com)

For small ads, please contact the Editor, Ann Mummery, T: 0161 828 1470; E: [amummery@manchester.anglican.org](mailto:amummery@manchester.anglican.org)

The copy deadline is **the first of the month** prior to publication.

**Payment is in advance.** Please make cheques payable to **Manchester DBF** and send to Ann Mummery, Communications Officer, Church House, 90 Deansgate, Manchester M3 2GH.

# Advertising on [www.manchester.anglican.org](http://www.manchester.anglican.org)

**Free advertising online for one month  
with every full page advert in Crux magazine.**

If you wish to advertise on the website only, the following rates apply.

## Advertising rates (web only)

### Premier sections

**Top level with free cascade on two specific pages**

£150 for one month (£150/month)

£250 for two months (£125/month)

£350 for three months (£116/month)

£400 for four months (£100/month)

### Format and design

Adverts can be one of the following file formats:  
GIF/Animated GIF, JPEG or (Flash) SWF.

To qualify for free web advertising with a CRUX ad you must supply a web advert to meet the specification. Or we can design web ads for you for a charge of £50 to design a 20-second Flash advert.

(All graphics and text must be supplied, the price includes up to 30 minutes work, with no more than four scenes in your ad and two revisions of the ad during the proofing stage. After this additional charges apply at £100 per 30 minutes.)

### Payment

Payment is in advance.

At the end of the advertising period we can provide views and click through figures.

## Specifications of adverts

Adverts should measure 300 pixels wide x 250 high and must not exceed these dimensions.

Adverts can be one of the following file formats: GIF/Animated GIF, JPEG and (Flash) SWF files.

Adverts must have at least a 1pixel of white border.

Files have a creative weight of 20k, 30k (for rich media).

Further information on the specification of Flash adverts is available on request.

## Terms & Conditions

All creative is subject to approval.

The advert must be clearly differentiated from editorial content. The Diocese of Manchester reserves the right to reject any ads that are disparaging to the Christian Faith, the teaching of the Church of England or the Diocese of Manchester, have the potential to confuse users, or have a detrimental effect on the user experience.

All creatives should be sent no later than 5 working days prior to insertion.

