

# UNITY



CATHOLIC COMMUNITY OF THE NORTHERN TERRITORY DIOCESE OF DARWIN



## Information Kit & Advertising Booking Form

Publication Dates: March / June / September / December

[www.darwin.catholic.org.au](http://www.darwin.catholic.org.au)

# uNiTY

Dear Friend,

The magazine – **uNiTy** - a place where we can share our stories and celebrate our faith, was conceived in early 2009 as a wonderful way to connect people and celebrate the Diocese of Darwin and the NT, and was launched in December 2009. The Darwin Diocesan Office will gather 'Good News' stories from across the NT and pay tribute to the colourful characters and events that far too often go untold.

CatholicCare NT (previously Centacare NT), the Catholic Education Office, St Vincent De Paul Society and the Darwin Diocesan Office have previously created their own newsletters to a small audience. However, it was unanimously decided that '**uNiTy**' would bring all the newsletters and important information together. Along with parish and regional news the NT Catholic Community has a lot to share, and a central place had to be made to bring this all together - that place is **uNiTy**.

**If you are interested in contributing in any way - It could be an historical or mission story, a child's picture, a photo of your community, a witty cartoon, a prayer, recipe, event or special feature – then email us at [unity@darwin.catholic.org.au](mailto:unity@darwin.catholic.org.au)**

An advertising info kit and booking form is available on the Darwin Diocese website for people wanting to advertise with us.

Peace and God Bless,



**Bishop Eugene Hurley**



## What is uNiTy?

A comprehensive one-stop quarterly magazine and guide to the Darwin Diocese and everything Catholic in the NT. Full of interesting stories, covering social justice, education, current issues and events, history, health, sport, regional news and Catholic Community achievements.

## Why uNiTy?

In 2009 the Diocese of Darwin decided to connect people in the Diocese of Darwin and the NT through a new magazine – uNiTy; a place where we can share our stories and celebrate our faith. The Darwin Diocese will gather 'Good News' stories from across the NT and pay tribute to the colourful characters and events that far too often go untold. CatholicCare NT (previously Centacare NT), the Catholic Education Office, St Vincent De Paul Society and the Darwin Diocesan Office have previously created their own newsletters to small audience. However, it was unanimous that 'uNiTy' would bring all the newsletters and important information together. Along with parish and regional news the NT Catholic Community has a lot to share. A central place had to be made to bring this all together. That place is uNiTy.

## Why you?

uNiTy will provide advertisers with a unique opportunity ... a high quality, regular, full colour publication with a shelf life of three months, and content that people in the Northern Territory have been asking for. It is **FREE** to list a community event in the uNiTy Diary! For a small time investment you can hit the streets in a publication with broad appeal and a diverse readership. All events listed in uNiTy will receive long term coverage as the publication is referenced time and time again throughout the magazine. Best of all, uNiTy is supplied to readers for FREE so everyone will be able to access it.

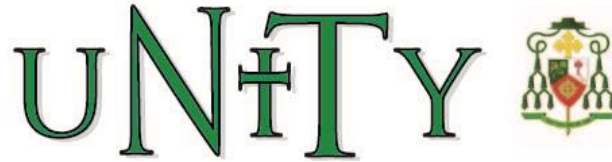
## Where can you find it?

uNiTy will be distributed throughout the Northern Territory in Parishes, Catholic Schools, St Vincent De Paul stores, CatholicCare offices as well as other venues including newsagents, restaurants, businesses, information centres and community facilities. From the troughs of the Tanami to the tip of the Tiwi uNiTy will have you covered. Distribution will occur on the 1<sup>st</sup> December, 1<sup>st</sup> March, 1<sup>st</sup> June and 1<sup>st</sup> September.

Each quarterly edition is sent across the Darwin Diocese, throughout Australia and overseas.

You will find uNiTy across the Territory from outlying towns and communities to road-houses and Libraries and if you are not in the Territory you can subscribe and get it delivered to your door!





## Get your event listed for FREE!

Free listings are available in uNiTy for all community events.

uNiTy is designed to be a comprehensive, informative and enjoyable read.

The Diary in uNiTy contains a list of coming events for the following three months.

## What to submit

The Darwin Diocesan Office will supply you with a uNiTy submission form via email. If you require a form please email a request to [Unity@darwin.catholic.org.au](mailto:Unity@darwin.catholic.org.au). All information (text / images) must be submitted electronically either by email or on a CD/DVD. Space is limited and time is tight so please make sure your information is succinct and **ALWAYS** use the form when submitting information. The form will require the following:

- Your name (not for print).
- Your phone number and email address (not for print).
- Event name.
- Name of host Organisation.
- Where and when the event will be held.
- Cost.
- Booking details (if relevant).
- Contact details for more information (tel / email address / website).
- A print quality image and relevant caption.
- Short descriptive spiel for UNITY – Max 60 words.
- Disclaimer

Note: we will do our best to maintain the integrity of images / information supplied but we retain the right to edit as necessary. We will endeavour to print all images supplied dependant on quantity/quality supplied

## Artwork Specifications

Please supply your advert in a print ready format, ensuring it is:

- the correct size as specified in the list above
- at a suitable resolution for printing - at least 300dpi
- supplied as a high resolution Tiff or PDF
- supplied as CMYK for full colour print or 100% black for mono images.
- supplied via email to [unity@darwin.catholic.org.au](mailto:unity@darwin.catholic.org.au) or delivered on a CD/DVD to Darwin Diocesan Office, 2 St John Court, The Gardens, Darwin NT 0820 / Postal Address: GPO Box 476, Darwin NT



## **Don't have a print ready advert? Need one designed?**

Our designer can layout an ad for you! Simply supply us with the following and we'll do it for you:

- high resolution image/s (at least 300dpi as a Tiff, high resolution jpg or PDF)
- high resolution logo/s (at least 300dpi as a Tiff, high resolution jpg or PDF)
- the wording for your advert and an indication of where emphasis should sit (e.g. please bold sections that should be headings etc)

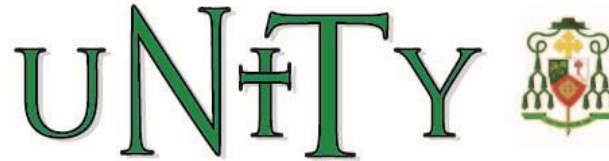
## **How much does it cost to have an advert designed and laid out?**

\$77 (inc GST) for a basic advert. This assumes you supply all of the above by the specified advertising deadline and includes one opportunity to proof your advert. Additional proofs may incur an extra charge.

## **How to book**

Fill in and sign the booking form over the page. Fax the form back to the Darwin Diocesan Office on 08 8942 6060. OR email to [unity@darwin.catholic.org.au](mailto:unity@darwin.catholic.org.au)

**Advertising spaces are going fast so please book early to avoid disappointment**



## uNiTy – 2019 Advertising Booking Form

Date: / /  
 Organisation name: \_\_\_\_\_  
 Contact person: \_\_\_\_\_  
 Tel: \_\_\_\_\_ Mobile: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Postal Address: \_\_\_\_\_

Are you a not-for-profit Organisation:  Yes  No

Ad	Size	Full (inc GST)	NFP (inc GST)	Mar	Jun	Sep	Dec
1/8 page	210x40mm	\$190	\$150	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/4 page	105x132mm	\$380	\$300	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/2 page	185x132mm	\$750	\$600	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Full page	210x297mm	\$1,500	\$1200	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inside back cover	210x297mm	\$1,600	\$1280	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inside front cover	210x297mm	\$1,750	\$1400	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Back cover	210x297m	\$1,900	\$1520	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Tick the appropriate boxes.

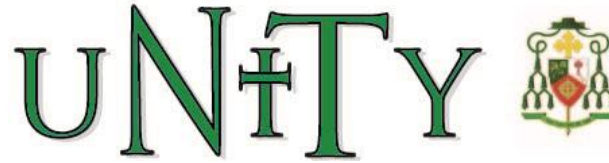
I will supply a print ready ad/s in the form of a high resolution Tiff or PDF by the deadline

The Darwin Diocese will invoice for payment. Payment is expected within 14 days of invoice. Payments can be made by cheque or direct debit.  
**IMPORTANT:** Cancellations cannot be made after the booking deadline. All late cancellations must be paid in full.

I have read and agree to Unity advertising terms and conditions.

Authorised Signature, Full Name and Position: \_\_\_\_\_

**Please Email this form to the Darwin Diocesan Office [unity@darwin.catholic.org.au](mailto:unity@darwin.catholic.org.au)** or drop it into The Diocesan Office, 2 St John Court, The Gardens, Darwin NT or post to GPO Box 476 Darwin NT 0801. Enquiries: Ph: 08 8942 6008 Email: [unity@darwin.catholic.org.au](mailto:unity@darwin.catholic.org.au) Please retain



a copy of this form for your records.

## Advertising & Editorial Deadlines

**Booking Forms and artwork must be supplied by the editorial deadlines below.**

Advertising & Editorial Deadline Deadline	<b>March Issue</b> 18 <sup>th</sup> January	<b>June Issue</b> 18 <sup>th</sup> April	<b>September Issue</b> 18 <sup>th</sup> July	<b>December Issue</b> 17 <sup>th</sup> October
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**However, to make sure you maximise the benefits of listing with uNiTY we request that you submit your event information as soon as possible – even if it's 6 months or a year out from your event.**

### Terms & Conditions:

Publisher reserves the right to reject, omit or discontinue any ad copy considered to be objectionable or contrary to the teachings of the Roman Catholic Church.

All copy is subject to the approval of the publisher.

Publisher reserves the right to insert the word "advertisement" above or below any copy.

We reserve the right to adjust rates at any time upon 30 days' written notice.

Cancellation or changes in orders may not be made by the advertiser or its agency after the reservation closing date.

Positioning of advertisements is at the discretion of the publisher except where a request for a specific preferred position is acknowledged by the publisher in writing.

### Payment Terms:

Invoices are sent via mail within 10 days of the magazine publication.

Payment terms are 14 days.