

Taking on the new atheism
Greg Clarke/Kara Martin/Our human rights debate

FREE
NUMBER 7 JUNE 2010
CIRCULATION 100,000
ISSN 1837-8447

Eternity

A photograph of a man from behind, wearing a green button-down shirt, with his right hand raised to knock on a light-colored wooden door. The background is a plain wall.

**KNOCK
KNOCK
KNOCK**

**AND IT WILL BE OPENED:
DOORKNOCKING
THAT REALLY WORKS**

**MARK HADLEY GLUTTONY • \$100,000 GIVE-AWAY
• MICHAEL JENSEN ON A NEW-OLD HERESY**



Samantha Peters
National Marketing Consultant
Eternity

m. 0414 724 081 – call anytime!
e. spetersconsultancy@gmail.com

Eternity goes 24 pages!

Your advertising support of Eternity has enabled us to expand to 24 pages – at least 6 months before we believed possible.

The feedback for Eternity continues to encourage us-

"So encouraging and very much welcomed by our congregation. Thank you for the vision and content. Finally a Christian Newspaper I can recommend without any hesitation."

"I wish to thank you for sending us your publication, even after receiving them for a short time we look forward to getting them and are blessed by some of the articles. May God bless what you are doing, and may you be able to continue to do it as a witness to Australian people."

We would like to thank all those who have made this possible – we value you for making Eternity a real force in the media.

Eternity office details tel. 1300 955 062 fax. 1300 955 759 post. PO Box 373 Annandale NSW 2038



the largest Christian newspaper in Australia

CAB-audited circulation **100,000** and growing

Distribution monthly to over **2,000** churches, schools, colleges and bookstores

Advertising Rates 2010

Reach 100,000 readers from just \$95!

Ad Size	Single Booking	Multiple Booking*	Width x Depth
Job Ad*	\$95	\$95	12 word limit
Directory*	\$100	\$100	62mm x 30mm
Standard*	\$750	\$400	62mm x 90mm
Large	\$1,500	\$800	128mm x 90mm (wide)
			62mm x 183mm (tall)

Premium Sizes

Placement at front of paper, as available

Ad Size	Single Booking	Multiple Booking	Width x Depth
Full Page	\$10,000	\$8,000	260mm x 375mm
Half Page	\$6,000	\$5,000	260mm x 183mm
Quarter Page	\$3,000	\$2,500	260mm x 90mm (wide)
			128mm x 183mm (tall)

Loose Inserts 10 cents per insert – minimum 10,000 inserts

Adhesive notes 10 cents per application – min. 20,000 notes

* PLEASE NOTE

All prices ex-GST

Multiple Booking = more than 1 booking of same size ad in more than 1 issue of Eternity

Job Ad is text only

Directory size fits up to 12 words + your logo or image

Non-profit organisations get Standard size at multiple rate = \$400

Eternity Advertising Deadlines 2010

Cover Date	Issue	In Church	Feature Booking Deadline	Non-feature Booking Deadline	Artwork Deadline	Insert Delivery Deadline
MARCH	4	21 February	28 January	28 January	3 February	5 February
APRIL	5	21 March	25 February	25 February	3 March	5 March
MAY	6	25 April	26 March	26 March	31 March	9 April
JUNE	7	23 May	29 April	29 April	5 May	7 May
JULY	8	20 June	27 May	27 May	2 June	4 June
AUGUST	9	25 July	24 June	24 June	30 June	2 July
SEPTEMBER	10	29 August	30 July	5 August	10 August	13 August
OCTOBER	11	26 September	24 August	2 September	7 September	10 September
NOVEMBER	12	31 October	1 October	7 October	12 October	15 October
DECEMBER	13	28 November	29 October	4 November	9 November	12 November
SUMMER SPECIAL	14	19 December	12 November	19 November	26 November	26 November

Terms and Conditions

- Please supply artwork as a colour, print-ready PDF via email to ads@eternity.biz
- Supply with embedded fonts and images, in process colour (CMYK)
- Blacks should be 100K
- Spot colour must be converted to process before submission
- There should be no transparency in any supplied PDFs. Photos and graphics must be min. 200dpi
- Maximum ink density should be 240%
- Reversed type should be bold enough to cope with coldset newsprint printing registration and dot gain.
- Reversed/overprint type minimum 11pt
- All advertising must comply with the Trade Practices Act and must not be misleading, false or deceptive
- All advertisements are subject to the approval of the publisher Australian Christian Pty Ltd
- Advertising agencies and advertisers accept full responsibility for the contents of all advertisements and agree to indemnify the publishers against any claim or proceeding arising out of the publication of the advertisements. Provision of the material or copy for publication constitutes acceptance by advertiser and advertising agent of this condition
- Telephone instructions are accepted but the publisher is not liable for error or misunderstanding if instructions are not confirmed in writing prior to publication deadline
- No responsibility is accepted by the publisher, proprietor or editor for the accuracy of details supplied in any advertisements appearing in Eternity
- The publisher, proprietor and editor will not be liable for any loss caused by late publication, error or failure of an advertisement to appear.

ADHESIVE NOTES TESTIMONIALS

SYDNEY MORNING HERALD SUBSCRIPTIONS MARKETING

To support the business objective of achieving positive circulation results for the March 06 Audit, Subscriptions marketing was looking for new and innovative ways to promote the home delivery message to its target audience. Direct mail campaigns were not proving to be effective in delivering high volumes of new subscribers cost-effectively as average response rates were sitting at 0.5%.

Given SMH has the technology for post-it notes and that advertising clients who had employed this initiative thus far had been pleased with the results, we thought it was worth a test.

Post-it note appeared on the front page of Saturday's *Sydney Morning Herald*, one day only. Sydney metro run only - approx. 290,000. Promoted as a 'One Day Sale' - 20 weeks of weekend home delivery for only \$30 (saving 60% off newsstand prices).

SUBSCRIPTIONS MARKETING RESULTS

4,180 total sales

1.44% response rate (against forecast of 580 sales or 0.20% response)

7.2 times higher than forecast and almost 3 times higher than direct mail response rates.

"Subscriptions Marketing will definitely utilise this channel again in the future for acquisitions. It prove be a very cost-effective channel for direct response from an ideal target market."

Sheridan Helft
Direct Marketing Director,
Fairfax, Herald Publications.



HBA

"I'd like to thank you for encouraging me to go ahead with the 'Post it note' on the front page of *The Sydney Morning Herald* on the 15th March.

Our brand is not that well known in NSW, so we wanted something that would give us some cut through in this market - we feel that the 'Post it note' achieved this.

Our call volumes for the day doubled (almost tripled) and at the same time provided us some excellent brand awareness.

I think the creative execution of the 'Post it note' looked great on the front page. We also ran an ad on Page 5 to support the 'Post it note', which allowed us to elaborate our message.

I have no hesitation in using this again.

Look forward to working closely with you on many other campaigns."

Dario Garma
Direct Marketing Consultant

The Sydney Morning Herald THE AGE

Adhesive note advertising now available on Eternity!

Eternity is printed at The Age print centre in Melbourne and you may have seen Fairfax, owners of the The Age and The Sydney Morning Herald, placing adhesive notes on the cover of their newspapers.

Well Eternity is now able to provide advertisers with this new and exciting advertising opportunity to maximise impact and increase audience responsiveness.

See opposite page for more information on adhesive notes.

We must limit bookings to one adhesive note per paper – so book now for your high impact fundraising, event or brand advertising opportunity before it's too late. Contact Samantha for further details.

Grace Lutheran College	QLD	Seventh Day Adventist Church	NSW	CityLife Church Knox	VIC
Grahamstown Uniting Church	NSW	Shellharbour Presbyterian Church	NSW	Cleveland Christian Book Centre	QLD
Guiding Hand Christian Bookstore	SA	Somerville House Girls	QLD	CoastWIDE Church	QLD
Gunning Anglican Church	NSW	St Aidan's	NSW	Coolum Anglican Parish	QLD
Helensvale Baptist	QLD	St Alban's	NSW	Cornerstone Community	NSW
Hillcrest Christian College	QLD	St Andrews Presbyterian Church Gosford	NSW	Crossway Bookshop	VIC
Hope College	QLD	St Andrew's Uniting Church	VIC	Danebank School	NSW
Hume Ridge Church of Christ - Ps Dale White	QLD	St Georges Presbyterian Church	VIC	Dowlingville Uniting Church	SA
International Christian College	QLD	St James Anglican	NSW	D'Vine Books	WA
Jabiru Congregation Uniting Church	NT	St John's Anglican Church Healesville	VIC	Emmanuel College	QLD
Kangarilla Uniting Church	SA	St John's Uniting Church	NSW	Esperance Christian Book Centre	WA
Kenmore Presbyterian Church	QLD	St Mark's	NSW	Four Rivers Bookstore	NSW
Kingsway Christian College	WA	St Mark's Anglican Church	VIC	Geelong College	VIC
Koorong	ACT	St Mathews Church	QLD	Glen Osmond Baptist Church	SA
Koorong	WA	St Michael's Collegiate School	TAS	Glory Bookstore	NSW
Kyabram Baptist Church	VIC	St Peter's	NSW	Grahamstown Uniting Church	NSW
Laverton Good News Bookshop	VIC	St Peter's Anglican Church Nightcliff	NT	Greenacre Baptist CCS	NSW
LIFE Inverell	NSW	St Stephen's School, Carramar	WA	Gunnedah Christian Book Centre	NSW
Living Waters Churches Mareeba	QLD	Still Waters Bookstore	NSW	Hamilton Baptist Community Church	VIC
Logan Uniting Church Bookstore	QLD	Sydney Missionary & Bible College	NSW	Hillcrest Christian College	VIC
Lutheran Church	SA	Tabor College Inc (WA)	WA	Holy Trinity	NSW
Lutheran Church	VIC	The Alice Springs Revival Fellowship	NT	Hume Ridge Church of Christ - Ps Dale White	QLD
Maranatha Christian School	VIC	The Anglican Church	VIC	Huntingdale Christian Church	WA
Marnoo Presbyterian Church	VIC	The Lakes Christian College	NSW	Ivanhoe Grammar School	VIC
Mentone Girls' Grammar School	VIC	The Rock Christian Family	QLD	John Septimus Roe ACS	WA
Mid North Christian College	SA	The Uniting Church	NT	Keith Uniting Church	SA
Morling College	NSW	The Uniting Church	SA	Kidsreach, David Goodwin	NSW
Mr J Wright	QLD	Townsville Central City Mission	QLD	Koinonia Fellowship - Peak Hill	NSW
Mustard Seed Cottage Christian Bookstore	QLD	Trinity College	QLD	Koorong	NSW
Nambucca Heads Anglican Church	NSW	Tweed Heads Presbyterian Church	NSW	Kyabram Baptist Church	VIC
Nehemiah Books	VIC	UKV UNITING CHURCH	VIC	La Lingua Language School	NSW
Abbotsleigh	NSW	Upper Room Christian Bookshop	TAS	Life FM Shop	NSW
Adventist Book Centre Watson Park	QLD	Victory Gifts & Books	QLD	LISMORE ANGLICANS	NSW
Albion Park Anglican Church	NSW	Warners Bay Baptist Church	NSW	Lock Uniting Church	SA
Anglican Book Room	TAS	Wellington Baptist Church	NSW	Lutheran Church	NT
Anglican Church	TAS	West Tamar Anglican Church	TAS	Lutheran Church	VIC
Arndell Anglican School	NSW	Westside Christian College	QLD	Mackillop Family Bookstore	NSW
Assemblies of God Church	QLD	William Carey Christian School	NSW	Marist Regional College	TAS
Ballarat & Clarendon College Baptist Church	VIC	Word	QLD	Mavis Jackson or Postmaster	NSW
Beaudesert Baptist Church	QLD	Word	VIC	Methodist Ladies' College	WA
Bellarine Peninsula Christian Church	VIC			Minlaton Uniting Church	SA
Bible College WA	WA			Mr Eric Polis	QLD
Bimbadeen Christian Training, Conf. Centre	NSW			Mudgee Christian Bookstore	NSW
Bourke Full Gospel Family church	NSW			Nambucca Heads Anglican Church	NSW
Brighton Grammar School	VIC			Narooma Uniting Church	NSW
Caboollure Living Hope	QLD			new creation publications inc	SA
Calvary Christian College	QLD			New Life Assemblies of God Blaxland	NSW
Carey Baptist Grammar School	VIC			North Pine Baptist Church	QLD
Castlemaine Church of Christ	VIC			NorthLinks Presbyterian	QLD
Chairo Christian School	VIC			Oasis Christian Bookshop	VIC
Charlestown Baptist Church	NSW			Open Door Bookstore	NSW
Christian Bookworld	QLD			Oxley College	VIC
Christian Family Bookstore	SA			Paradise Point Uniting	QLD
Christian Reformed of Blaxland	NSW			Penrhos College	WA
Church Centre	NSW			Peterborough Uniting Church	SA
Churches of Christ	QLD			Presbyterian Church	QLD
Churches of Christ Theological College	VIC			Presbyterian Church	VIC
Clarendon Uniting Church	SA			PT HEDLAND MTS: Manager	WA
Clifton Springs Baptist Church	VIC			Radio 4CRB-FM	QLD
Community of the Transfiguration	VIC			Reformed Theological College	VIC
Cooma Community Christian Church	NSW			Riverbend Book Service	TAS
CRIAFaCDA Inc	QLD			S.A. Graduate School of Theology	SA
Crusade Bookstore	NSW			Salvation Army Booth College	NSW
Destiny Books & Gifts	VIC			Scripture Book Centre	NSW
Dubbo Christian Book Centre	NSW			Seventh Day Adventist Church	VIC
Elton Thompson	QLD			Somerset College	QLD
Emmaus Bible College	NSW			Southland Christian Centre Bookshop	VIC
Folded Hands Book Shop	VIC			St Alban's	NSW
Fraser Coast Anglican College	QLD			St Andrews	NSW
Gladstone Church of Christ	QLD			St Andrew's Uniting Church	VIC
Glen Waverley Christian Centre	VIC			St Catherine's School	NSW
New Heights Christian Church	NSW			St James	NSW
Nullumbik COC - Michelle Patterson	VIC			St James Uniting Church Parish Curtin	ACT
NORTHAMPTON CHURCH	WA			St Johns Highton	VIC
NSW Parliament House	NSW			St Luke's Church - Donna Pugh	QLD
Oasis New Life Centre	QLD			St Mark's Anglican Church	VIC
Outback Ministries Oaklands Village	NSW			St Martin's Anglican Church	VIC
P & A Gill Pty Ltd	QLD			St Michael	VIC
Peace Christian Resources	QLD			St Paul's	NSW
Penrith Anglican College	NSW			St Peters anglican Church	QLD
Portland Heywood Lutheran Church	VIC			St Stephen's - Alan Nichols	VIC
Presbyterian Church	QLD			Steps Christian Bookstore	NSW
Prince Alfred College	SA			SU Book Centre Glen Innes	NSW
Pymble Ladies College	NSW			Tabor College Adelaide	SA
Reformed Church of Canberra	ACT			Tahlee Bible College Bookstore	NSW
Reformed Theological College	VIC			The Anglican Church	VIC
Ross River Anglican Church	QLD			The Cross Bookstore	NSW
Saddleworth Baptist Church	SA			The Peninsula School	VIC
Scotch College	VIC			The Salvation Army Corps Citadel	VIC
				The Uniting Church	SA
				The Uniting Church	SA

Eternity
now delivers to
over 2,000
churches,
schools,
colleges and
bookstores in
Australia

Word	VIC	Word	VIC	Seventh Day Adventist Church	VIC
Adelaide College of Divinity	SA	Adelaide College of Divinity	SA	Somerset College	QLD
Albany Christian Bookcentre	WA	Albany Christian Bookcentre	WA	Southland Christian Centre Bookshop	VIC
All Saints'	NSW	All Saints'	NSW	St Alban's	NSW
Anglican Church	WA	Anglican Church	WA	St Andrews	NSW
Anglican Parish of South Ballarat	VIC	Anglican Parish of South Ballarat	VIC	St Andrew's Uniting Church	VIC
Assemblies of God Church	NT	Assemblies of God Church	NT	St Catherine's School	NSW
Australian Centre for Mission Aviation	VIC	Australian Centre for Mission Aviation	VIC	St James	NSW
Banora Point Community Baptist Church	NSW	Banora Point Community Baptist Church	NSW	St James Uniting Church Parish Curtin	ACT
Barbara Bell	NSW	Barbara Bell	NSW	St Johns Highton	VIC
Beenleigh & District Baptist	QLD	Beenleigh & District Baptist	QLD	St Luke's Church - Donna Pugh	QLD
Berowra Uniting Church	NSW	Berowra Uniting Church	NSW	St Mark's Anglican Church	VIC
Biloela Christian Bookstore	QLD	Biloela Christian Bookstore	QLD	St Martin's Anglican Church	VIC
Blaxland Presbyterian	NSW	Blaxland Presbyterian	NSW	St Michael	VIC
Brentwood Uniting Church	SA	Brentwood Uniting Church	SA	St Paul's	NSW
Bunbury Cathedral Grammar Sch	WA	Bunbury Cathedral Grammar Sch	WA	St Peters anglican Church	QLD
Caloundra CityHarvest	QLD	Caloundra CityHarvest	QLD	St Stephen's - Alan Nichols	VIC
CANBERRA GIRLS' GRAMMAR SCHOOL	ACT	CANBERRA GIRLS' GRAMMAR SCHOOL	ACT	Steps Christian Bookstore	NSW
Castlemaine Baptist Church	VIC	Castlemaine Baptist Church	VIC	SU Book Centre Glen Innes	NSW
Catholic Diocese Broken Bay	NSW	Catholic Diocese Broken Bay	NSW	Tabor College Adelaide	SA
Charlestown Baptist Church	NSW	Charlestown Baptist Church	NSW	Tahlee Bible College Bookstore	NSW
Christ Church	NSW	Christ Church	NSW	The Anglican Church	VIC
Christian Bookworld	QLD	Christian Bookworld	QLD	The Cross Bookstore	NSW
Christian New Life Centre	NSW	Christian New Life Centre	NSW	The Peninsula School	VIC
Church Centre	NSW	Church Centre	NSW	The Salvation Army Corps Citadel	VIC
Church of Christ Dapto	NSW	Church of Christ Dapto	NSW	The Uniting Church	SA
Churches of Christ in WA Inc	WA	Churches of Christ in WA Inc	WA	The Uniting Church	SA

Eternity

Ad sizes guide

**QUARTER PAGE
(TALL)
128mm wide
183mm deep**

OTHER SIZES

**FULL PAGE
260mm wide
375mm deep**

**HALF PAGE
260mm wide
183mm deep**

**HALF PAGE
(TALL)
128mm wide
375mm deep**

**EIGHTH PAGE
128mm wide
90mm deep**

**SIXTEENTH
PAGE
62mm wide
90mm deep**

**EIGHTH
PAGE
(TALL)
62mm wide
183mm deep**

**QUARTER PAGE
260mm wide
90mm deep**

Guidelines for Eternity artwork design 2010

Many of our advertisers send us material that would work best in magazine printing, and flattens a little on newsprint. This information is to assist designers to maximise their ad for Eternity newspaper.

1. Newsprint is highly absorbent paper and it works quite differently to bright white coated (glossy) magazine stock.

Newsprint is affected by two factors: 'dot gain' which is the extra ink absorbed by the porous newsprint, and the colour of the newsprint itself. Added together they can add a 20 per cent tone to a piece of artwork. Some colours are particularly susceptible to this effect.

Take an example of a dark red

On a recent ad a dark red background, aimed at being just a little darker than warm red turned out to be c24 m98 y89 k38. For newsprint that is a very dark red, virtually a brown.

The sort of red the designer was probably after would be closer to c15 m90 y90 k0. The colour used gave a combined ink weight (C+M+Y+K) of 250 per cent. The colour I suggested just now gives a total ink weight of 195 per cent. I would avoid anything above 220 per cent - and that I would use for a very dark navy blue.

Always aim lighter when you have a choice of colours

The ad should look a little washed out on screen. The simpler the colour mix the better.

If you are using Adobe products to build your ad, set the colour settings to 'Japanese newspaper 2002' or similar. You can adjust your settings using command k - or best with Adobe Bridge. Make sure your output is consistent in the pdf settings when you export your artwork.

The Adobe default cmyk preview mode is usually set to 'US Swop coated', or a generic mode which assumes glossy white stock. This will mean you have to reset command k when you switch between projects.

Cold set press

Magazine printing is normally done on heat set presses, which runs the printed product through an ultra violet unit which flash dries the ink. This makes the ink set brighter.

Eternity uses a normal 'cold set' newspaper press. It's cheaper: we are trying to keep our advertising rates as low as we can, given our big circulation.

2. Printing registration is the second issue.

On our press the CMYK presses will go slightly out of registration and this needs to be designed for.

The simple way around it is to have simple colour mixes - of two colours ideally. The black plate is usually the culprit - avoid reversing out of mixes with a noticeable amount of black in them.

Reverse type should be 12 point or above and the weight should be semi bold or above. Drop shadows on reverse type are dangerous.

When putting darker coloured type on a lighter coloured background, a good trick is to include the background colour in the colour of the type. Simple black will overprint.

3. Photographs for newsprint should fully lit.

Peoples' faces should be in direct light. What looks too plain for a magazine will be perfect for newsprint. Faces need to be bigger for newsprint, as the dot screen is coarser. Remember to allow for the photo to darken.

4. Black type and rules should be single colour black. Your ad should be in cmyk.

Written by John Sandeman, editor of Eternity newspaper, email questions to john@eternity.biz