



# Catholic Volunteer Network

## 2018 Media Kit



*Your connection to thousands of people seeking to live out their faith through service.*

## ABOUT CATHOLIC VOLUNTEER NETWORK

Founded in 1963, Catholic Volunteer Network is a national membership organization of Christian volunteer and mission programs that foster full-time national and international service opportunities for people of all backgrounds, ages and skills. CVN supports and enhances the work of its membership by providing training and resources, networking opportunities, and recruitment services.

Our member programs offer simple community living, a safe space for volunteers to explore their faith and career/vocation, and service placements that prioritize social justice. Through our recruitment efforts and growing web presence, Catholic Volunteer Network reaches thousands of people every year who are interested in living out their faith through service.

### Our Community

Each year, nearly 3,000 lay volunteers serve for 9 months or longer. Nearly 10,000 make a short-term commitment to serve for less than 9 months, including thousands of students who participate in alternative break trips. Last year, more than 11,000 of these missionaries served within the United States, while more than 1,600 volunteered internationally.

### Long-term Volunteer Statistics:



**67%** identify as Christian, with **70%** of those volunteers identifying as Catholic



**85.5%** Are college graduates  
**4.3%** Hold post-graduate degrees



**87%** Are 18-25  
**7%** Are 26-35

### After service...



**22%** Attend graduate school in programs such as education, theology/ministry, social work, and health care

**51%** Find employment, many in fields related to their service experience

# RESPONSE 2019

Our free directory, published annually, is a listing of our nearly 200 member programs - all faith-based, domestic and international programs that recruit lay volunteers from around the world. RESPONSE is widely regarded as the premier resource for individuals considering a faith-filled service experience. The listings in RESPONSE provide details of each member program's key goals, placement opportunities, application requirements and more.

We will distribute 18,000 copies of RESPONSE 2019 at volunteer fairs, to thousands of churches, colleges and retreat centers, and to the hundreds of individuals who request copies. The people who use RESPONSE to find service placements are a diverse group in age and ethnicity and are highly-motivated, service-oriented, and socially aware individuals.

RESPONSE is also offered as a free downloadable e-book on our website. This electronic RESPONSE receives nearly more than 12,000 visits per year. Advertisements featured in the directory are linked to the advertiser's website, offering your organization even more exposure.



## PRINT ADVERTISING RATES

Full page	Bleed: 8.625 x 11.125 in Non-bleed: 7.375 x 9.5 in	B/W: \$1,750 Color: \$1,950
1/2 page	Horizontal: 7.375 x 4.75 in Vertical: 3.5 x 9.5 in	B/W: \$1,150 Color: \$1,450
1/3 page	Horizontal: 7.375 x 3.167 in Vertical not available	B/W: \$900
1/4 page	Horizontal: 7.375 x 2.375 in Vertical: 3.5 x 4.75 in	B/W: \$750

### Mechanical Requirements

For production quality in RESPONSE 2019, all advertisements must meet the following specifications:

- High-resolution PDF or JPEG
- Resolution must be 300 dpi at 100% scale
- All fonts must be embedded into the file
- All colors must be converted to CMYK format
- Full page ads that bleed must include crop marks and an additional 1/8-inch bleed on all four sides
- No crop marks on all other ad sizes, please



### Terms & Conditions

CVN assumes limited responsibility for reproduction quality of advertisements meeting the above specifications and will not issue credit for advertisements that do not meet all of the specifications. CVN reserves the right to refuse any advertising. Cancellations that occur after the submission deadline will incur a cancellation fee 50% of the total value of the advertisement.

### Production Schedule & Deadlines

RESPONSE 2019 will be published in August 2018. Deadline for submitting reservations: May 1, 2018. Deadline for artwork and payment: May 31, 2018.

### Discount Opportunities

- \$25 discount if reservation and payment are received by April 13, 2018 (materials not required until May 31, 2018)
- \$25 discount on website rates for RESPONSE 2019 advertisers

# CATHOLICVOLUNTEERNETWORK.ORG

The same RESPONSE listings are also available on the Catholic Volunteer Network website. Web visitors include potential volunteers, campus ministers and career services staff, diocesan and parish leaders, and staff of CVN member programs.

In the summer of 2018, we will be launching a completely redeveloped CatholicVolunteerNetwork.org. This new website is being designed to increase user engagement and draw in more web traffic. We are excited about the fresh look and enhanced resources we will offer to a much wider audience.

The new site will feature two advertising spaces: a lower banner and sidebar (on interior pages). Advertisers who reserve these spots will benefit from the increased visibility that results from our extensive outreach to promote this new website.

Please note that the advertising rates below are valid starting in June 2018. For advertising prior to June, please contact Alyssa Sickle at [asickle@catholicvolunteernetwork.org](mailto:asickle@catholicvolunteernetwork.org).



Our website currently averages nearly:\*

**12,000** monthly visitors

**47,000** monthly pageviews

\*web traffic will increase with new site launched in summer 2018.

Our responsive site receives visitors from

**57%** desktop

**35.5%** mobile

**7.5%** tablet

## DIGITAL ADVERTISING RATES

	1 month	3 months	6 months	9 months	12 months
Web Size A	\$375	\$975	\$1,800	\$2,600	\$3,100
Web Size B	\$275	\$775	\$1,250	\$1,700	\$2,050

Web A - Lower Banner (homepage and all interior pages)  
970 pixels wide x 90 pixels high

Web B -  
Interior Sidebar  
300 pixels wide x  
250 pixels high

### Mechanical Requirements

Website advertisements must meet the following specifications:

- JPEG or PNG saved for web, GIF or animated GIF
- Resolution must be 72 dpi at 100% scale
- All fonts must be embedded into the file
- All colors must be converted to RGB format
- Size must be exact pixel dimensions outlined above
- Maximum file size of 300 kb
- On the reservation form, indicate landing page URL, and preferred date range for ad publication

### Terms & Conditions

CVN assumes limited responsibility for reproduction quality of advertisements meeting the above specifications and will not issue credit for advertisements that do not meet all of the specifications. CVN reserves the right to refuse any advertising. Cancellations that occur after the submission deadline will incur a cancellation fee 50% of the total value of the advertisement.

# ADVERTISEMENT RESERVATION FORM

Separate or copy this form, or download a fillable PDF form at [CatholicVolunteerNetwork.org/advertise-with-us](http://CatholicVolunteerNetwork.org/advertise-with-us).

Mail or fax to address and number below.

Contact Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website (for linking your ad in the digital RESPONSE): \_\_\_\_\_

## RESPONSE 2019 Print Advertisement

*Deadline for print ad reservation is May 1, 2018*

Size:  Full page  
 1/2 page     Vertical     Horizontal  
 1/3 page  
 1/4 page     Vertical     Horizontal

Color:  Color\*     Black/White  
\*full page, 1/2 page only

## Digital Advertisement

Size:  Web A     Web B

Duration:  1 month     3 months  
 6 months     9 months  
 12 months

Ad schedule: Please list the preferred start date for your web ad: \_\_\_\_\_

Additional notes: \_\_\_\_\_  
\_\_\_\_\_

## Payment Total

Print advertisement rate: \$ \_\_\_\_\_  
Website advertisement rate: \$ \_\_\_\_\_  
Less \$25 for print  
if paid by March 31, 2018: \$ \_\_\_\_\_  
Less \$25 for web  
with print purchase: \$ \_\_\_\_\_

I wish to make a tax-deductible donation to Catholic Volunteer Network: \$ \_\_\_\_\_

Total amount: \$ \_\_\_\_\_

## Payment Method

Check (payable to Catholic Volunteer Network)  
 Credit card. Please charge \$ \_\_\_\_\_ to my:  
 Visa     Mastercard     Discover     AMEX

Card # \_\_\_\_\_ Exp. \_\_\_\_\_

Card holder's name \_\_\_\_\_

Card holder's signature \_\_\_\_\_

Date \_\_\_\_\_

## More Information

For more information or to receive a free copy of RESPONSE, visit [CatholicVolunteerNetwork.org](http://CatholicVolunteerNetwork.org) or contact Katie Mulembe:

[kmulembe@catholicvolunteernetwork.org](mailto:kmulembe@catholicvolunteernetwork.org)  
301-270-0900 x14

**Form may be submitted by mail, fax, or email:**

Catholic Volunteer Network  
Attn: Katie Mulembe  
6930 Carroll Ave, Suite 820  
Takoma Park, MD 20912

fax: 301-270-0901

[kmulembe@catholicvolunteernetwork.org](mailto:kmulembe@catholicvolunteernetwork.org)