Catholic Volunteer Network

Where faith and service meet

2019 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 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

Catholic Volunteer Network is comprised of a wide variety of volunteer programs. Each year, nearly 3,000 lay volunteers serve for 9 months or longer within our Network. More than 25,000 make a short-term commitment to serve for less than 9 months, including thousands of students who participate in alternative spring break trips. Last year, more than 26,000 of these volunteers served within the United States, while more than 2,400 served internationally.

LONG-TERM VOLUNTEER STATISTICS:

89% identify as Christian, with **78%** of those volunteers identifying as Catholic

85% Are college graduates
16% Hold post-graduate degrees

74% Are 18-25 years old
13% Are 26-35 years old

After service...

27% Further their education, many participating in graduate programs in the fields of education, social work, theology/ministry, and health care

50% Find employment, many in fields related to their service experience
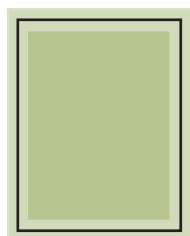
4% Pursue religious life

RESPONSE 2020

Our directory of volunteer opportunities, published annually, is a listing of our 185+ member programs - all faith-based, domestic and international programs that recruit lay volunteers to serve in various ministries 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 print copies of RESPONSE 2020 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 e-book receives approximately 15,000 downloads per year. Advertisements featured in the directory are linked directly to the advertiser's website, offering your organization even more exposure.

PRINT ADVERTISING RATES

FULL PAGE
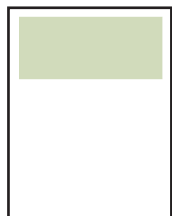Bleed: 8.625 x 11.125 in
Non-bleed: 7.375 x 9.5 in

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
Color not available

1/4 PAGE
Horizontal: 7.375 x 2.375 in
Vertical: 3.5 x 4.75 in

B/W: $750
Color not available

MECHANICAL REQUIREMENTS
For production quality in RESPONSE 2020, 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 of 50% of the total value of the advertisement.

PRODUCTION SCHEDULE & DEADLINES
RESPONSE 2020 will be published in August 2019.
Deadline for submitting reservations: May 1, 2019.
Deadline for artwork and payment: May 24, 2019.

DISCOUNT OPPORTUNITIES
- $25 discount if reservation and payment are received by April 5, 2019 (artwork not required until May 24, 2019)

- $25 discount on website rates for RESPONSE 2020 advertisers

DIGITAL ADVERTISING - CATHOLICVOLUNTEERNETWORK.ORG

In October 2018, Catholic Volunteer Network debuted a brand new website designed to increase the opportunities for prospective volunteers to find service programs that meet their skills and interests. Website visitors also include campus ministers and career services staff, diocesan and parish leaders, staff of CVN member programs, and many other interested individuals.

The new website features two advertising spaces: a lower banner and sidebar - all appearing on interior web pages. Ads rotate as viewers move from page to page on the website. 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 January 2019.

Our website currently averages nearly:*

12,000 monthly visitors

45,000 monthly pageviews

*web traffic will increase with planned marketing campaigns taking place throughout 2019.

Our responsive site receives visitors from

66% desktop **28%** mobile **6%** tablet

DIGITAL ADVERTISING RATES

	1 month	3 months	6 months	9 months	12 months
Web Size A - Lower Banner 728 px wide x 90 px high	$375	$975	$1,800	$2,600	$3,100
Web Size B - Sidebar 300 px wide x 300 px high	$275	$775	$1,250	$1,700	$2,050

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

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ADVERTISEMENT RESERVATION FORM

Catholic Volunteer Network

Separate or copy this form, or download a fillable PDF form at
CatholicVolunteerNetwork.org/who-we-are/join-our-community/#advertising.
Mail or fax the completed form to address and number below.

Contact Name: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

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

RESPONSE 2020 PRINT ADVERTISEMENT
Deadline for print ad reservation is May 1, 2019

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

Color: ☐ Color* ☐ Black/White
      *available for 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 April 5, 2019: $_____
Less $25 for web
   with print ad reservation: $_____

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

Form may be submitted by mail, fax, or email:
Catholic Volunteer Network / 6930 Carroll Ave, Suite 820 / Takoma Park, MD 20912

fax: 301-270-0901 / media@catholicvolunteernetwork.org

For more information or to receive a free copy of RESPONSE, visit CatholicVolunteerNetwork.org or contact:
media@catholicvolunteernetwork.org / 301-270-0900