

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. Through our recruitment efforts and growing web presence, Catholic Volunteer Network engages with 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 faith-based volunteer and mission programs. Each year, more than 3,000 lay volunteers serve for 9 months or longer within the 150+ programs in 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. Volunteers remain engaged with CVN during and after their service experience as a result of our online resources and networking opportunities. Additionally, our community includes campus personnel, youth ministers, clergy, and many other individuals who advocate for the value of faith-based service to one's personal and professional lives.

## OUR VOLUNTEERS

 50,000+ Volunteers have served within the CVN network over the past three years


 Volunteers serve in a variety of capacities, the top fields of work include: Social Services (22.1%), Education (15.8%); Health Care (14.7%); and Community Development (14.7%)


 74% are 25 years old or younger

 93% are Christian (of those, 71% are Catholic; 16% are Protestant; 9% are Non-denominational; 4% are other Christian faiths)

 91% are college graduates; 13% have a graduate degree

## LIFE AFTER SERVICE

 19% pursue graduate education (top areas of study include: Medicine/Health Care (37%); Education (16%); Theology/Ministry (12%))

 46% seek employment, many in fields of work related to their service experience

 2% pursue religious life

## ADVERTISE WITH US

Catholic Volunteer Network offers opportunities for you to connect with our community via print and digital advertising.



### PRINT ADVERTISEMENTS

- A variety of ad sizes displayed in RESPONSE 2021, the premier resource on faith-based service.
- 18,000 copies distributed to individuals and organizations across the U.S.
- Digital version available for download. An average of 15,000 downloads every year.

### DIGITAL ADVERTISEMENTS

- Two ad placement options throughout the CVN website
- Average 10,000 monthly visitors
- Average 41,500 monthly pageviews
- Highly engaged audience: compared to industry standards, our average session durations are 65% higher than average. page views are nearly double.

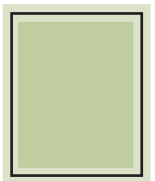
# PRINT ADVERTISING - RESPONSE 2021

Our directory of volunteer opportunities, published annually, is a listing of our 150+ 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.

RESPONSE 2021 will be distributed at events across the country, and mailed to thousands of churches, colleges and retreat centers, and to the thousands of individuals who request copies. The people who use RESPONSE to find service placements are highly-motivated, service-oriented, and socially aware individuals.

RESPONSE is also offered as a downloadable e-book, receiving 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

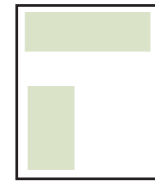
B/W: \$1,150  
Color: \$1,450



### 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

# DIGITAL ADVERTISING - CATHOLICVOLUNTEERNETWORK.ORG



Catholic Volunteer Network's website is a comprehensive resource 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. New content for current and former volunteers debuting in 2020 will ensure that volunteers return to the website over and over again.

The 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.

## 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

## DISCOUNT OPPORTUNITY

- Web & Print Combined - advertisers that reserve both print and web ads will receive a \$25 discount

## PRINT PRODUCTION SCHEDULE & DEADLINES

- RESPONSE 2021 will be published in August 2020
- Deadline for submitting reservations: May 15, 2020
- Deadline for artwork and payment: May 22, 2020
- Digital advertisements may be received at any time

## 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 or remove ads without cause (if payment has been received, pro-rated reimbursements will be issued.) Cancellations that occur after the reservation deadline will incur a cancellation fee of 50% of the total value of the advertisement.

## MECHANICAL REQUIREMENTS

**PRINT:** For production quality in RESPONSE 2021, all print 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.

**DIGITAL:** 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

**FOR MORE INFORMATION** Please contact us at  
media@catholicvolunteernetwork.org

# ADVERTISEMENT RESERVATION FORM

Please complete this reservation form, or download a fillable PDF form at [CatholicVolunteerNetwork.org/who-we-are/join-our-community/#advertising](http://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 2021 PRINT ADVERTISEMENT

**Deadline for print ad reservation is May 1, 2020**

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: \$ \_\_\_\_\_

Discounts applied:  
 Web & Print Combined: \$ \_\_\_\_\_

*Less \$25 from total*

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 # \_\_\_\_\_

CVV# \_\_\_\_\_ 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](mailto:media@catholicvolunteernetwork.org)

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