



MEDIA KIT

**YOUR CONNECTION TO THOUSANDS OF PEOPLE
SEEKING TO LIVE OUT THEIR FAITH THROUGH SERVICE**

ABOUT US

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.

VOLUNTEER'S TOP FIELDS OF WORK AND STUDY

- Medicine/Health Care (14%)
- Education (13%)
- Nonprofit (12%)
- Social Work (9%)

OUR VOLUNTEERS



50,000+

volunteers have served within the CVN network over the past five years



71%

are 25 years old or younger



84%

identify as Christian
of those, 72% are Catholic;
16% are Protestant;
with the remaining identifying
as non-denominational or
another Christian faith



65%

are 4-year college
graduates; 13% have
a graduate degree

PRINT



A variety of ad sizes displayed in **RESPONSE 2023**, the premier resource on faith-based service. Additional print opportunities may be available. Contact us for more information.

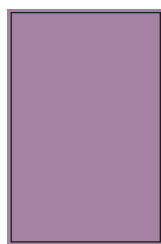
9,000+

copies distributed to individuals and organizations across the U.S.

12,000

downloads every year of digital version on average

COLOR RATES



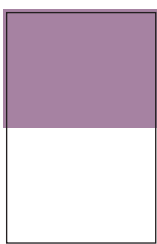
FULL PAGE

SIZE

Bleed: 5.75 x 8.75 in
Non-bleed: 5.5 x 8.5 in

PRICE

REGULAR: \$1,950
BACK COVER: \$2,125*
INTERIOR FRONT OR INTERIOR BACK COVERS: \$2,000*



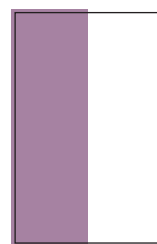
1/2 PAGE

HORIZONTAL

Bleed: 5.75 x 4.5 in
Non-bleed: 5.5 x 4.25 in

PRICE

\$1,450



1/2 PAGE

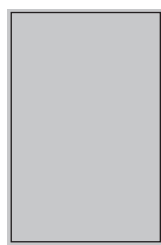
VERTICAL

Bleed: 3.00 x 8.75 in
Non-bleed: 2.75 x 8.5 in

PRICE

\$1,450

BLACK & WHITE RATES



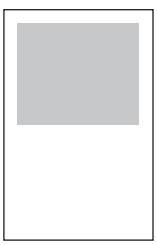
FULL PAGE

SIZE

Bleed: 5.75 x 8.75 in
Non-bleed: 5.5 x 8.5 in

PRICE

\$1,750



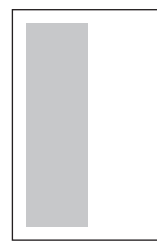
1/2 PAGE

HORIZONTAL

4.5 X 3.75 in (no bleeds)

PRICE

\$1,150



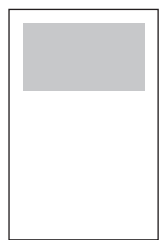
1/2 PAGE

VERTICAL

2.25 x 7.5 in (no bleeds)

PRICE

\$1,150



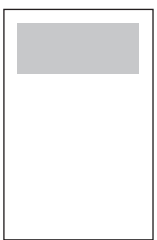
1/3 PAGE

HORIZONTAL

4.5 X 2.5 in (no bleeds)
Vertical not available

PRICE

\$900



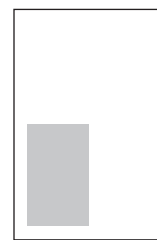
1/4 PAGE

HORIZONTAL

4.5 X 1.875 in (no bleeds)

PRICE

\$750



1/4 PAGE

VERTICAL

2.25 x 3.75 in (no bleeds)

PRICE

\$750

* Reservations for the back cover and interior front and back covers are accepted on a first come, first served basis. Please contact media@catholicvolunteernetwork.org for availability.

DIGITAL



Ad placement throughout the CVN website, a comprehensive resource for prospective volunteers to find service programs that meet their skills and interests.

6,050

average monthly visitors

33,500

average monthly page views

HIGHLY ENGAGED AUDIENCE

Average session duration over the last four years is 3:31 minutes, with nearly a half million page views per year.

Data represents four-year averages



WEB A - LOWER BANNER

728 px wide x 90 px high

WEB B - SIDE BAR

300 px wide x 300 px high

DIGITAL AD RATES

The website features two standard 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. These spaces are available to all advertisers and include a brief analytics summary following the completion of your ad.

TIERED MEMBER RATES

	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
WEB A	\$350, \$375, \$400	\$900, \$950, \$1,000	\$1,750, \$1,850, \$1,900	\$3,000, \$3,150, \$3,300
WEB B	\$250, \$275, \$300	\$700, \$750, \$800	\$1,200, \$1,300, \$1,350	\$2,000, \$2,150, \$2,300

** Member rates are determined by an organization's annual budget. Tier 1 = Less than \$100,000 / Tier 2 = \$100,000-499,999 / Tier 3 = \$500,000 and over.*

NON-MEMBER RATES

	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
WEB A	\$425	\$1,050	\$1,950	\$3,400
WEB B	\$325	\$850	\$1,550	\$2,600

FEATURED GRADUATE PROGRAM



Featured Graduate Program spots are prominently displayed on the 'Former Volunteers' page of our website.

VOLUNTEER'S TOP FIELDS OF WORK AND STUDY

14%

Medicine/
Health Care

13%

Education

12%

Nonprofit

9%

Social Work

FEATURED GRADUATE PROGRAM

Only one featured listings per month (12 spots per calendar year). Available only to accredited graduate and higher education institutions. Feature Graduate Program advertisers may select the month of their feature, depending on availability. Three months max per advertiser per calendar year.

WHAT'S INCLUDED?

Featured Graduate Program Spots include the title of your University/ Specific school within your university, a short blurb, logo, photo, contact email and phone number, and buttons to your website and a relevant video. Feature Graduate program advertisers are also given the option to submit a guest blog post to be hosted on the CVN blog page for no additional cost.

1 MONTH	3 MONTHS
\$400	1,000

FINE PRINT



DISCOUNT OPPORTUNITY

Web & Print Combined - advertisers that reserve both print and web ads will receive a \$75 discount

SCHEDULE & DEADLINES

- RESPONSE 2023 will be published in September 2022
- Deadline for submitting reservations: May 21, 2022
- Deadline for artwork and payment: June 14, 2022
- Standard digital ad runs can begin as soon as one week after receiving a reservation, depending on availability

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 2022, 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 and color 1/2 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.

STANDARD DIGITAL ADS

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

**TO RESERVE YOUR AD PLEASE CONTACT US AT
MEDIA@CATHOLICVOLUNTEERNETWORK.ORG**