

# MEDIA KIT



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

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

## OUR VOLUNTEERS



73%

of programs serve  
domestically; 13%  
serve internationally  
14% serve both domestic and  
international programs



70%

are 21-25  
years of age  
with the next second highest  
range are 26-30 years of age



81%

identify as Christian  
of those, 85% are Catholic  
with the remaining identifying  
as non-denominational or  
another Christian faith



51%

are 4-year college  
graduates; 35% have  
a graduate degree  
of these, 58% attended a  
Catholic or religious university

*Data identified through CVN Pulse-Taking Report (2023), CVN Former Volunteer Study:  
How Service Impacts Volunteers (2021), and Trends in Faith-Based Service Report (2020).*



## ABOUT US

Founded in 1963, Catholic Volunteer Network is a membership organization of Christian volunteer, mission, and service programs, campus partners and individuals that foster full-time national and international service opportunities for people of all backgrounds, ages and skills.



# DIGITAL DIRECTORY

# 60

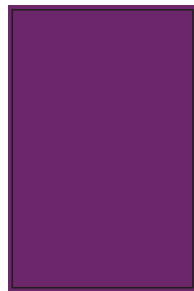
average downloads each month

Displayed in RESPONSE: LEGACY EDITION, the premier resource on faith-based service.

Digital download directory of member service programs updated in real time, year-round.



## COVER PAGES

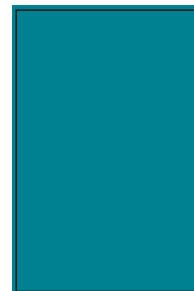


### FRONT COVER

\$750/Month  
\$1,800/3 Months

### BACK COVER

\$600/Month  
\$1,500/3 Months



### INTERIOR FRONT COVER

\$500/Month  
\$1,250/3 Months

### INTERIOR BACK COVER

\$400/Month  
\$1,000/3 Months

## INTERIOR PAGES



### SINGLE PAGE

\$300/Month  
\$750/3 Months



### DOUBLE PAGE

\$500/Month  
\$1,250/3 Months

Advertisements are submitted in PDF format, Statement size (5.5 x 8.5 in), Color.  
Contact [media@catholicvolunteernetwork.org](mailto:media@catholicvolunteernetwork.org) for availability.



# WEB ADVERTISEMENTS



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



**WEB A - LOWER BANNER**  
728 px wide x 90 px high

**WEB B - SIDE BAR**  
300 px wide x 300 px high

## DIGITAL WEB 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.

### MEMBER RATES

WEB A	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
Individual	\$150	\$400	\$700	\$1,200
Campus	\$350	\$900	\$1,700	\$3,000
Service Program Tier 1	\$375	\$950	\$1,850	\$3,150
Service Program Tier 2	\$400	\$1,000	\$1,950	\$3,300
Service Program Tier 3	\$425	\$1,050	\$2,050	\$3,450

WEB B	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
Individual	\$75	\$200	\$375	\$700
Campus	\$200	\$550	\$1,200	\$1,900
Service Program Tier 1	\$275	\$750	\$1,300	\$2,150
Service Program Tier 2	\$300	\$800	\$1,400	\$2,300
Service Program Tier 3	\$325	\$850	\$1,500	\$2,450

### NON-MEMBER RATES

	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
WEB A	\$450	\$1,200	\$2,100	\$3,600
WEB B	\$350	\$900	\$1,650	\$2,700

\* 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.



# FEATURED GRADUATE PROGRAM



Featured Graduate Program spots are prominently displayed on our website.

## VOLUNTEERS' TOP FIELDS OF WORK AND STUDY

14% Health Care      13% Education

12% Nonprofit      9% Social Work

*Data identified through CVN Trends in Faith-Based Service Report (2020).*

**70%**

of former volunteers identify clarity in next steps of their

**PROFESSION, VOCATION, and EDUCATION**

because of faith-based service

*Data identified through CVN Former Volunteer Study: How Service Impacts Volunteers (2021).*

## FEATURED GRADUATE PROGRAM

Only one featured listing 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 maximum 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 at no additional cost.

	1 MONTH	3 MONTHS
MEMBER	\$500	\$1,200
NON- MEMBER	\$600	\$1,500

[catholicvolunteernetwork.org](http://catholicvolunteernetwork.org)  
Media Kit | March 2024



# REQUIREMENTS

## SCHEDULE & DEADLINES

### RESPONSE: LEGACY EDITION

is updated monthly

- Deadline for submitting artwork and payment is 15th of each month

**WEB ADS** can be purchased at any time.

- Schedule determined at time of purchase.

### FEATURED GRAD PROGRAM

listing shared the second Tuesday of every month.

- Deadline for submitting artwork, content, and payment by the previous Tuesday.

## 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.

## MECHANICAL REQUIREMENTS

### PRINT

Print opportunities may be available Summer 2024. Contact us for more information.

### 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, CONTACT US AT  
[MEDIA@CATHOLICVOLUNTEERNETWORK.ORG](mailto:MEDIA@CATHOLICVOLUNTEERNETWORK.ORG)

