

VISION VOCATION GUIDE 2012 Advertising Rate Card



Print, online, and digital formats

- VocationGuide.org -
- VocationMatch.com -
- DigitalVocationGuide.org -

VISION THE ANNUAL CATHOLIC RELIGIOUS VOCATION DISCERNMENT GUIDE
www.vocationguide.org

2012 edition

VISION ADVERTISING OPPORTUNITIES

Print • Digital • Online

Be part of the most comprehensive, innovative vocation resource:

VISION Vocation Guide, DigitalVocationGuide.org,
VocationNetwork.org with [Vocation Match](http://VocationMatch.com)*

*Ranked a top-ten vocation website
by the U.S. Conference of Catholic Bishops

UNIQUE BENEFITS & SERVICES

- Inclusion in **VOCATION MATCH**: This highly successful online service—featured in TIME magazine and on CBS News—helps discerners narrow their search for the right vocation and sends you qualified candidates genuinely interested in your community/institute.
- Inclusion in **DIGITALVOCATIONGUIDE.ORG**: An online edition of the guide that extends the reach of your print ad.
- **MULTIMEDIA EXPOSURE**
 - ➔ Free print and online descriptive listings accompanied by a short video you provide.
 - ➔ Free online postings of vocation events.
- **MULTILINGUAL EXPOSURE** through our online features in Spanish and French.
- **UP-TO-THE-MINUTE READER RESPONSES** and 24/7 access to online activity reports.
- **ADVERTISING OPTIONS** to fit any budget.
- **EXCEPTIONAL CUSTOMER SERVICE** from professionals committed to addressing your needs.

SPECIAL FEATURES

READER RESPONSE SERVICE: Requests from potential candidates about your community will be immediately forwarded to you by e-mail for one year. Each VocationMatch.com request includes a detailed reader profile. Community Search queries minimally contain the name, city, and e-mail address of the inquirer. Advertisers may request that reader responses be e-mailed to additional contacts at no extra charge. Reader response statistics are available online anytime and e-mailed to you once a month.

FREE DIRECTORY LISTINGS—PRINT & ONLINE: As a display advertiser, you will receive a FREE, 150-word descriptive listing in print and online (a \$720 value). We can translate your listing for a \$25 fee per translation. Listings exceeding 150 words cost \$2 per additional six characters. Additional Directory Listings are \$100 each. Streaming video you provide is posted for FREE alongside your listing (run time: 1:45 minutes maximum).

ONLINE FEATURES:

- **VOCATION MATCH**: As an advertiser you complete a community/institute profile. Discerners who participate in our FREE online [Vocation Match/Encuentro Vocacional](http://VocationMatch.com) discernment process complete a profile that is then matched with participating organizations. Discerners get a sense of which communities/institutes might be a good fit. Advertisers get a chance to connect with qualified discerners.
- **COMMUNITY SEARCH**: Your online community Directory Listing, posted in English and/or Spanish and French, is fully searchable and linked to your website.
- **VOCATION OPPORTUNITIES/EVENTS CALENDAR**: You may post upcoming vocation, service, and educational opportunities throughout the year for FREE. *The Vocation Match service includes links to your posted events.*

Connect with
qualified
vocation discerners

- **MULTILINGUAL ARTICLES and WEB INDEX**: The VISION website features articles in English, Spanish, and French and a comprehensive index of communities and vocation resources.
- **EXTENSIVE MULTIMEDIA INTERACTIONS**: Blogs, Q & A, Facebook, Twitter, and YouTube postings.

DISTRIBUTION/CIRCULATION

PRINT: More than 100,000 issues of VISION 2012 will be distributed beginning in August 2011.

WEB: VISION VOCATION NETWORK averages an estimated 250,000 separate interactive visits per year.

DIGITAL EDITION: DigitalVocationGuide.org, the digital version of our print edition, averages 15,000 visits and growing.

CLOSING DATE

- Reserve your ad space by **MARCH 18, 2011**.
- Send in all materials by **APRIL 15, 2011**.
- Copies available by **AUGUST 1, 2011**.

VISION is published by TRUEQUEST COMMUNICATIONS on behalf of the NATIONAL RELIGIOUS VOCATION CONFERENCE (NRVC). Your ad in VISION helps support the NRVC.

RESERVE YOUR AD TODAY!

800-942-2811

mail@vocationguide.org

RESERVE YOUR AD TODAY!

CONTACT: Dianne Potter or Patrice Tuohy

RESERVE YOUR AD TODAY!

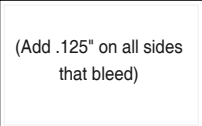
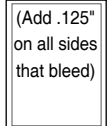
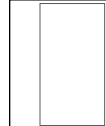
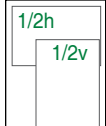
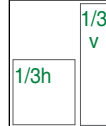
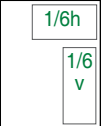
800-942-2811

mail@vocationguide.org

PRINT ADVERTISING RATES

CLOSING DATE: MARCH 18, 2011/MATERIALS DUE: APRIL 15, 2011

Call 800-942-2811 to reserve your ad today.

 <p>(Add .125" on all sides that bleed)</p> <p>2-page spread: 14.75" x 10" TRIM SIZE: 16" x 10.75"</p>	 <p>(Add .125" on all sides that bleed)</p> <p>Full page: 7" x 10" TRIM SIZE: 8" x 10.75"</p>	 <p>2/3-page vertical: 4.625" x 10"</p>	 <p>1/2h 1/2v</p> <p>1/2-page horizontal: 7" x 4.875" 1/2 page vertical: 4.625" x 7.5"</p>	 <p>1/3h 1/3v</p> <p>1/3-page horizontal: 4.625" x 4.875" 1/3 page vertical: 2.25" x 10"</p>	 <p>1/6h 1/6v</p> <p>1/6-page horizontal: 4.625" x 2.375" 1/6 page vertical: 2.25" x 4.875"</p>
\$12,600	\$7,200	\$5,830	\$4,530	\$3,250	\$2,350 COLOR \$1,690 B&W only

SPECIAL POSITION Add \$200 (e.g. upper right, etc.) DIRECTORY LISTING ONLY \$720 Ad prices include color costs unless otherwise indicated.

PREMIUM POSITIONS (CALL ABOUT AVAILABILITY):

OUTSIDE BACK COVER	\$9,580
INSIDE FRONT COVER	\$8,980
DESIGNED AS 2-PAGE SPREAD	\$15,010
INSIDE BACK COVER	\$8,550
DESIGNED AS 2-PAGE SPREAD	\$14,050

(Cover prices include color with bleed)

WEB ADVERTISING RATES

Call 800-942-2811 to reserve your ad today.

VISION VOCATION NETWORK offers a full range of website advertising to provide maximum exposure for your organization. Ads circulate throughout the English, Spanish, or French versions of VocationGuide.org, or bilingual ads can circulate on two sites.

Advertising on VISION's website is reserved to VISION print advertisers to ensure that your valuable investment in vocation outreach has the highest possible impact.

BANNER AD appears at the top of every page in rotation. *Dimensions:* 468 x 60 pixels (width by height). **COST: \$2,500 for 1 year**

JUMBO BOX AD is weighted to appear more frequently on select pages. Horizontal Jumbo ad appears in prime interior space on select pages; Vertical Jumbo ad appears in the side column of select pages. *Dimensions:* HORIZONTAL STYLE 300 x 247 pixels. VERTICAL (SKYSCRAPER) STYLE 150 x 563. **COST: \$2,250 for 1 year**

REGULAR BOX AD appears in the side columns of every page in rotation. *Dimensions:* 150 x 200 pixels (width by height). **COST: \$1,450 for 1 year**

TEXT AD appears in the side columns of every page in rotation. Text only; no photo/graphics. *Specs:* 25 characters in headline; 70 in body; one link. **COST: \$1,100 for 1 year**

WEB ICON (your community's logo) appears next to your online descriptive listing. Listings with icons appear first in a discerners Vocation Match results. *Dimensions:* 90 x 90 pixels. *Formats:* 72 dpi GIF or JPEG. **COST: \$250 for 1 year**

STREAMING VIDEO appears next to your community's online directory listing for FREE. Run time: 1:45 minutes max.

PRODUCTION COSTS/Print & web ad design

VISION's production staff can provide professional design services at these low rates:

TEXT OR PHOTO CHANGES: MINOR: \$30/ EXTENSIVE: \$80

AD DESIGN:

PRINT BETWEEN \$100-\$500 DEPENDING ON SIZE AND TIME REQUIRED
WEB ADS GIF/JPEG: \$80 ANIMATED GIF: \$190 FLASH: \$225
STREAMING VIDEO EDITING invoiced at cost.

MARKETING SERVICES

VISION's seasoned marketing professionals can offer their expertise to your advertising planning.

CRITIQUE AND WRITTEN FEEDBACK of ad materials: \$250
NEW AD CAMPAIGN STRATEGY with concrete ideas for print and web ads: \$500

SPECIFICATIONS for print and web ads and free streaming video

PRINT ADS

■ Please submit high-resolution (300 dpi) PDF files; CMYK color (no RGB) with embedded fonts. (NOTE: Please make sure to save the original file in which the ad was created in case you need to make changes.) Do not use ICC color profiles when saving your ad as a pdf.

TIFFs and JPEGs are also acceptable—high resolution (300 dpi). Please include a laser proof.

■ Digital photos should have a 300 dpi resolution.

■ E-mailed ads: please name the file your community's name or your VISION account number.

■ Go to VocationGuide.org and click on Advertiser Information for tips on designing better ads and maximizing the effectiveness of your advertising dollar.

WEB ADS

■ Acceptable formats include GIF, animated GIF, JPEG saved for web, or flash. If it's a flash ad, be sure to embed the URL link to your website. Please test your web ad to be sure it clicks through to your website before you send it to us.

STREAMING VIDEO

■ Acceptable formats include mpeg, wmv, wma. Run time may not exceed 1:45 minutes.

DIGITAL EDITION ADVERTISING RATES

VISION's digital edition, DigitalVocationGuide.org, offers unique advertising opportunities. Your print ad and directory listing(s) automatically appear in the digital edition; however, you can choose to run an additional digital ad in the following formats:

LEADERBOARD AD appears at the top of every page of the digital edition in rotation with other similar ads. *Dimensions:* 728 x 90 pixels **COST: \$400 for 1 year**

BUTTON AD appears on the side navigation bar of every page of the digital edition in rotation with other similar ads. *Dimensions:* 180 x 106 pixels **COST: \$300 for 1 year**

BLOW-IN AD pops up on a specific page of the digital edition. *Dimensions:* 400 x 300 pixels **COST: \$250 for 1 year**

TERMS & DISCOUNTS

UNLESS OTHERWISE REQUESTED, advertisers are invoiced at time of annual publication. Please remit invoices within 30 days of receipt. A discount of 15% is granted to recognized agencies when an invoice is paid within 30 days. All major credit cards accepted. Advertisers canceling after April 15, 2011 may be subject to a 5% cancellation fee.

