

An award-winning resource
of the National Religious Vocation Conference

2014 VISION VOCATION GUIDE Sponsorship/Advertising Rate Card

IMPORTANT DATES

- Reserve your print and web sponsorship/ad space by **MARCH 25, 2013**
- Send in all materials by **APRIL 26, 2013**
- Copies available by **AUGUST 1, 2013**

**RESERVE A PLACE
IN VISION 2014 TODAY!**

800-942-2811
mail@vocationguide.org

VISION
VOCATION GUIDE

The annual Catholic religious
vocation discernment guide



VOCATIONNETWORK.ORG

DIGITALVOCATIONGUIDE.ORG

VOCATIONMATCH.COM

THE VISION VOCATION NETWORK

*A trusted resource that shines a light
on the rich array of church vocations*

READERSHIP and AWARDS

- 60 percent of identified readers are under 35
- On average 6,000 new reader profiles completed each year; 35,000 registered users in VISION database
- Diverse reader demographics: U.S., U.K., Canada, Ireland, Mexico, France, Australia, Philippines, Italy . . .
- Estimated 250,000 separate interactive website visits annually; 120,000 free print and digital editions distributed annually
- Recognized for excellence by the U.S. Conference of Catholic Bishops and the Catholic Press Association

Maximize your outreach and stretch your advertising dollars

UNIQUE BENEFITS & SERVICES for advertising sponsors



- **PRINT and ONLINE LISTING:** With display ad, *free* 150-word descriptive listing (a \$750 value) in all available languages.
- **VOCATIONMATCH.COM:** Inclusion in this highly successful online service that helps men and women considering religious life narrow their search for the right vocation and connect with you.
- **VISION EVENTS CALENDAR:** Your posted local and national events designed to increase participation and assist VISION visitors in their vocation journey.
- **READER RESPONSES AND STATISTICS:** Profiles from potential candidates emailed to designated recipients for a year.
- **ADVERTISING OPTIONS** to fit any budget.
- **EXCEPTIONAL SERVICE;**
PROVEN RESULTS.

**YOUR AD IN VISION
HELPS SUPPORT THE
MISSION AND MINISTRY
OF THE NATIONAL
RELIGIOUS VOCATION
CONFERENCE.**

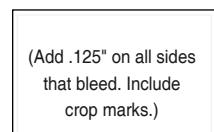
*Plan to be part of the most comprehensive, innovative, and respected
vocation resource available in print, online, and digital formats:*

- Award-winning articles and online features in English, Spanish, and French
- Extensive outreach worldwide
- Articles and online features in English, Spanish, and French

RESERVATIONS DUE March 25
MATERIAL DUE April 26
PUBLICATION DATE Aug. 1, 2013

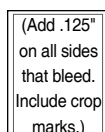
RESERVE YOUR AD TODAY
800-942-2811 • mail@vocationguide.org

PRINT ADVERTISING



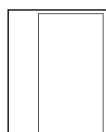
2-page spread: 14.75" x 10"
TRIM SIZE: 16" x 10.75"

\$12,600



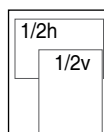
\$7,250

Full page:
7" x 10"
TRIM SIZE: 8"
x 10.75"



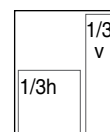
\$5,880

2/3-page
vertical:
4.625" x
10"



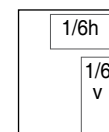
\$4,580

1/2-page
horizontal:
7" x 4.875"
1/2 page
vertical:
4.625" x 7.5"



\$3,300

1/3-page
horizontal:
4.625" x 4.875"
1/3 page
vertical:
2.25" x 10"



\$2,400 COLOR
\$1,700 B&W only

1/6-page
horizontal:
4.625" x 2.375"
1/6 page vertical:
2.25" x 4.875"

SPECIAL POSITIONS (CALL ABOUT AVAILABILITY):

OUTSIDE BACK COVER **\$9,580**

INSIDE FRONT COVER **\$8,980**

INSIDE BACK COVER **\$8,550**

OTHER SPECIAL POSITIONS (upper right, etc.) Add \$200

DIRECTORY LISTING ONLY \$750

Prices include color & bleed unless otherwise indicated.

WEB & DIGITAL ADVERTISING

BANNER AD appears at the top and bottom of home page and on main pages throughout the VocationNetwork.org website.
Dimensions: 468 x 60 pixels (width by height)
COST: \$2,500 for 1 year

JUMBO BOX AD Horizontal or vertical jumbo ad appears on home page and on main pages throughout the site.

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 in rotation.
Dimensions: 150 x 200 pixels (width by height)
COST: \$1,750 for 1 year

TEXT AD appears in the side columns in rotation. Text only.
Specs: 25 characters in headline; 70 in body; one link
COST: \$1,100 for 1 year

ICON (your community's logo) appears next to your descriptive listing in print, web, and digital listings. Online listings with icons are ordered at the top of a discerners' Vocation Match results.
Dimensions: 90 x 90 pixels. *Formats:* 72 dpi GIF or JPEG
COST: \$350 includes web, print, and digital

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

LEADERBOARD AD appears above every page of the digital edition, DigitalVocationGuide.org in rotation.
Dimensions: 728 x 90 pixels
COST: \$400 for 1 year

BUTTON AD appears on the side navigation bar of the DigitalVocationGuide.org in rotation.
Dimensions: 180 x 106 pixels
COST: \$300 for 1 year

E-NEWSLETTER BANNER AD appears at the top of the monthly E-Vocation newsletter for 12 issues.
Dimensions: 468 x 60 pixels
COST: \$1,950 for 1 year (\$200 per issue)

E-NEWSLETTER BOX AD appears on the side of the monthly E-Vocation newsletter for 12 issues.
Dimensions: 150 x 200 pixels
COST: \$1,500 for 1 year (\$155 each issue)

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

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 \$100-\$500** DEPENDING ON SIZE AND TIME REQUIRED

WEB ADS GIF/JPEG: \$80 **ANIMATED GIF: \$190**

STREAMING VIDEO EDITING invoiced at cost.

We can translate your listing for a \$30 fee per translation. Listings exceeding 150 words cost \$2 per additional word.

SPECIFICATIONS

PRINT ADS

■ Please submit high-resolution (300 dpi) PDF files with fonts embedded and CMYK color (no RGB, ICC color profiles, or transparencies). Please make sure to save the original file in which the ad was created in case you need to make changes. TIFFs and JPEGs are also acceptable—high resolution (300 dpi).

■ Digital photos should have a 300 dpi resolution.

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

■ For tips on designing better ads and maximizing the effectiveness of your advertising dollar, go to the Become a Sponsor page on VocationNetwork.org.

WEB ADS

■ Acceptable formats include GIF, animated GIF, or JPEG saved for web. Please convert flash to animated gifs.

STREAMING VIDEO

■ Acceptable formats: All standard movie files, including .mpg, .mov, .wmv, etc. Run time may not exceed 1:45 minutes.

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

CRITIQUE OF WEBSITE AND/OR PROMOTIONAL CAMPAIGNS: To be determined

TERMS & DISCOUNTS

UNLESS OTHERWISE REQUESTED, advertisers are invoiced at time of annual publication. All major credit cards accepted. Advertisers canceling after April 26, 2013 may be subject to a 5% cancellation fee.



Call
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to reserve
your ad today.

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March 25, 2013

MATERIALS DUE:

April 26, 2013

VISION Vocation Guide is published by TrueQuest Communications on behalf of the National Religious Vocation Conference, nrvc.net