



UNIQUE BENEFITS & SERVICES

- **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 throughout the year.
- **ADVERTISING OPTIONS** to fit any budget.
- **EXCEPTIONAL SERVICE; PROVEN RESULTS.**

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

Questions? Call now
or e-mail us at
mail@vocationguide.org

VOCATIONNETWORK.ORG
DIGITALVOCATIONGUIDE.ORG
VOCATIONMATCH.COM

RESERVATIONS DUE: March 31, 2015
MATERIAL DUE: May 8, 2015
PUBLICATION DATE: Aug. 1, 2015



Your VISION ad helps support the mission and ministry of the National Religious Vocation Conference.

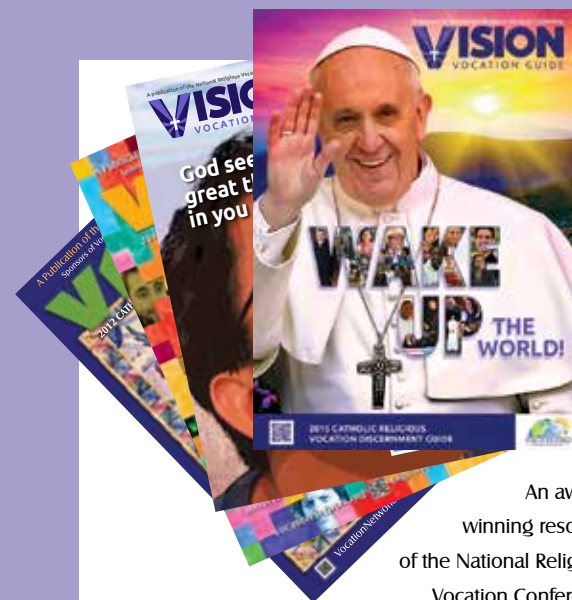
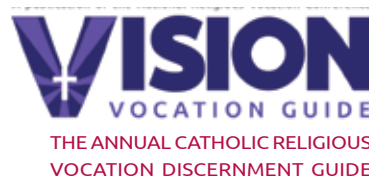
A trusted resource that reflects the rich array of religious vocations

READERSHIP and AWARDS

- 60 percent of identified readers are under 30.
- On average 5,000 new readers complete profiles each year; VISION is in correspondence with more than 21,000 active discerners in any given year (with new discerners joining the conversation and those who have made their vocation decision moving on).
- Diverse reader demographics: U.S., U.K., Canada, Ireland, Mexico, France, Australia, and more.
- More than 360,000 separate interactive website visits in the past 12 months; 130,000 free print and digital editions distributed annually.
- Recognized for excellence by the U.S. Conference of Catholic Bishops and Catholic Press Association



Plan to be part of the most comprehensive, innovative, and respected vocation resource available in print, online, and digital formats during the second half of the Year of Consecrated Life and beyond.



An award-winning resource of the National Religious Vocation Conference

2016 VISION VOCATION GUIDE

Sponsorship/Advertising

RATE CARD

IMPORTANT DATES

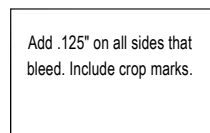
- **MARCH 31, 2015**
Deadline to reserve your ads
- **MAY 8, 2015**
Materials due (pdf, jpegs, gifs, etc.)
- **AUGUST 1, 2015**
Publication date of VISION 2016

Trusted | Effective | Innovative

TO RESERVE YOUR AD CALL OR EMAIL TODAY
800-942-2811 • mail@vocationguide.org

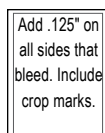


PRINT ADVERTISING



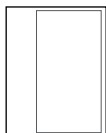
Add .125" on all sides that bleed. Include crop marks.

2-page spread:
TRIM SIZE: 16" x 10.75"
TO FLOAT AD: 14.75" x 10"
\$12,600

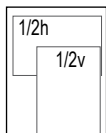


Add .125" on all sides that bleed. Include crop marks.

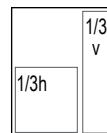
Full page:
TRIM SIZE: 8" x 10.75"
TO FLOAT AD: 7" x 10"
\$7,250



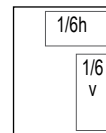
2/3-page vertical:
4.625" x 10"
\$5,880



1/2-page horizontal:
7" x 4.875"
\$4,580



1/3-page horizontal:
4.625" x 4.875"
\$3,330



1/6-page horizontal:
4.625" x 2.375"
\$2,400 COLOR
\$1,700 B&W only

PREMIUM POSITIONS

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

NOTE: Advertising on VISION's website and digital edition is reserved to VISION sponsors who purchase a print display ad or directory listing (see print rates above) to ensure that your valuable investment in vocation outreach has the highest possible impact.

BANNER AD appears at the top and bottom of home page and on main pages throughout the VISION website.
Dimensions: 468 x 60 pixels
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
COST: \$1,750 for 1 year

MINI BANNER AD appears in the side columns in rotation.
Dimensions: 300 x 82 pixels
COST: \$1,200 for 1 year

LEADERBOARD AD appears above every page of VISION's digital edition in rotation.
Dimensions: 728 x 90 pixels
COST: \$400 for 1 year

BUTTON AD appears on the side

navigation bar of VISION's digital edition in rotation.
Dimensions: 180 x 106 pixels
COST: \$300 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, digital

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

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)

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). TIFFs and JPEGs are also acceptable—high resolution (300 dpi). Submit layered files if you anticipate text changes.

■ Digital photos should have a 300 dpi resolution.

■ E-mailed ads: please name the file with 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 30, 2015 may be subject to a 5% cancellation fee.



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