VISION VOCATION GUIDE
2013 Advertising Rate Card

VocationNetwork.org

VocationMatch.com

DigitalVocationGuide.org

IMPORTANT DATES

- Reserve your ad space by MARCH 23, 2012
- Send in all materials by APRIL 23, 2012
- Copies available by AUGUST 1, 2012

VISION
THE ANNUAL CATHOLIC RELIGIOUS VOCATION DISCERNMENT GUIDE
VocationNetwork.org

THE VISION VOCATION NETWORK

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

FACTS

- 56 percent of identified readers are under 30
- More than 35,000 active contacts in the VISION database
- On average 6,000 new reader profiles completed each year
- Diverse reader demographics: U.S., U.K., Canada, Mexico, Australia, Ireland, Philippines, France, Italy . . .
- Named a Top Ten Vocations website by the U.S. Conference of Catholic Bishops
- Catholic Press Award-winning publication
- Worldwide circulation in print and digital format
- Free vocation-promotion materials sent to tens of thousands of parishes, schools, and ministry offices
- Estimated 250,000 separate interactive website visits annually

Maximize your outreach and stretch your advertising dollars

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

- *Award-winning articles and online features in English, Spanish, and French*
- *Extensive outreach to vocation and youth ministers worldwide*

VocationNetwork.org
VocationMatch.com
DigitalVocationGuide.org

Find us on facebook, twitter, flickr, and youtube

UNIQUE BENEFITS & SERVICES

- **WITH YOUR DISPLAY AD:** FREE, 150-word descriptive listing in print and online (a $720 value) in any or all available languages.
- **VOCATIONMATCH.COM:** Inclusion in this highly successful online service that helps discerners narrow their search for the right vocation and sends you qualified candidates.
- **COMMUNITY EVENTS CALENDAR and VIDEO display:** Post events and video free; all are linked to your online profile.
- **FEATURES IN ENGLISH, SPANISH AND FRENCH**
- **UP-TO-THE-MINUTE READER RESPONSES AND STATISTICS.** Requests and profiles from potential candidates will be forwarded to designated recipients by e-mail for one year.
- **ADVERTISING OPTIONS** to fit any budget.
- **EXCEPTIONAL CUSTOMER SERVICE** from professionals committed to addressing your needs.

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

RESERVATIONS DUE March 23
MATERIAL DUE April 23
PUBLICATION DATE Aug. 1, 2012

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800-942-2811
mail@vocationguide.org

PRINT ADVERTISING RATES

AD SIZES

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

2-page spread: 14.75" x 10"
Trim size: 16" x 10.75"
$12,600

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

Full page:
7" x 10"
Trim size: 8" x 10.75"
$7,200

2/3-page vertical:
4.625" x 10"
$5,830

1/2h
1/2v

1/2-page horizontal:
7" x 4.875"
1/2 page vertical:
4.625" x 7.5"
$4,530

1/3v
1/3h

1/3-page horizontal:
4.625" x 4.875"
1/3 page vertical:
2.25" x 10"
$3,250

1/6h
1/6v

1/6-page horizontal:
4.625" x 2.375"
1/6 page vertical:
2.25" x 4.875"
$2,350 COLOR
$1,690 B&W only

SPECIAL 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
Other Special positions (upper right, etc.) Add $200
Directory Listing Only $720

Ad prices include color and bleed unless otherwise indicated.

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.

We can translate your listing for a $25 fee per translation. Listings exceeding 150 words cost $2 per additional word.

SPECIFICATIONS

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).

■ 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 Sponsors 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.

WEB & DIGITAL ADVERTISING RATES

BANNER AD appears at the top and bottom of home page and on main pages throughout the VocationNetwork.com 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 discerner's 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 digital edition in rotation.
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

NOTE: *Advertising on VISION's website or in the online digital edition of the printed guide is reserved to VISION print advertisers to ensure that your valuable investment in vocation outreach has the highest possible impact.*

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

TERMS & DISCOUNTS

UNLESS OTHERWISE REQUESTED, advertisers are invoiced at time of annual publication. 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 23, 2012 may be subject to a 5% cancellation fee.

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

CLOSING DATE:
March 23, 2012

MATERIALS DUE:
April 23, 2012

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