

VISION VOCATION NETWORK

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.**

800-942-2811

mail@vocationguide.org

VOCATIONNETWORK.ORG
DIGITALVOCATIONGUIDE.ORG
VOCATIONMATCH.COM

RESERVATIONS DUE: March 28, 2014

MATERIAL DUE: April 28, 2014

PUBLICATION DATE: Aug. 1, 2014



Your ad in VISION 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 6,000 new reader profiles completed each year; More than 46,000 registered users in VISION database
- Diverse reader demographics: U.S., U.K., Canada, Ireland, Mexico, France, Australia, Philippines, Italy . . .
- Estimated 300,000 separate interactive website visits annually; 100,000 free print and digital editions distributed annually
- Recognized for excellence by the U.S. Conference of Catholic Bishops and the Catholic Press Association

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

A publication of the National Religious Vocation Conference
VISION
VOCATION GUIDE
THE ANNUAL CATHOLIC RELIGIOUS
VOCATION DISCERNMENT GUIDE

An award-winning resource of the National Religious Vocation Conference

2015

VISION VOCATION GUIDE Sponsorship/Advertising RATE CARD

Year of Consecrated Life Special Issue

IMPORTANT DATES

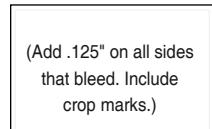
- Reserve your print and web sponsorship/ad space by **MARCH 28, 2014**
- Send in all materials by **APRIL 28, 2014**
- Copies of VISION 2015 available by **AUGUST 1, 2014**
- Year of Consecrated Life: 2015

DON'T MISS BEING PART OF THE SPECIAL YEAR OF CONSECRATED LIFE ISSUE. RESERVE YOUR PLACE IN VISION 2015 TODAY!

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

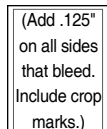


PRINT ADVERTISING



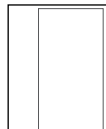
(Add .125" on all sides that bleed. Include crop marks.)
2-page spread: 14.75" x 10"
TRIM SIZE: 16" x 10.75"

\$12,600



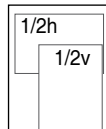
(Add .125" on all sides that bleed. Include crop marks.)
Full page: 7" x 10"
TRIM SIZE: 8" x 10.75"

\$7,250



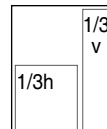
2/3-page vertical: 4.625" x 10"

\$5,880



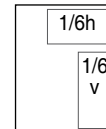
1/2-page horizontal: 7" x 4.875"
1/2 page vertical: 4.625" x 7.5"

\$4,580



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

\$3,330



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

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

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 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

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 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 the DigitalVocation Guide.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). 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 25, 2014 may be subject to a 5% cancellation fee.



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

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