

## Make the most of your marketing efforts!

In addition to advertising in *WorldView* magazine, NPCA offers great opportunities to increase the impact of your message. Whether you offer jobs, products, or services, we'll put you in touch with exactly the right audience! Check out our special online, Career Center, and sponsorship packages.

### ONLINE ADVERTISING

NPCA's online resources are used daily by NPCA members, *WorldView* readers, NGOs, the families and friends of volunteers, the media, legislators, and more—and the *WorldView* magazine web site is one of the most popular. In a 3-month period in 2008, we had **2,609 unique visitors** for a total of **5,929 page views**. 86% of visitors came from direct traffic (not as a result of search or referral). Check out our site at:

[www.worldviewmagazine.com](http://www.worldviewmagazine.com)

We accept head banner ads only. Ads are available on a quarterly basis, with discounts for annual contracts.

#### Rates:

Head banner – runs above *WorldView* banner.

per quarter -	\$2500
full year contract -	\$8500

#### Specs:

**Banner** 750 pixels wide x 80 high. Banner ads may be stable or animated. Includes link to your URL. We accept .tif, .jpg, .psd, .gif, or flash files.

#### Contact:

Sue Partyke, Ad Director 540 374-9100 or [advertise@rpcv.org](mailto:advertise@rpcv.org) for more info.

### DIGITAL SPONSORSHIPS

Certain issues of *WorldView* magazine are available for digital sponsorships. If a recent or upcoming issue topic would be of special interest to your target market, a digital edition can be created. That issue can be sent to your own email list, *WorldView's* regular email list of returned and active volunteers, NPCA's expanded list of 35,000+ returned volunteers for whom we have email addresses, or any combination of lists. Price depends upon total distribution, and includes a special email blast from NPCA President Kevin Quigley, plus a full page ad facing the cover of the digital edition.

#### Contact:

Sue Partyke, Ad Director 540 374-9100 or [advertise@peacecorpsconnect.org](mailto:advertise@peacecorpsconnect.org) for more info.

### CAREER CENTER PACKAGES

Imagine finding an employee with determination, courage, and fortitude—someone eager to take on new experiences, able to find solutions to problems that may seem insurmountable, and willing to live in a completely different culture in order to improve someone else's life. Whether you're looking for trainees, or seasoned managers and executives, Peace Corps experience adds a unique and valuable element to any resume. If you're always on the lookout for top-notch staff, NPCA's Career Center Package is for you.

#### The annual subscription package includes:

- ◆ Unlimited access for 60-day job postings for one full year - you can post individual jobs or run an institutional recruitment posting that outlines the ongoing opportunities your organization offers—or both.
- ◆ Direct responses from interested applicants.
- ◆ A print ad in each quarterly issue of *WorldView* magazine.

**PLUS** – NPCA boosts interest in the Career Center site through promotional e-blasts, links in the monthly Enewsletter (circ. 35,000), and in *WorldView* magazine (circ. 16,000; total readership 45,000).

NPCA also offers the option to "super-size" your Career Center Package: Put your recruitment message into the hands of 80,000 Americans with Peace Corps experience by sponsoring a bonus mailing of *WorldView* magazine.

#### Costs:

Package costs are customized based on estimated usage and the promotional options you select. Call today for more information, or to tailor a package to your specific needs.

#### Contact:

Erica Burman at 202 293-7728 ext. 16 or [news@peacecorpsconnect.org](mailto:news@peacecorpsconnect.org).

### PRINT SPONSORSHIPS

In conjunction with *WorldView* magazine, NPCA offers companies and organizations a new sponsorship opportunity: *WorldView*: Special Reports.

Special Reports will spotlight certain topics that are so timely and of such broad interest that they deserve more comprehensive coverage than we can offer in *WorldView* alone.

#### Single-topic focus:

Previous special issues on HIV/AIDS, reproductive health and access to water have proven so popular that the editors have decided to begin publishing *WorldView*: Special Reports as a separate publication. The Reports will cover topics of worldwide import, and will be produced as an insert in, or supplement to, our regular quarterly issues of *WorldView*.

Written by experts and edited by *WorldView* staff, Special Reports will offer expanded readership and a major impact for your message.

Sponsors receive a full-page ad and will be spotlighted on a sponsor page. Depending on the size and mailing/production requirements, Special Reports will either be shrink-wrapped and mailed with a regular issue of *WorldView* magazine, or inserted in the issue. Either way, they'll be distributed to every *WorldView* subscriber.

In addition to our guaranteed circulation to *WorldView* readers, we also make available:

**Expanded circulation** to the larger community of returned Peace Corps volunteers.

**Special mailings** to sponsor-provided lists.

**Discounts** for sponsors interested in overprints or reprints.

Call today for pricing information and to design a package that will best showcase your company or organization!

#### Contact:

Erica Burman, *WorldView* editor at 202 293-7728 ext. 16 or [news@peacecorpsconnect.org](mailto:news@peacecorpsconnect.org).