

# 2021 Media Kit

MAY 2021 UPDATE



National  
Peace Corps  
Association

# National Peace Corps Association (NPCA) is a mission-driven social impact organization.

We mobilize over 240,000 individuals and 180 affiliate groups to champion a lifelong commitment to sustainable human development, cross-cultural understanding, and peace. We empower our community members to help Peace Corps be the best it can be and amplify their efforts to maximize their impact. To learn more, visit our website at [www.peacecorpsconnect.org](http://www.peacecorpsconnect.org).

## Reach the Peace Corps Community

### WorldView Magazine

#### Print Opportunities

*WorldView* is published quarterly and serves the greater Peace Corps community with news, comment, the arts, politics, and commerce of the cultures of the larger world.



### Digital Opportunities

#### Two E-Newsletters

NPCA's bi-weekly newsletter informs the Peace Corps community about advocacy, service, and educational opportunities, as well as news about people who are making a difference at home and abroad.

In 2020 we added the GLOBAL REENTRY newsletter, reaching 11,000 readers — largely evacuated and recently returned Volunteers. This is sent monthly.

#### Website

NPCA's website is visited every day by prospective, current, and Returned Peace Corps Volunteers (RPCVs), their friends and family, and others who are interested in the Peace Corps and its mission.



**63,000**  
Subscribers



**11,000**  
Subscribers



**100,000+**  
Monthly Page Views

## WorldView Magazine

More than 50,000 individuals read each print edition of *WorldView*. The print magazine is mailed to NPCA members who maintain their commitment to public service. The magazine reaches via print and digital 7,300 Peace Corps Volunteers who were evacuated from around the world in spring 2020.



Frequency

**QUARTERLY**



Readership

**50,000+**

### Readers' Feedback

**92%** find something of value in each issue.

**85%** agree that seeing an ad in WorldView gives them a positive impression of the advertiser.

**62%** spend between 30-90 minutes reading each issue.

**44%** share their copy with someone else.

# WorldView Magazine

## 2021 WorldView Magazine Themes

- Spring 2021: 3/1/61: 60th Anniversary of Peace Corps
- Summer 2021: Peace Corps Returns to Service
- Fall 2021: 60th Anniversary: Public Service in a Changed World
- Winter 2021: Public Health After COVID

*\* Spring, Summer, and Fall 2021 editions are special anniversary editions.  
Themes subject to change.*

### Pricing & Sizes

Size	Single Issue	Each of Four Issues
Full Page	\$4,350	\$3,350
2/3 Page Vertical	\$3,150	\$2,600
1/3 Page Square	\$1,850	\$1,550
1/3 Page Vertical	\$1,850	\$1,550
1/2 Page Horizontal	\$2,650	\$2,450
Two Page Spread	\$7,150	\$5,450

Covers	Single Issue	Each of Four Issues
Inside Back Cover	\$5,250	\$4,025
Inside Front Cover	\$5,500	\$4,200
Outside Back Cover	\$6,000	\$4,600

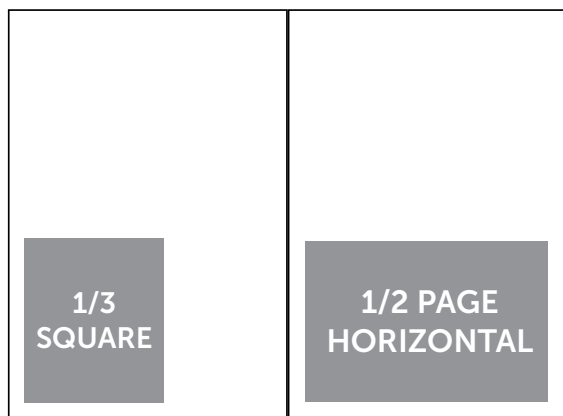
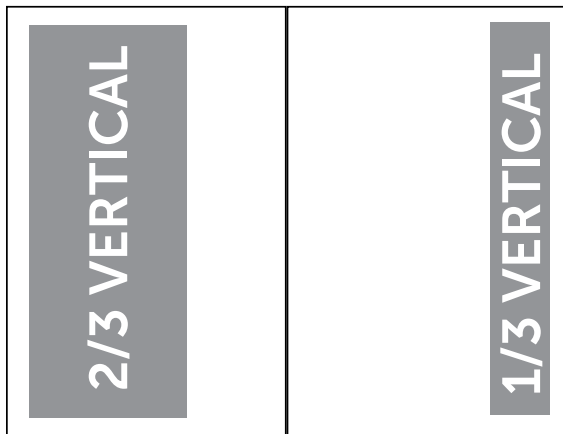
### Deadlines 2021

Issue	Space Deadline	Materials Deadline	Mail Dates
Spring 2021	January 15	January 22	February 24
Summer 2021	April 15	April 30	June 15
Fall 2021	July 15	July 22	September 1
Winter 2021	October 15	November 1	December 15

### Inserts

For rates and placement options, contact Scott Oser at 301-279-0468 or email [advertising@peacecorpsconnect.org](mailto:advertising@peacecorpsconnect.org).

# WorldView Print Ad Format & Specifications



## Mechanical Specifications

Ad Size	Width	Height
Full Page	8.375"	10.875"
Full Page with Bleed	8.5"	11"
2/3 Vertical	4.625"	9.5"
1/2 Page Horizontal	7"	4.625"
1/3 Square	4.625"	4.625"
1/3 Vertical	2.25"	9.5"
Two Page Spread	17.25"	11.125"

## File Preparation

**Magazine Trim Size:** 8.375" x 10.875".

Do not use a standard size such as 8 1/2" by 11".

**Bleeds:** Extend art 1/8" beyond trim for bleeds. Keep copy and images with at least 1/4" inside trim. Only full page and full spread ads bleed. Do not add bleed to any other sizes.

**Binding:** Saddle-stitched or perfect bound, depending upon page count.

**Printing Method:** Web offset

### Format:

- Use Adobe PDF preset: [PDF/X-1a:2001]
- High resolution images (300dpi)
- CMYK color



Contact **Scott Oser**

301-279-0468

[advertising@peacecorpsconnect.org](mailto:advertising@peacecorpsconnect.org)

## NPCA E-Newsletter

Twice a month on Thursdays, NPCA disseminates information regarding advocacy, service, and community efforts. This is the perfect opportunity to showcase your company, product, job listing, or cause to the greater Peace Corps community, including NPCA affiliate groups, returned Peace Corps Volunteers, current and former staff, host country nationals, family, and friends.

Audience

### PEACE CORPS COMMUNITY

Frequency

**BI-WEEKLY**

Circulation

**63,000**

#### Pricing Options

Location	Size	Price
Leader Board	600 pixels x 75 pixels	\$2,000
In-content	600 pixels x 75 pixels	\$1,250
Anchor	600 pixels x 75 pixels	\$750

## Global Reentry E-Newsletter

Twice a month on Tuesdays, NPCA sends an email newsletter targeted at evacuated and recently returned Peace Corps Volunteers. This is an ideal opportunity to reach an audience in their 20s looking for graduate study and career options.

Audience

### RECENTLY RETURNED VOUNTEERS

Frequency

**MONTHLY**

Circulation

**11,000**

#### Pricing Options

Location	Size	Price
Leader Board	600 pixels x 75 pixels	\$2,000
In-content	600 pixels x 75 pixels	\$1,250
Anchor	600 pixels x 75 pixels	\$750

# E-Newsletter Placement Options

## Leader Board

600 pixels X 75 pixels



YOUR AD HERE

### Tomorrow is International Women's Day!



Since its formation in 1961, the Peace Corps has advanced the empowerment of women as a pillar of development, recognizing that expanding opportunities for women can transform their futures and the futures of their families. As part of this initiative, Peace Corps has committed to raising \$1 million per year through 2025 from private donors supporting Community Economic Development, Agriculture, and Education projects.

## In-Content

600 pixels X 75 pixels

YOUR AD HERE

### Peace Corps Connect: Call for Content



We are looking for dynamic presenters to share ideas that spark social change. Austin is a major innovation hub and the program will reflect how leveraging innovative thinking and technology can improve communities. All ideas will be considered so please do not hesitate to [submit an application today](#). [Read more and register!](#) Early bird registration ends March 17, 2019.

## Anchor

600 pixels X 75 pixels

YOUR AD HERE



National Peace Corps Association  
1985 L Street, NE, Suite 110, Washington, DC 20002  
Contact: NPCA | Unsubscribe  
www.peacecorpsconnect.org

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## Website

[www.peacecorpsconnect.org](http://www.peacecorpsconnect.org)

Whether you offer jobs, products, or services, we'll get you in front of exactly the right audience. NPCA's website is viewed daily for resources, information, and social networking among RPCVs, serving Volunteers, WorldView readers, NGOs, the families and friends of Volunteers, and more.

To maximize brand exposure, ads are displayed on NPCA's homepage and on widgets embedded throughout the site.



**125,400+**

New Visitors Yearly

**23,500+**

Returning Visitors Yearly

**100,000+**

Monthly Page Views

**18,000+**

Monthly New Visitors

**4,300+**

Monthly Returning Visitors

## Pricing Options

Size	One Month	Three Months
350 pixels x 350 pixels	\$850	\$2,400

## Requirements

- Ads are available on a monthly or quarterly basis.
- Files must not exceed 4MB and should be under 500KB.
- Graphics should be sent in PNG, GIF, or JPG formats.
- Advertisers must include click-through URL.



# Insertion Order

Email artwork submissions should include a tracking URL and the following information:

- Client/Program Name: \_\_\_\_\_
- Publication Type (WorldView, Website, E-news) : \_\_\_\_\_
- Run Date(s): \_\_\_\_\_

*If you purchase more than one ad, please indicate whether you will be sending multiple ads or will like to use the same ad for all.*

## WorldView Magazine

Issue:

- Spring
- Summer
- Fall
- Winter

Size:

- Two Page Spread
- Full Page
- 2/3 Vertical
- 1/2 Horizontal
- 1/3 Square
- 1/3 Vertical

Placement:

- Back Cover
- Inside Front Cover
- Inside Back Cover

Price per ad: \_\_\_\_\_ WorldView subtotal: \_\_\_\_\_

## Website

- |                                   |                                    |
|-----------------------------------|------------------------------------|
| <input type="checkbox"/> January  | <input type="checkbox"/> July      |
| <input type="checkbox"/> February | <input type="checkbox"/> August    |
| <input type="checkbox"/> March    | <input type="checkbox"/> September |
| <input type="checkbox"/> April    | <input type="checkbox"/> October   |
| <input type="checkbox"/> May      | <input type="checkbox"/> November  |
| <input type="checkbox"/> June     | <input type="checkbox"/> December  |

Price per ad: \_\_\_\_\_ Website subtotal: \_\_\_\_\_

# E-Newsletter

Company/Program: \_\_\_\_\_

January:	<input type="checkbox"/> 1st Issue of the Month	<input type="checkbox"/> Leaderboard	<input type="checkbox"/> In-Content	<input type="checkbox"/> Anchor
	<input type="checkbox"/> 2nd Issue of the Month	<input type="checkbox"/> Leaderboard	<input type="checkbox"/> In-Content	<input type="checkbox"/> Anchor
February:	<input type="checkbox"/> 1st Issue of the Month	<input type="checkbox"/> Leaderboard	<input type="checkbox"/> In-Content	<input type="checkbox"/> Anchor
	<input type="checkbox"/> 2nd Issue of the Month	<input type="checkbox"/> Leaderboard	<input type="checkbox"/> In-Content	<input type="checkbox"/> Anchor
March:	<input type="checkbox"/> 1st Issue of the Month	<input type="checkbox"/> Leaderboard	<input type="checkbox"/> In-Content	<input type="checkbox"/> Anchor
	<input type="checkbox"/> 2nd Issue of the Month	<input type="checkbox"/> Leaderboard	<input type="checkbox"/> In-Content	<input type="checkbox"/> Anchor
April:	<input type="checkbox"/> 1st Issue of the Month	<input type="checkbox"/> Leaderboard	<input type="checkbox"/> In-Content	<input type="checkbox"/> Anchor
	<input type="checkbox"/> 2nd Issue of the Month	<input type="checkbox"/> Leaderboard	<input type="checkbox"/> In-Content	<input type="checkbox"/> Anchor
May:	<input type="checkbox"/> 1st Issue of the Month	<input type="checkbox"/> Leaderboard	<input type="checkbox"/> In-Content	<input type="checkbox"/> Anchor
	<input type="checkbox"/> 2nd Issue of the Month	<input type="checkbox"/> Leaderboard	<input type="checkbox"/> In-Content	<input type="checkbox"/> Anchor
June:	<input type="checkbox"/> 1st Issue of the Month	<input type="checkbox"/> Leaderboard	<input type="checkbox"/> In-Content	<input type="checkbox"/> Anchor
	<input type="checkbox"/> 2nd Issue of the Month	<input type="checkbox"/> Leaderboard	<input type="checkbox"/> In-Content	<input type="checkbox"/> Anchor
July:	<input type="checkbox"/> 1st Issue of the Month	<input type="checkbox"/> Leaderboard	<input type="checkbox"/> In-Content	<input type="checkbox"/> Anchor
	<input type="checkbox"/> 2nd Issue of the Month	<input type="checkbox"/> Leaderboard	<input type="checkbox"/> In-Content	<input type="checkbox"/> Anchor
August:	<input type="checkbox"/> 1st Issue of the Month	<input type="checkbox"/> Leaderboard	<input type="checkbox"/> In-Content	<input type="checkbox"/> Anchor
	<input type="checkbox"/> 2nd Issue of the Month	<input type="checkbox"/> Leaderboard	<input type="checkbox"/> In-Content	<input type="checkbox"/> Anchor
September:	<input type="checkbox"/> 1st Issue of the Month	<input type="checkbox"/> Leaderboard	<input type="checkbox"/> In-Content	<input type="checkbox"/> Anchor
	<input type="checkbox"/> 2nd Issue of the Month	<input type="checkbox"/> Leaderboard	<input type="checkbox"/> In-Content	<input type="checkbox"/> Anchor
October:	<input type="checkbox"/> 1st Issue of the Month	<input type="checkbox"/> Leaderboard	<input type="checkbox"/> In-Content	<input type="checkbox"/> Anchor
	<input type="checkbox"/> 2nd Issue of the Month	<input type="checkbox"/> Leaderboard	<input type="checkbox"/> In-Content	<input type="checkbox"/> Anchor
November:	<input type="checkbox"/> 1st Issue of the Month	<input type="checkbox"/> Leaderboard	<input type="checkbox"/> In-Content	<input type="checkbox"/> Anchor
	<input type="checkbox"/> 2nd Issue of the Month	<input type="checkbox"/> Leaderboard	<input type="checkbox"/> In-Content	<input type="checkbox"/> Anchor
December:	<input type="checkbox"/> 1st Issue of the Month	<input type="checkbox"/> Leaderboard	<input type="checkbox"/> In-Content	<input type="checkbox"/> Anchor
	<input type="checkbox"/> 2nd Issue of the Month	<input type="checkbox"/> Leaderboard	<input type="checkbox"/> In-Content	<input type="checkbox"/> Anchor

Price per ad: \_\_\_\_\_

E-Newsletter subtotal: \_\_\_\_\_

## Contact Details

Company/Program: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## Billing Details

Billing Contact Name: \_\_\_\_\_

Billing Contact Phone: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Credit Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Client Purchase Order Number (if applicable): \_\_\_\_\_

For multiple insertions:  Charge my card all at once

Charge my card after run date

Special Instructions for Billing: \_\_\_\_\_

**Total to be charged:** \_\_\_\_\_

Submission of this form serves as an insertion order and contract between the National Peace Corps Association (NPCA) and the client for advertising space in the selected publication. If you have any questions regarding your insertion order, need to amend the information you submitted, or wish to provide credit card information for billing, contact Anne Baker at 202-981-2690 or via email at [operations@peacecorpsconnect.org](mailto:operations@peacecorpsconnect.org).

Name (Print): \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Thank you for your order and support of NPCA.**

**Questions?** Contact Scott Oser at 301-279-0468 or  
[advertising@peacecorpsconnect.org](mailto:advertising@peacecorpsconnect.org).