

2021–22 Media Kit

OCTOBER 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.

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.



28,000+
Current Circulation

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

The Award-Winning WorldView Magazine

More than 70,000 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 thousands of recently Returned Peace Corps Volunteers as well as those who served years before. In 2021 FOLIO magazine recognized *WorldView* with both an EDDIE award for editorial excellence and an OZZIE award for design excellence, both top awards in the publishing field. Readership of the magazine has nearly tripled since 2020.



Frequency

QUARTERLY



Readership

70,000+

Reader Survey Results

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

2021–22 WorldView Magazine Themes

- Winter 2021: Meet the New Director of the Peace Corps
- Spring 2022: Public Health After COVID
- Summer 2022: Peace Corps Returns to Service
- Fall 2022: Race, Identity, and Global Development

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

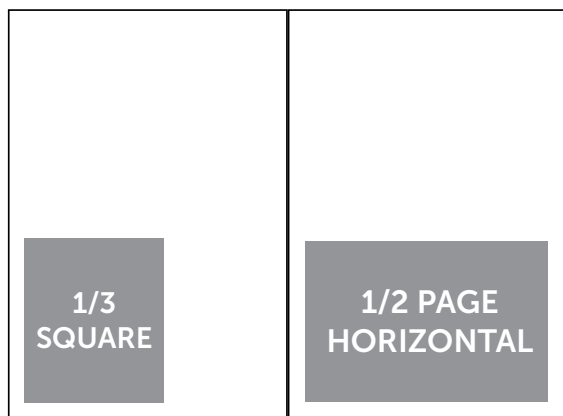
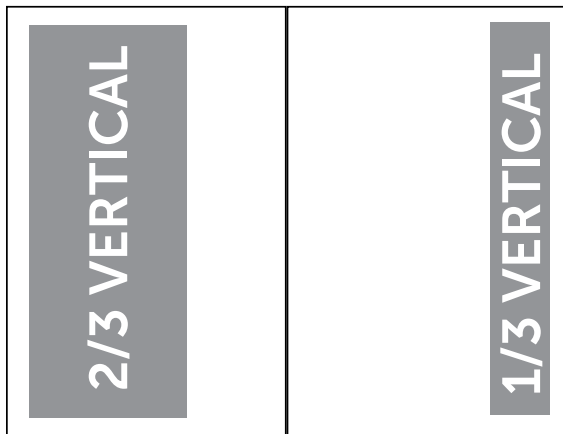
Deadlines 2021

Issue	Space Deadline	Materials Deadline	Mail Dates
Winter 2021	November 15	December 1	January 18
Spring 2022	January 15	January 30	March 15
Summer 2022	April 15	May 2	June 15
Fall 2022	July 15	August 1	September 15

Inserts

For rates and placement options, contact Scott Oser at 301-279-0468 or email 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

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

Circulation

BI-WEEKLY

63,000

Pricing Options

Location	Size	Price
Leader Board	600 pixels x 100 pixels	\$2,000
In-content	600 pixels x 75 pixels	\$1,250
Anchor	600 pixels x 75 pixels	\$750

Global Reentry E-Newsletter

The last week of each month NPCA sends an email newsletter targeted at evacuated and recently returned Peace Corps Volunteers, as well as those focused on graduate programs and career advice. This is an ideal opportunity to reach an audience in their 20s looking for graduate study and career options.

Audience

RECENTLY RETURNED VOLUNTEERS

Frequency

Circulation

MONTHLY

11,000

Pricing Options

Location	Size	Price
Leader Board	600 pixels x 100 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 100 pixels

YOUR AD HERE

Tomorrow is International Women's Day!



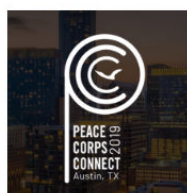
Since its formation in 1961, the Peace Corps has advanced the empowerment of women as a pillar of development, recognizing that expanding opportunities for women can transform their futures and the futures of their families. As part of this initiative, Peace Corps has committed to raising \$1 million 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
1900 L Street, NW, Suite 610, Washington, DC 20036
[Contact NPCA](#) | [Unsubscribe](#)
www.peacecorpsconnect.org

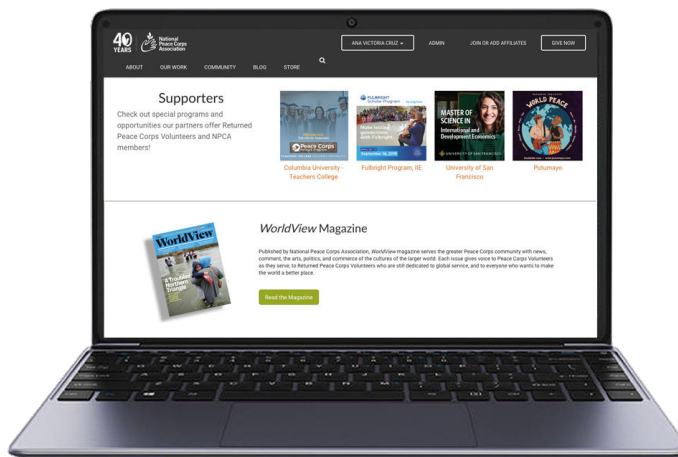
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Website

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.

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.