

Hit Your Target Audience

Marketing with the NFCYM



What Is the National Federation for Catholic Youth Ministry?

The National Federation for Catholic Youth Ministry (NFCYM) is a nonprofit membership organization of affiliated Catholic dioceses and youth-serving organizations in the United States. The NFCYM serves those who serve the young Catholic Church.

Promote your Products and Services

Plan now for effective advertising to reach the Catholic youth ministry audience. By advertising with the NFCYM you have the opportunity to directly promote your publications, services, ministry programs, or conferences to diocesan youth ministry leaders, parish youth ministers, school campus ministers, and young people.

Marketing opportunities include:

- ✓ Sponsorship of specific programs
- ✓ Advertisements in the annual Youth Ministry Resource Manual
- ✓ Advertisements in e-mail newsletters
- ✓ Mailing list rentals
- ✓ Advertisements in the bi-annual online magazine *Connections*
- ✓ Exhibition and advertisements at national conferences



National Catholic Youth Conference (NCYC)

The NCYC, held biennially, gathers more than 20,000 participants consisting of Catholic teenagers and their parish youth ministry coordinators, pastors, school campus ministers, adult chaperones, and diocesan leaders. The upcoming NCYC will be held November 8-10, 2007 in Columbus, Ohio.



The NCYC Program Book provides adult attendees with all the necessary information for full participation, learning, and enjoyment of the conference. Included in the book are items such as the schedule, workshop descriptions, and list of exhibitors.

The conference's Catholic Youth Ministry Resource Exposition is an opportunity for youth ministry leaders to learn of the quality publications, programs, and services provided by your organization.

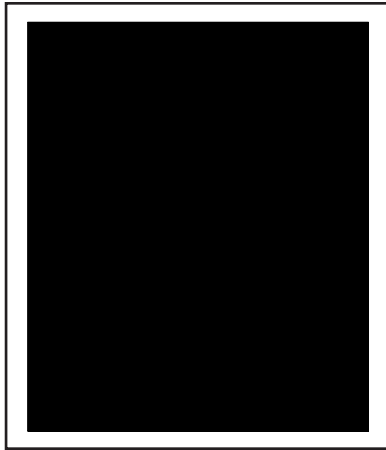
Marketing opportunities include an advertisement in the conference program book and an exhibit booth in the Catholic Youth Ministry Exposition.

NCYC Program Book Specifications

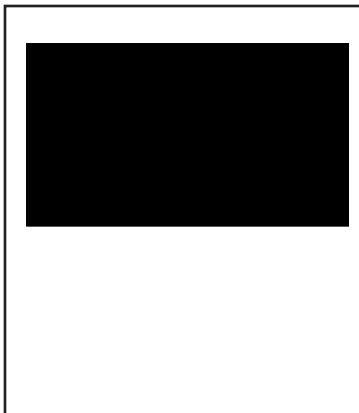
<i>Full Page</i>	7.5" wide x 9" high	Inside Page \$500 Inside Covers \$700
<i>Half Page</i>	7.5" wide x 4.25" high	Inside Page \$275
<i>Quarter Page</i>	3.5" wide x 4.25" high	Inside Page \$125
<i>Ink</i>	Black and PMS 299	
<i>Production Settings</i>	Images: 400 DPI Line Screen: 133 Dot Gain: 10%	
<i>Acceptable Electronic File Formats</i>	EPS, JPEG, GIF, TIFF, Adobe Photoshop, or Adobe PDF file Embed or provide all images and fonts.	
Sponsored printing of NCYC Program Book with Outside Back Cover is \$10,000.		

Submission

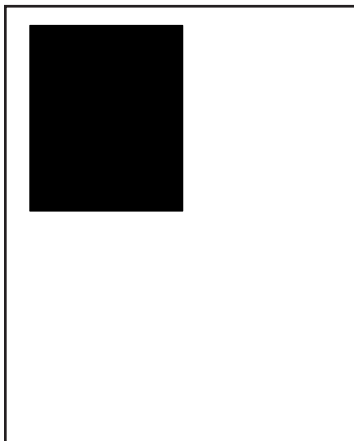
The Advertisement Placement Reservation Form (on page 10) should be returned as soon as an organization makes the decision to place an advertisement. Camera-ready advertisements are due Wednesday, September 5, 2007. Send files to marketing@nfcym.org. Fax a proof copy to 202-526-7544.



NCYC Program Book
Full Page
7.5" wide x 9" high



NCYC Program Book
Half Page
7.5" wide x 4.25" high



NCYC Program Book
Quarter Page
3.5" wide x 4.25" high

Event and Program Sponsorship

NCYC Sponsorships		
Level	Amount	How Your Contribution Is Acknowledged
<i>Platinum</i>	\$25,000 +	<ul style="list-style-type: none"> • Verbal acknowledgment from main stage • Full-page advertisement in NCYC Program Book • \$700 exhibit booth credit • Banner placement in arena • Company logo on screen in arena prior to all general sessions • Company logo on Acknowledgments page of program book • Line of text or company logo on NCYC website
<i>Gold</i>	\$20,000 +	<ul style="list-style-type: none"> • Full-page advertisement in NCYC Program Book • \$500 exhibit booth credit • Banner placement in arena • Company logo on screen in arena prior to opening general session • Company logo on Acknowledgments page of program book • Line of text or company logo on NCYC website
<i>Silver</i>	\$10,000 +	<ul style="list-style-type: none"> • Half-page advertisement in NCYC Program Book • \$300 exhibit booth credit • Banner placement in arena • Company logo on Acknowledgments page of program book • Line of text or company logo on NCYC website
<i>Bronze</i>	\$5,000 +	<ul style="list-style-type: none"> • Quarter-page advertisement in NCYC Program Book • \$150 exhibit booth credit • Company logo on Acknowledgments page of program book • Line of text or company logo on NCYC website
Other supporters will be listed in the Acknowledgement Section of the NCYC Program Book		

Potential Ways to Sponsor

- Main Stage (\$25,000)
- Badge Holders (at cost—estimated \$20,000)
- Youth Animators Program¹ (\$30,000)
- House Band (\$20,000)
- Youth Ambassadors Program² (\$15,000)
- Concurrent Session (\$10,000 each)
- Signage (\$13,000)
- Emcee or Keynote Speaker (\$5,000 each)
- Concert (\$7,500)
- Dance (\$5,000)
- Comedy Club (\$8,000)
- Sheet Music (\$15,000)
- Workshop (\$1,000)
- NCYC Program Book (\$10,000)
- NCYC Quick Guide (\$12,000)
- Diocesan Leader Briefings (\$3,000 each)

Amounts listed are for full sponsorship. Partial sponsorships are possible. For additional information contact Maureen Gross at maureeng@nfcym.org.

¹Animators: Up to 125 young people who will perform and help lead prayer in the general sessions. Chosen through an application and audition process, these young people must participate in a formation program in order to serve as animators. Approximately half are from Columbus, a quarter from Region 6 (Ohio and Michigan), and a quarter from the remainder of the country.

²Ambassadors: Up to 450 young people representing all participating dioceses who will introduce concurrent sessions, workshops, and warm-up bands, assist with an onsite evaluation process, and provide general hospitality.

Marketing Opportunities

In addition to the sponsorship of the NCYC the following events and programs may also be sponsored:

- ✓ Bishop Involvement in NFCYM Programs
- ✓ Annual Membership Meeting
- ✓ New Diocesan Directors Institute
- ✓ Second Wind

National Conference on Catholic Youth Ministry (NCCYM)

The NCCYM, held biennially, gathers more than 2,200 diocesan, parish, and school youth ministry leaders to learn, pray, network, and celebrate. The next conference is December 4-7, 2008 in Cleveland, Ohio. The theme is *Formed by Living Waters*.

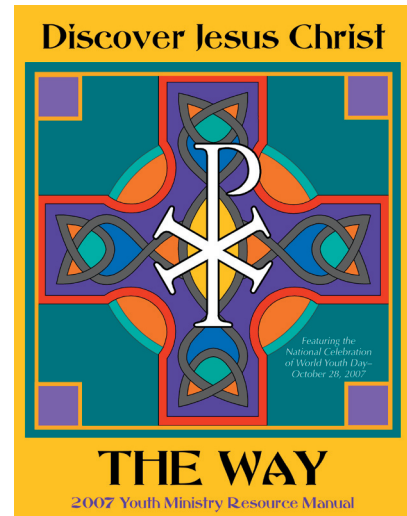
Youth Ministry Resource Manual featuring the National Celebration of World Youth Day

The annual youth ministry resource manuals provide activities, reflections, and tools for planning throughout the year on a particular theme, culminating with the national celebration of World Youth Day on the Thirtieth Sunday of Ordinary Time.

Discover Jesus Christ, the Way

The 2007 Youth Ministry Resource Manual focuses on Jesus Christ. It helps our young people know Jesus, as God and human, as brother and friend, and as a model for living in today's world.

The sessions in this manual encourage youth to deepen their relationships with Jesus Christ and others, as their own identity as friends of Christ will be affirmed and challenged.



This annual manual is sent to all diocesan youth ministry directors in the U.S. and is sold directly to more than 1,950 Catholic parishes and schools. It provides year-round activities that challenge young people to know, love, and serve God and each other.

Advertising spaces are now available for the 2008 Youth Ministry Resource Manual. The front inside cover offers a full-page space. The back inside cover and each back inside page offer one full-page or two-half page spaces. The manuals are published in November of each year. Camera-ready advertisements are due by September 5, 2007.

Submission

The Advertisement Placement Reservation Form (on page 10) should be returned as soon as an organization makes the decision to place an advertisement. Camera-ready advertisements are due Wednesday, September 5, 2007. Send files to marketing@nfcym.org. Fax a proof copy to 202-526-7544.

YMRM Program Book Specifications

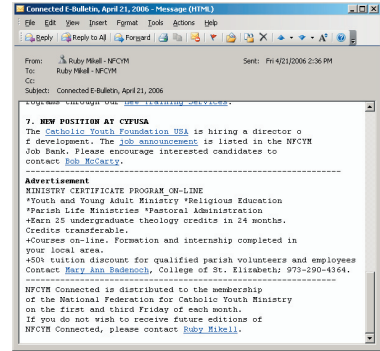
<i>Full Page</i>	7.5" wide x 9" high	Inside Covers \$600 Inside Page \$400
<i>Half Page</i>	7.5" wide x 4.25" high	Inside Back Cover \$325 Inside Page \$225
<i>Ink</i>	Black	
<i>Production Settings</i>	Images: 400 DPI Line Screen: 133 Dot Gain: 10%	
<i>Acceptable Electronic File Formats</i>	EPS, JPEG, GIF, TIFF, Adobe Photoshop, or Adobe PDF file Embed or provide all images and fonts.	

Electronic Newsletter

The NFCYM produces an electronic newsletter which is distributed via e-mail. *NFCYM Connected Bulletin* is sent to diocesan offices and youth-serving organizations twice monthly.

NFCYM Connected Bulletin \$50

Each insertion includes a headline (maximum 50 characters), 50-word textual message, and one internet hyperlink. All information is due two weeks prior to publication date. The Connected Bulletin is distributed monthly on the first and third Friday.



Submission

The Advertisement Placement Reservation Form (on page 10) should be returned as soon as an organization makes the decision to place an advertisement. Send files to marketing@nfcym.org.

Mailing List Rental

The NFCYM makes available for one-time usage the following lists (which are legally the property of the NFCYM):

- Diocesan Directors of Youth Ministry—approximately 185 records; rental fee \$100/use
- Diocesan Youth Ministry Contacts—approximately 500 records; rental fee \$150/use
- NCCYM Participants—approximately 1,000 records; rental fee \$200/use

Prospective renters must complete a Mailing List Rental Agreement prior to each usage of a list. Faxed copies of the agreement are acceptable. A copy (or draft copy) of the mail piece should be included with the submitted agreement. The mail piece will be reviewed for appropriateness and the agreement will be reviewed for completeness. Applications can be denied.

The lists are available in two formats spanning four media. Either street or email addresses may be purchased.

- Laser Labels—traditional Avery 5161 (20-up) mailing labels; shipped by priority mail along with a photocopy of the rental agreement
- Text File on CD—an Excel spreadsheet file burned onto a CD
- Text File on Diskette—an Excel spreadsheet file burned onto a floppy disk
- Text File by E-Mail—an Excel spreadsheet file sent as an e-mail attachment

List rentals must be prepaid by check or credit card.

Submission

The Mailing List Rental Agreement on page 9 should be returned to purchase a list.

Marketing Opportunities

Though relative font measures may change the overall length of the advertisement, designers should keep the approximate length of the “vertical” advertisement (135 pixels wide) to not more than 550 pixels high and the “horizontal” advertisement (420 pixels wide) to not more than 200 pixels high under “normal” or “medium” text display in most browsers.

Advertisement Submission

The Advertisement Placement Reservation Form (on page 10) should be returned as soon as an organization makes the decision to place an advertisement. E-mail advertisements to marketing@nfcym.org with the subject line: “Ad Submission for Connections Online.”

Remember to submit your advertisement in a plain text (.txt) file:

- Code should be valid XHTML 1.0 structural markup.
- All submissions must include a name, email, and telephone contact of the designer or someone who can speak knowledgably to code issues in the advertisement.

Advertisement Rate

<i>Side Bar</i>	Vertical space at the bottom of the navigation column (135 pixels wide)	\$150
<i>Bottom Banner</i>	Horizontal space at the bottom of the main content section (420 pixels wide)	\$100

Submission Dates

Published bi-annually in January and June, the advertisements are due by

- Friday, May 4, 2007 (June 2007 issue)
- Friday, December 7, 2007 (January 2008 issue)

NATIONAL FEDERATION FOR CATHOLIC YOUTH MINISTRY

415 Michigan Avenue, NE, Suite 40
Washington, DC 20017
Telephone 202-636-3825 Fax 202-526-7544

MAILING LIST RENTAL AGREEMENT

The National Federation for Catholic Youth Ministry, Inc. (NFCYM) makes portions of its mailing lists available for rental to selected commercial and nonprofit organizations. Upon acceptance of this agreement by both parties, the NFCYM will make the list available to the renter for one-time usage. The renter understands that this list is the exclusive property of the NFCYM and is provided to the renter in confidence.

Under this agreement, the renter agrees that all names and addresses furnished by the NFCYM remain the property of the NFCYM. Permission is granted for the renter to use the mailing list *only once* in distributing the print material described below. The renter agrees to conduct the mailing in accordance with all applicable laws.

The names contained in the rented mailing list will not be disclosed, transferred, duplicated, reproduced, retained, resold, or reused by the renter. None of the information contained on the provided labels or electronic file may be copied or transferred. Prior approval of the printed material is required. The renter may add a name and address to its own files only after the addressee (customer) has made a purchase from the renter, has requested additional information from the renter, or has explicitly responded to an offer from the renter.

The source of the list is to be held in strict confidence. No announcement, identification, or endorsement related to the NFCYM is to be made on the printed material.

The renter understands that if these names and addresses are not sent within thirty (30) days of the target mail date specified below, and no extension has been mutually agreed upon, the NFCYM has the right to revoke permission to use the names and request their return.

On completion of this one-time usage, the renter agrees to destroy, scratch, or return to NFCYM all diskettes, electronic files, and unused mailing labels, letters, envelopes, and other types of printed matter which contain the names and addresses supplied by the NFCYM.

RENTER INFORMATION

Company/Organization _____

Contact Person _____

Address _____

City _____ State _____ ZIP Code _____

Telephone _____ Fax _____

E-Mail Address _____

Relationship to NFCYM: Affiliated Member Collaborating Member Non-Member

ONE-TIME USAGE INFORMATION

List Name _____ Fee _____

Format of Mailing (e.g., letter, catalog, postcard, ad) _____

Topic, Content, or Purpose of Mailing _____

Target Mailing Date _____

Data Format: Text File via E-Mail Text File on CD Text File on Diskette Laser Labels

Need (if both are checked this constitutes two separate requests): Mailing Address Information Email Addresses

AUTHORIZED REPRESENTATIVE

Signature: _____ Date: _____

Reservation for Advertisement Placement in NFCYM 2007-08 Publications

Each advertisement reservation should be placed on a separate form. Once completed this form should be forwarded to Ruby Mikell: fax 202-526-7544; email rubym nfcym org; mail: NFCYM, 415 Michigan Ave NE, Ste 40, Washington, DC 20017.

By completing this form I am hereby requesting that the National Federation for Catholic Youth Ministry (NFCYM) reserve space for me or my organization in the NFCYM publication listed below. I understand the dimensions required, the inks the job will be printed in, the production settings, and the acceptable electronic file formats that the job may be submitted in. I am aware of the due date of the advertisement. I am also aware that the advertisement must be submitted according to the specifications provided in the NFCYM marketing materials and that NFCYM staff will not resize my advertisement without charging me a fee (to be determined and added to the cost of the advertisement) for that service. I understand that I will be billed for this advertisement.

Organization Representing _____
 Name _____
 Job Title _____
 Address _____
 City, State, ZIP Code _____
 E-mail Address _____
 Telephone Number _____
 Signature _____

Reserve the following advertisement size for my organization in the publication indicated

Advertisement Size and Location (check the appropriate box—use a separate form for each reservation you wish to place)	Publication to Print In (check the appropriate box—use a separate form for each reservation you wish to place)
<input type="checkbox"/> Inside Back Cover	<input type="checkbox"/> NCYC Program Book (National Catholic Youth Conference)
<input type="checkbox"/> Outside Back Cover	
<input type="checkbox"/> Inside Full Page	
<input type="checkbox"/> Inside Half Page	
<input type="checkbox"/> Inside Quarter Page	
<input type="checkbox"/> Inside Front Cover	<input type="checkbox"/> 2008 Youth Ministry Resource Manual
<input type="checkbox"/> Inside Full Page	
<input type="checkbox"/> Inside Half Page	
<input type="checkbox"/> Inside Back Cover: <input type="checkbox"/> full page or <input type="checkbox"/> half page	
<input type="checkbox"/> Vertical Ad Space in Side Bar	<input type="checkbox"/> Connections Bi-Annual Online Magazine
<input type="checkbox"/> Horizontal Ad Space in Bottom Banner	(issue date: _____)
<input type="checkbox"/> Text Message	<input type="checkbox"/> NFCYM Connected electronic newsletter (issue date: _____)

NFCYM Staff Signature _____

For NFCYM Office Use Only

Date Form Received _____
 Date Entered in Computer _____
 Date Invoice Mailed _____

Date Ad Received _____
 Date Ad Placed in Appropriate Publication _____
 Date Payment Received _____



Contact Information

- ☎ To inquire about sponsorship opportunities contact Maureen Gross at maureeng@nfcym.org or 302-832-1931.
- ☎ To reserve your advertising space complete the reservation form on page 10; for questions regarding advertising contact Ruby Mikell, at marketing@nfcym.org or 202-636-3825, ext. 13.
- ☎ To inquire about the mailing list rental process contact Katie Nicholas at katien@nfcym.org or 202-636-3825, ext. 10. Fax a completed Mailing List Rental Agreement (on page 9) to the attention of Katie Nicholas at 202-526-7544.

National Federation for Catholic Youth Ministry
415 Michigan Avenue NE, Suite 40
Washington DC 20017
Telephone: 202-636-3825
Fax: 202-526-7544
E-mail: marketing@nfcym.org
Online: <http://www.nfcym.org>



National Federation for Catholic Youth Ministry
415 Michigan Avenue NE, Suite 40
Washington DC 20017
<http://www.nfcym.org>
info@nfcym.org
Telephone 202-636-3825
Fax 202-526-7544