

DevelopmentAid Advertising Tools

Best strategy to raise visibility of your company, campaign or event



DevelopmentAid is the leading development system that serves experts, donors, consultancy firms, NGOs and academic institutions. Use our advertisement tools to reach our diverse yet narrowly targeted audience of development, humanitarian and sustainability professionals in the public, private, and social sectors. Advertisement tools will help you promote your organisation, build brand awareness, or advertise your conference or event in a clear, creative, and unique way.


Use Advertisement Tools to reach **maximum visibility & deliver your unique message to 500,000** professionals active in the development sector

- ✓ **Graphical Ads** - Use visuals to interact with your audience and bring your advertisement campaign up to speed.
- ✓ **Featured articles** - Feature your press-releases or announcements by sharing it in our News Stream.
- ✓ **Social Media** - Use our social media outlets to distribute important news or notices about your company, campaigns or events.

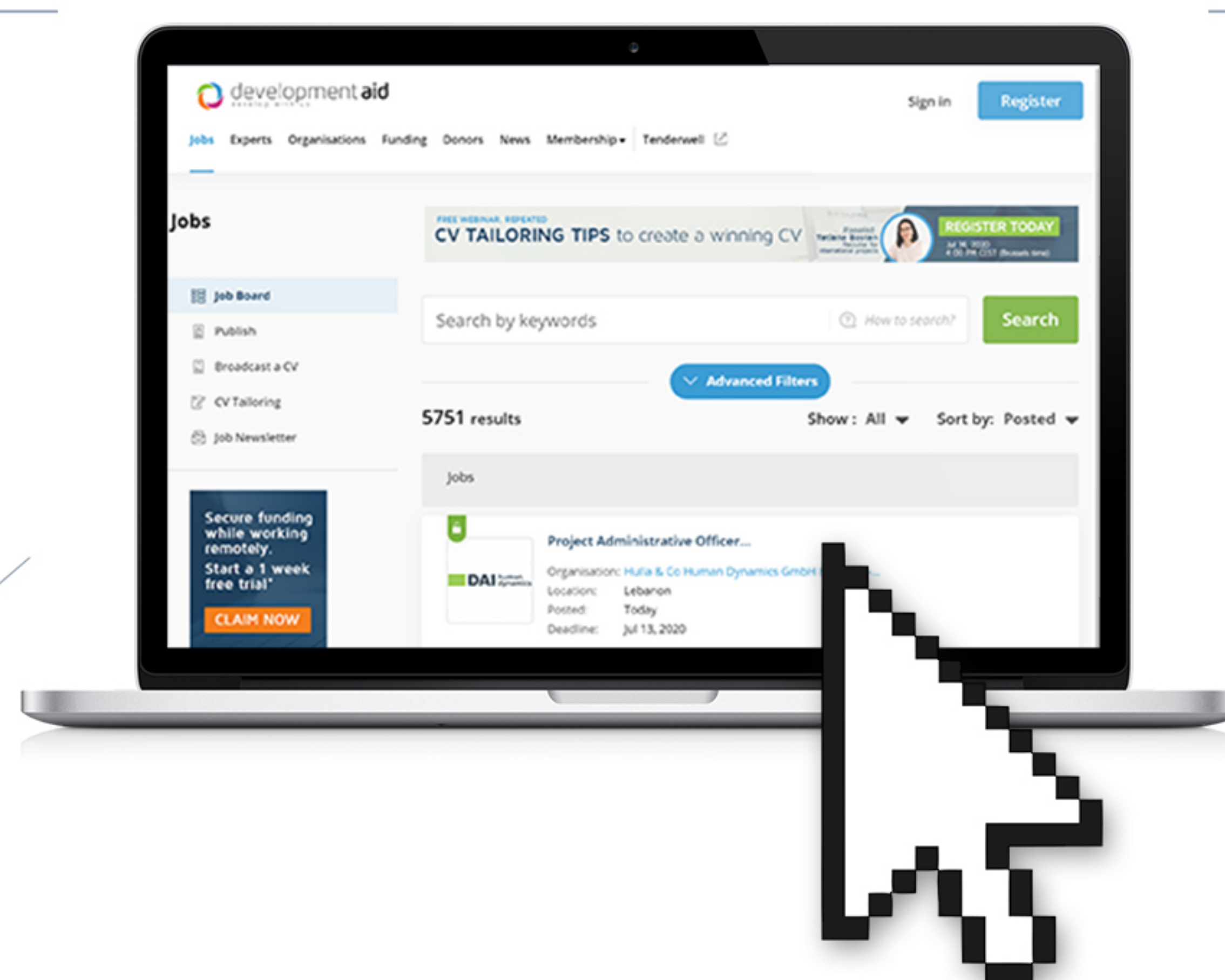

DevelopmentAid in Numbers /month




520,000
web sessions



480,000
unique users

2.1 million
page views



4 minutes
average session

Graphic Advertisement

Banner inclusions on DevelopmentAid platform

Use graphical tools to reach an audience of **230,000** unique visitors* from around the globe to raise awareness of your organization, project or event.

*stats per month

Placements Available:

We offer a variety of banner placements that include contextual targeting. Place your banner on the page containing content that is relevant to your ad campaign and achieve maximum impact.

Specifications:

Under Menu: 250 x 350 px

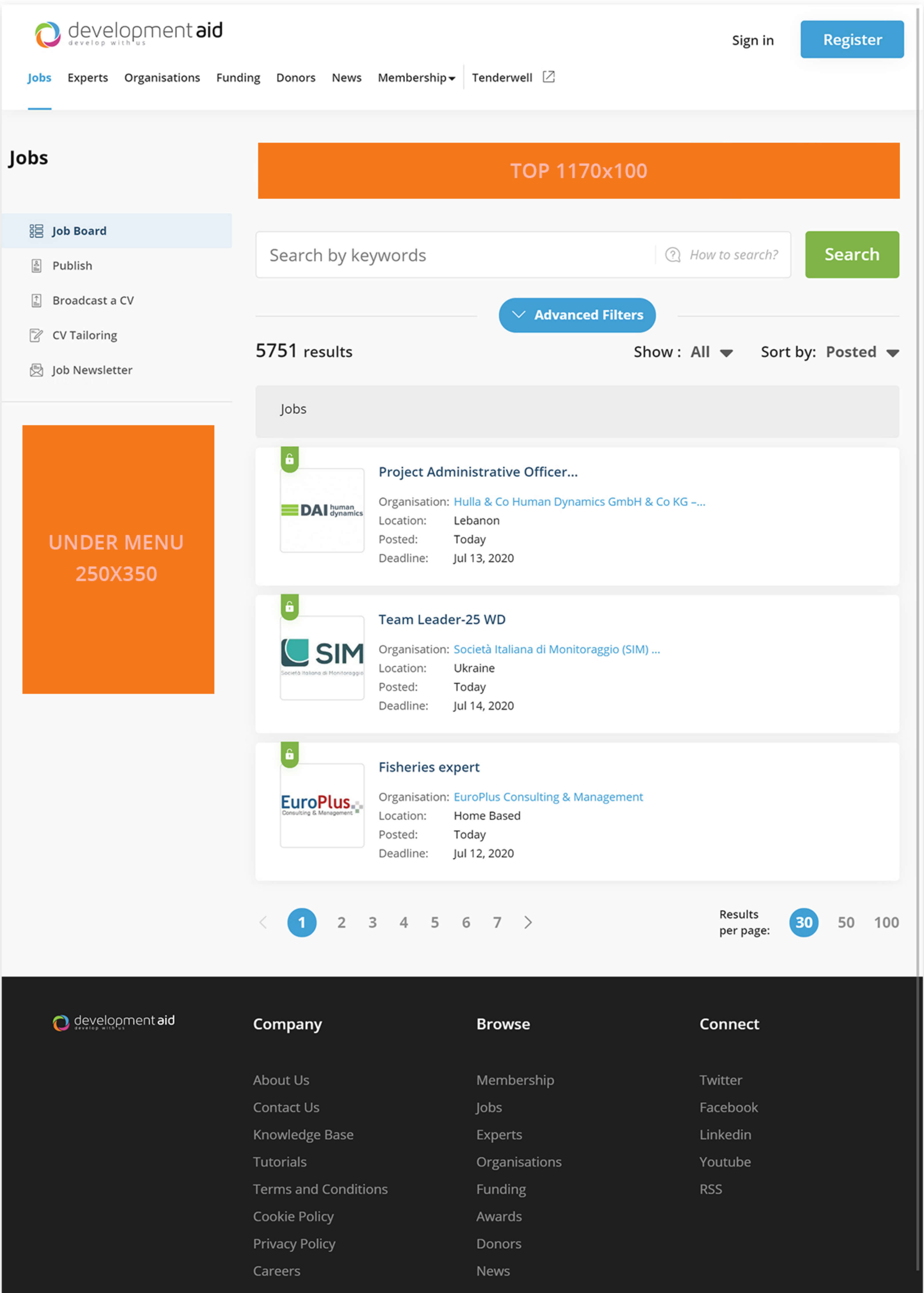
Top: 1170 x 100 px

Banner with hyperlink

Maximum file size: **500KB**

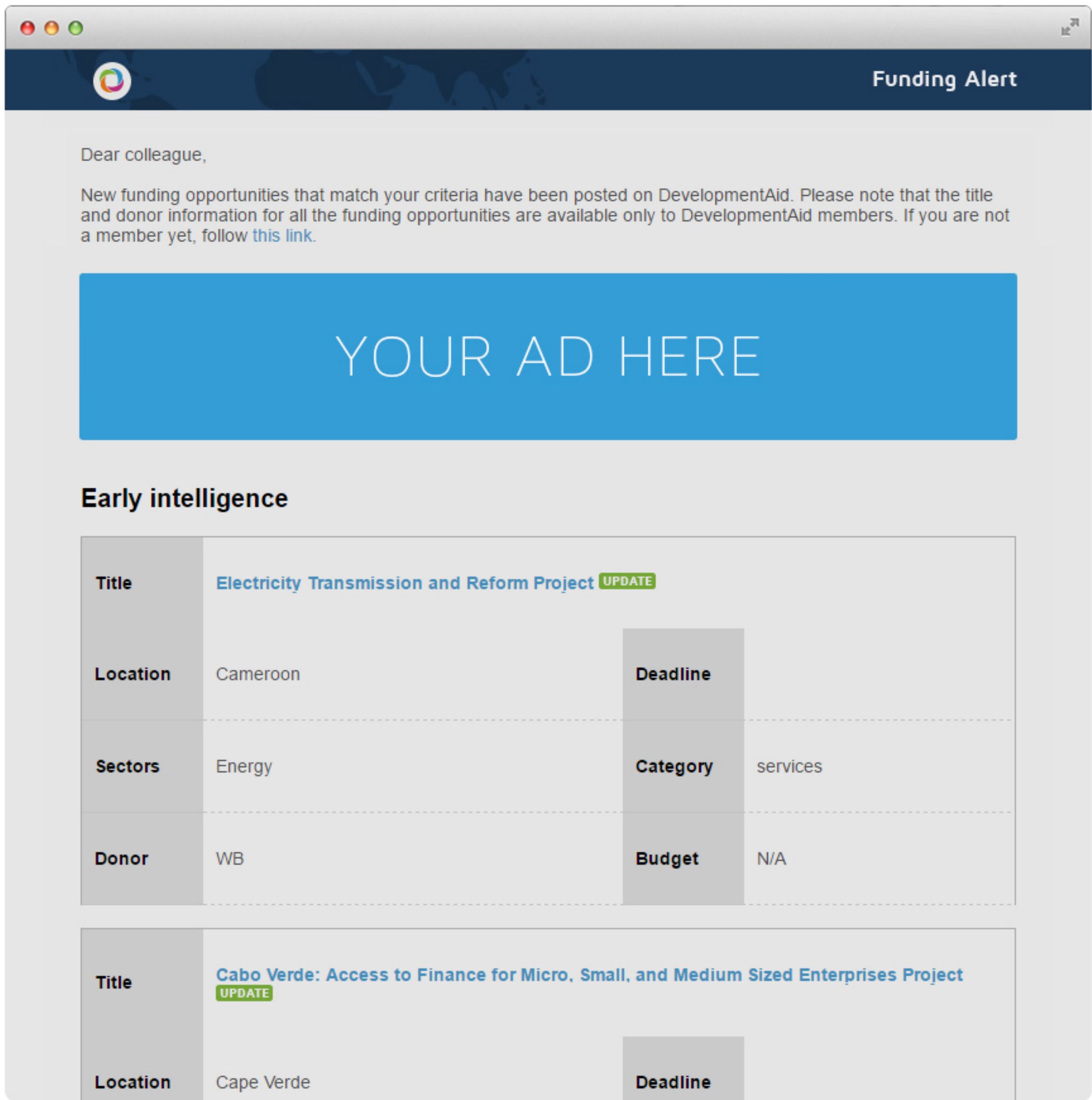
File format: **jpg, png, gif**

 *Tips for better promotion:
use your own special tag to analyze the leads*



Banner inclusion in Newsletters

Distribute your message through our weekly alerts to over **110,000** subscribers.



Placements Available:

Funding Alert

Notification containing the latest funding opportunities sent to over **17,000** subscribers

Job Alert

Customised list with open positions in selected sectors and locations **93,000** individuals.

News Alert

Custom newsletter covering the latest news from the international development aid sector sent to over **136,000** active subscribers.



Specifications:

Horizontal banner with hyperlink

Size: **740x120px**

Maximum file size: **200KB**

File format: **jpg, png**



*Tips for better promotion:
use your own special tag to analyze the leads*

Featured Articles

Use the inbound approach to reach your audience. Publish relevant content to expand key information to attract readers' attention and raise visibility among **500,000** development professionals

Featured News/Events/Reports – your promoted news will appear on the homepage, pinned headers on the web and in the News Alerts.

Specifications:

Cover image

Size: 1170x350px

Safe area: 615x350px

Maximum files size: **500KB**

File format: **jpg**

Content: **300 characters**

Post image

Size: 660px wide

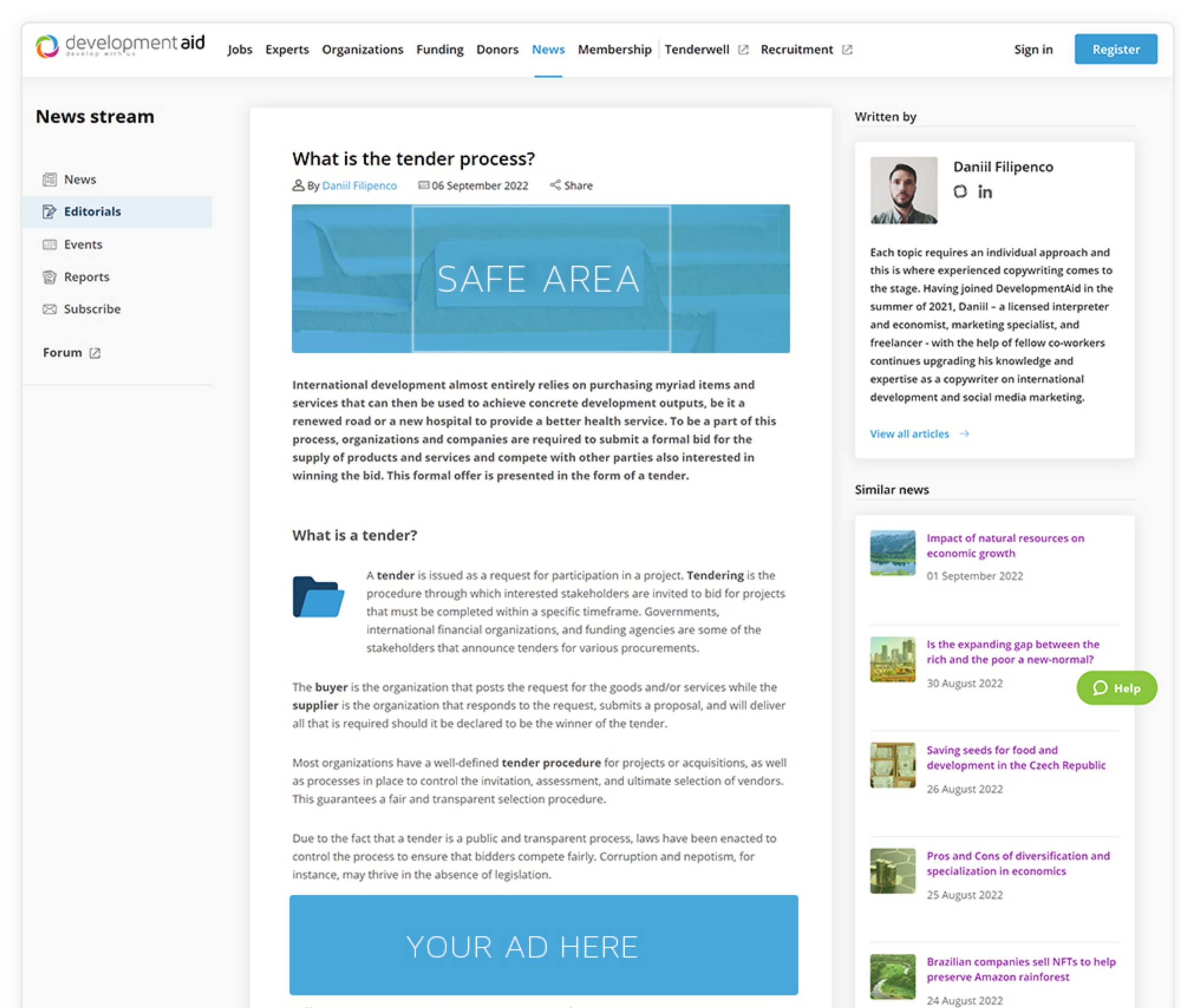
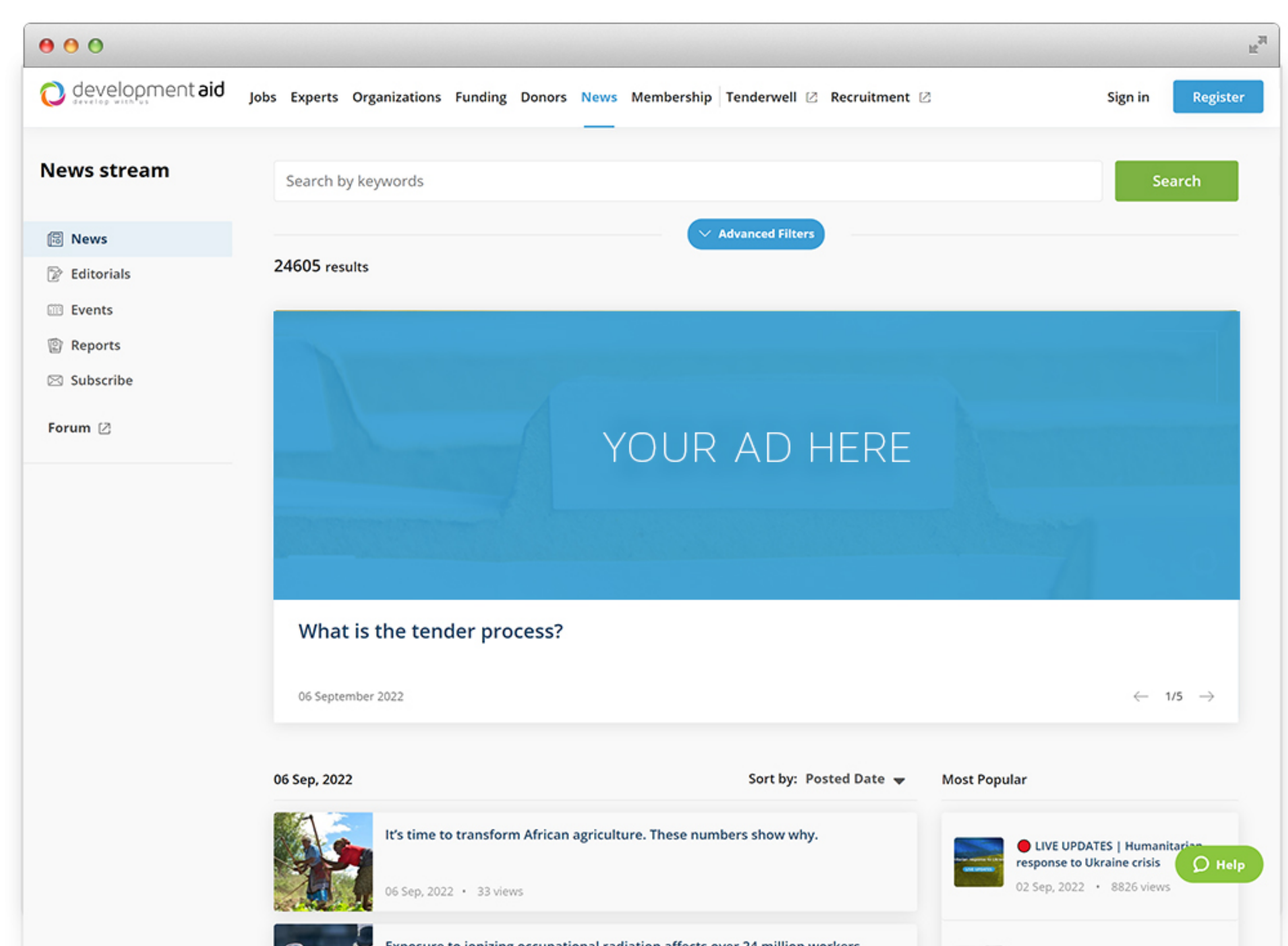
Maximum files size: **500KB**

File format: **png, svg**

Featured Cover image

Size: 1170x350px

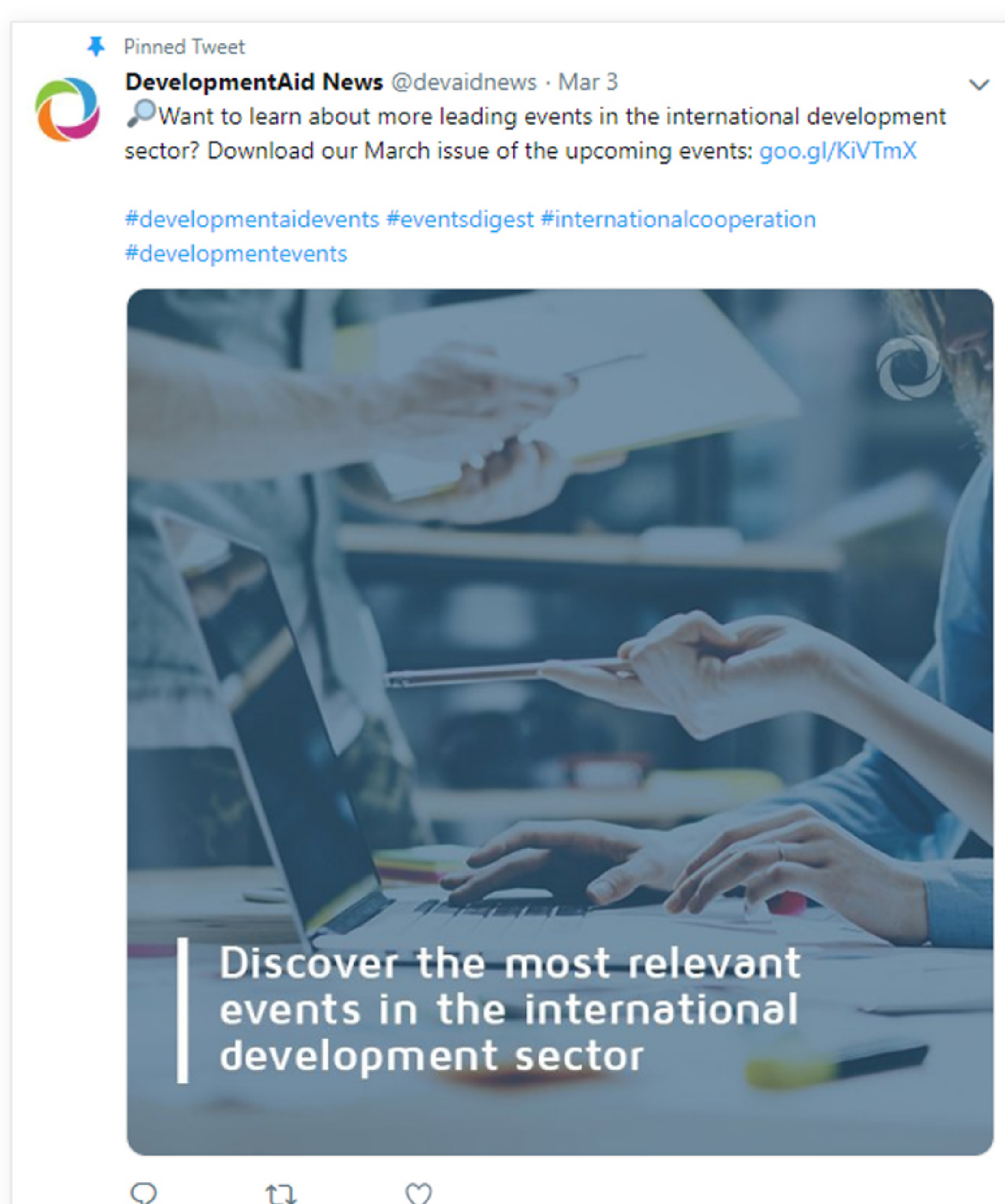
Maximum files size: **500KB**



Social Media

Use our social media outlets to distribute important news or notices about your company, campaigns or events.

We are present and active on   



Use Express Offers to promote your Job or Tender

Prices

	Newsletter Annoucements	Graphic Advertisement	Events Digest Inclusion	Social Media	Featured Post
Description	Banner inclusion in our weekly Newsletters (Job Alerts, Weekly Job Newsletter, News Digest) and sent to over 110K recipients.	Banners placed on the website for a 2-week period. The banners are placed on the left side under the menu. (Monthly 200K unique visitors)	Inclusion of the event in Events Digest book, posted every month in our News section and reposted in social media.	Posting in our social media groups (Fb, Li, Tw) with a link to your event or webpage.	Posting of a press-release, article or event in our News Stream. The posting goes with a cover image and a link that redirects to your website.
Price	<div>€ 850</div> <div>2 weeks rotation</div>	<div>€ 800</div> <div>2 weeks rotation</div>	<div>€ 500</div> <div>1 inclusion, A4</div>	<div>€ 250</div> <div>1 post</div>	<div>€ 450</div> <div>1 post</div>
BONUS	Our in-house designer will elaborate the banners according to your brand book.	Our in-house designer will elaborate the banners according to your brand book.	Our in-house designer will elaborate the banners according to your brand book.		Our in-house designer will elaborate the cover image for your posting.

<div>Starter</div> <div><ul style="list-style-type: none">• 5 featured events• Social media</div> <div>€1200</div> <div>Bonus: Events Digest inclusion</div>	<div>Enterprise</div> <div><ul style="list-style-type: none">• 5 featured events• 1 press release• Social media</div> <div>€1300</div> <div>Bonus: Events Digest inclusion</div>	<div>Corporation</div> <div><ul style="list-style-type: none">• 5 featured events• 1 press release• Social media<ul style="list-style-type: none">• Events Digest inclusion – full page1 time Banner inclusion in the Newsletters – 3 weeks rotation</div> <div>€2500</div> <div>Bonus: Post-release after the event</div>
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We look forward to discussing a cost-effective advertisement strategy for your organisation.



Contact us at
news@developmentaid.org
for more information and to schedule
a conversation.

