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
- 2.1 million page views
- 480,000 unique users
- 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

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
<th>BONUS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Newsletter Announcements</strong></td>
<td>€850</td>
<td>Our in-house designer will elaborate the banners according to your brand book.</td>
</tr>
<tr>
<td>Banner inclusion in our weekly Newsletters (Job Alerts, Weekly Job Newsletter, News Digest) and sent to over 110K recipients.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Graphic Advertisement</strong></td>
<td>€800</td>
<td></td>
</tr>
<tr>
<td>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)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Events Digest Inclusion</strong></td>
<td>€500</td>
<td></td>
</tr>
<tr>
<td>Inclusion of the event in Events Digest book, posted every month in our News section and reposted in social media.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Social Media</strong></td>
<td>€250</td>
<td></td>
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<tr>
<td>Posting in our social media groups (Fb, Li, Tw) with a link to your event or webpage.</td>
<td></td>
<td></td>
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<tr>
<td><strong>Featured Post</strong></td>
<td>€450</td>
<td></td>
</tr>
<tr>
<td>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.</td>
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</tbody>
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## Bonus

**Starter**
- 5 featured events
- Social media

€1200

**Enterprise**
- 5 featured events
- 1 press release
- Social media

€1300

**Corporation**
- 5 featured events
- 1 press release
- Social media
- Events Digest inclusion – full page 1 time Banner inclusion in the Newsletters – 3 weeks rotation

€2500

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**Bonus:** Events Digest inclusion

**Bonus:** Post-release after the event
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.