

# DevelopmentAid Advertising Tools

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





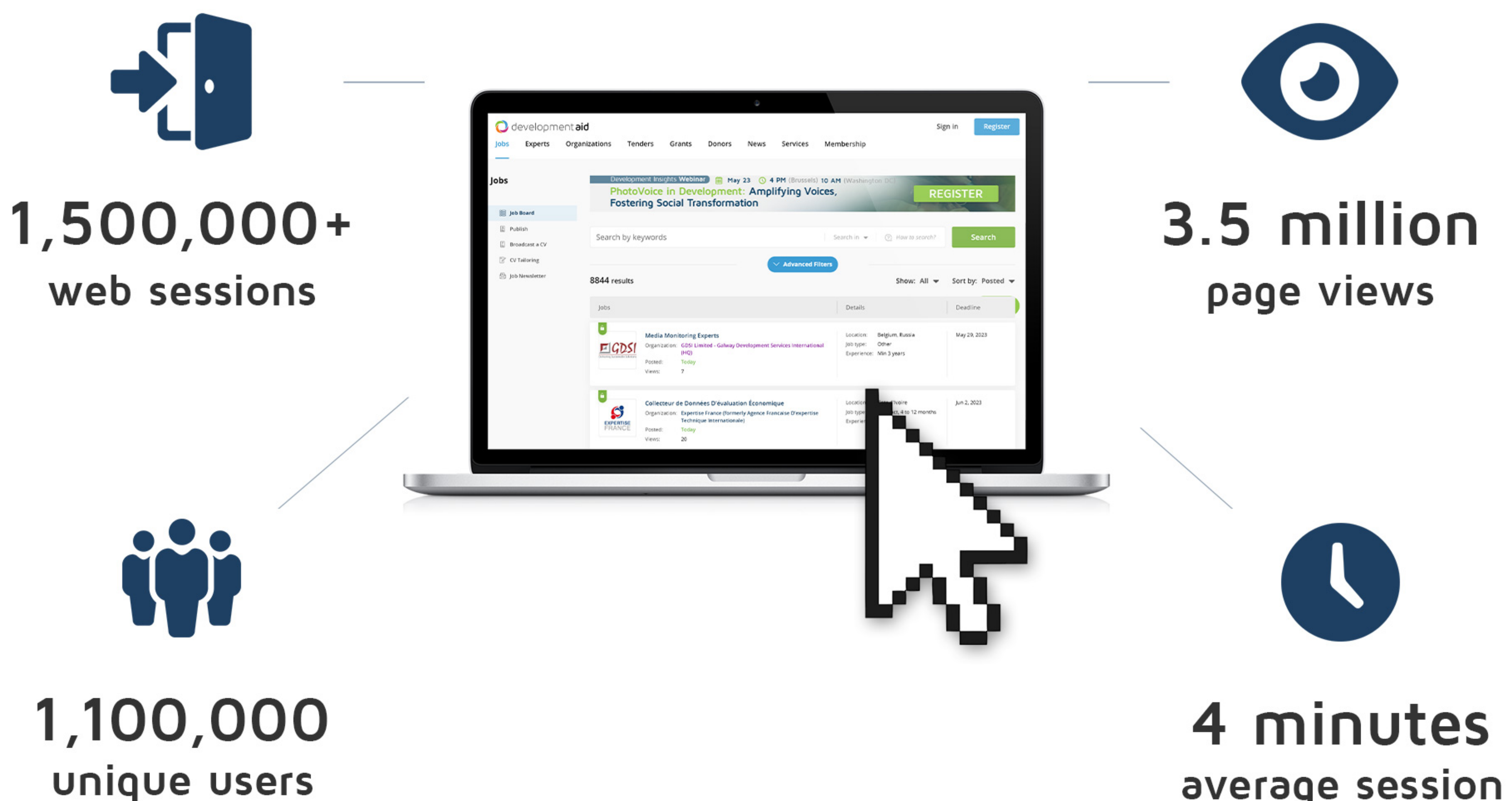
DevelopmentAid is the world's premier information service provider for international development aid, economic and humanitarian assistance stakeholders. Keeping our diverse yet targeted audience up-to-date and informed on the latest developments, we provide our users with critically relevant information for donors, agencies, consultancies, non-government organizations and individuals working in the international development sector.

If you're looking to promote your organization, build brand awareness or advertise your conference or event, our advertisement tools can help. Reach the public, private and social sectors with clear, creative, and unique content that will make an impact.

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

- ✓ **Banners** - Use visuals to engage with your target audience and upgrade your advertisement strategy.
- ✓ **Highlighted** press-releases or announcements in our News Stream.
- ✓ **Leverage** our social media platforms to disseminate significant information about your business, campaigns, or events.

## DevelopmentAid in Numbers /month





# Graphic Advertisement

## Banner inclusions on DevelopmentAid platform

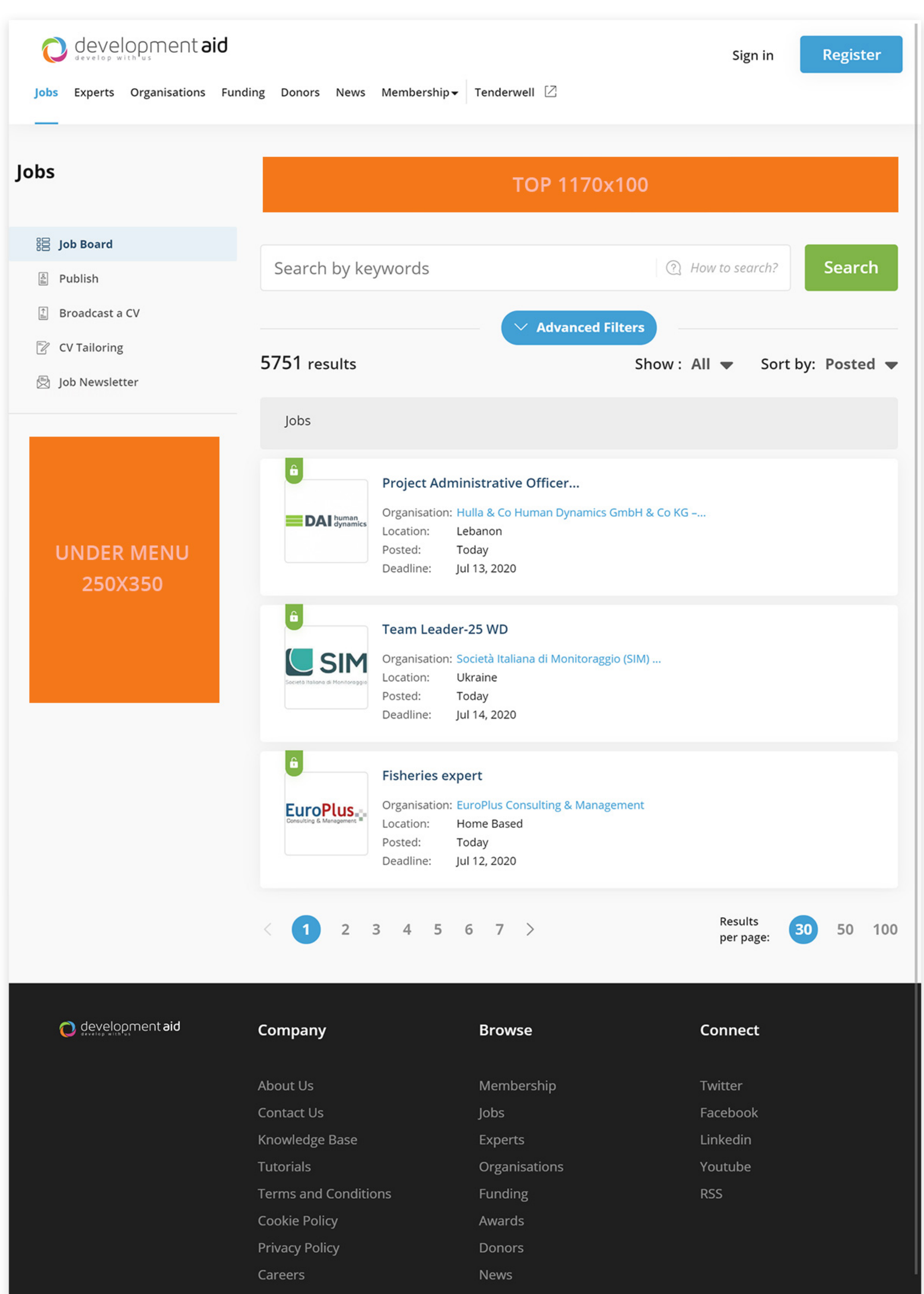
Use graphical tools to reach an audience of **1,500,000** unique visitors\* from around the globe to raise awareness of your organization, project or event.

\*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.

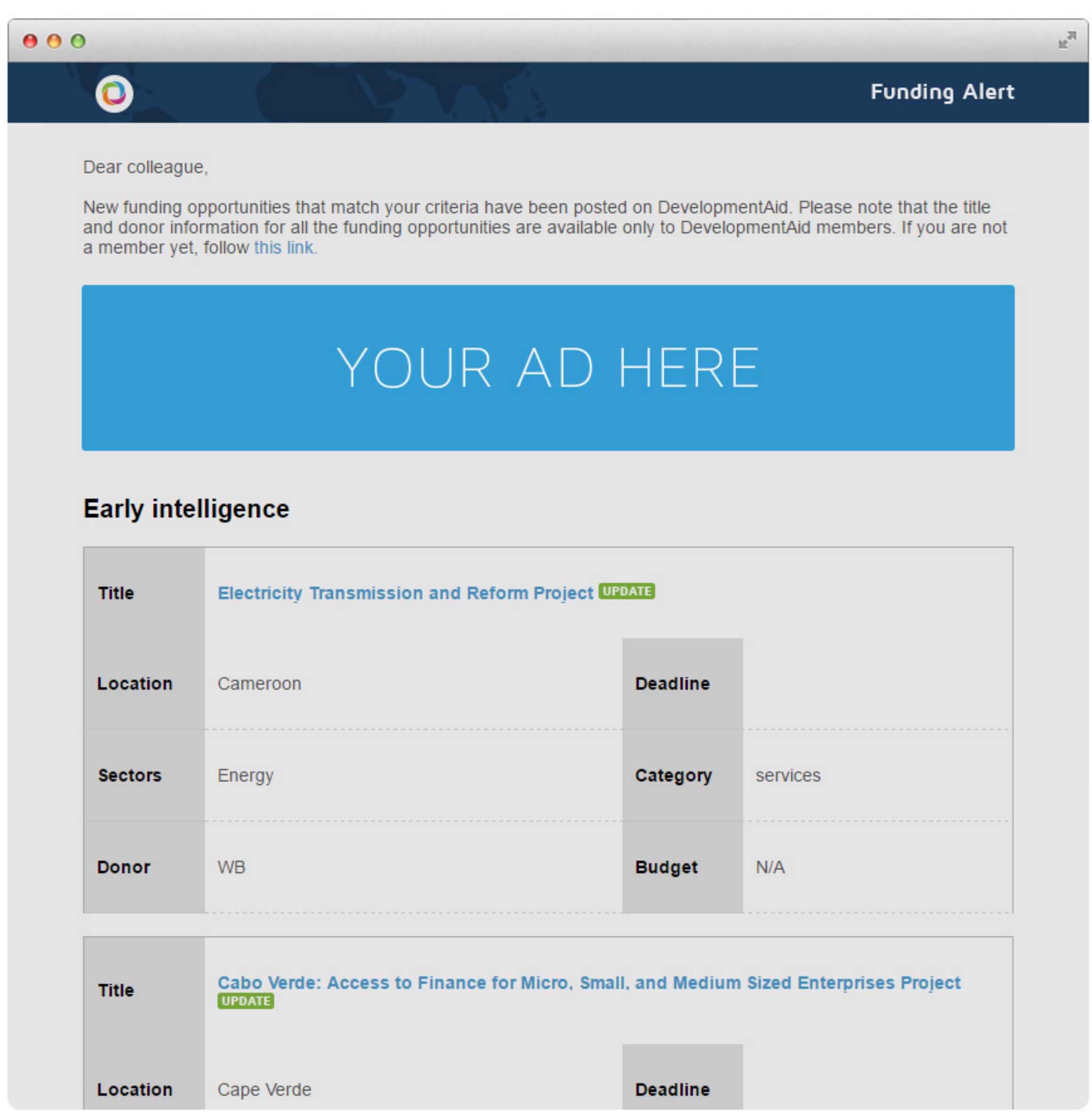
 *Tips for better promotion: use your own special tag to analyze the leads*





# 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 **93,000+** 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



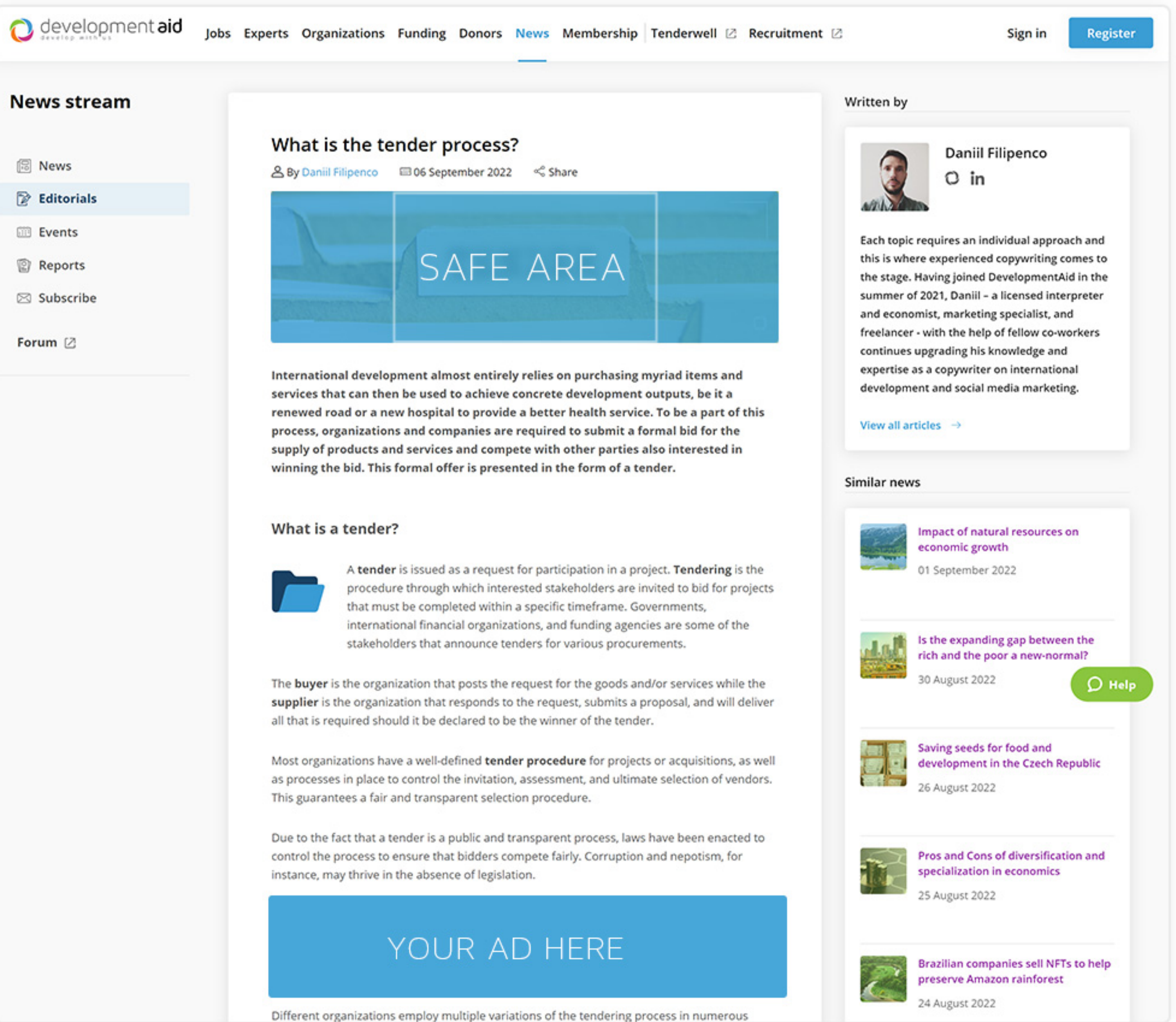
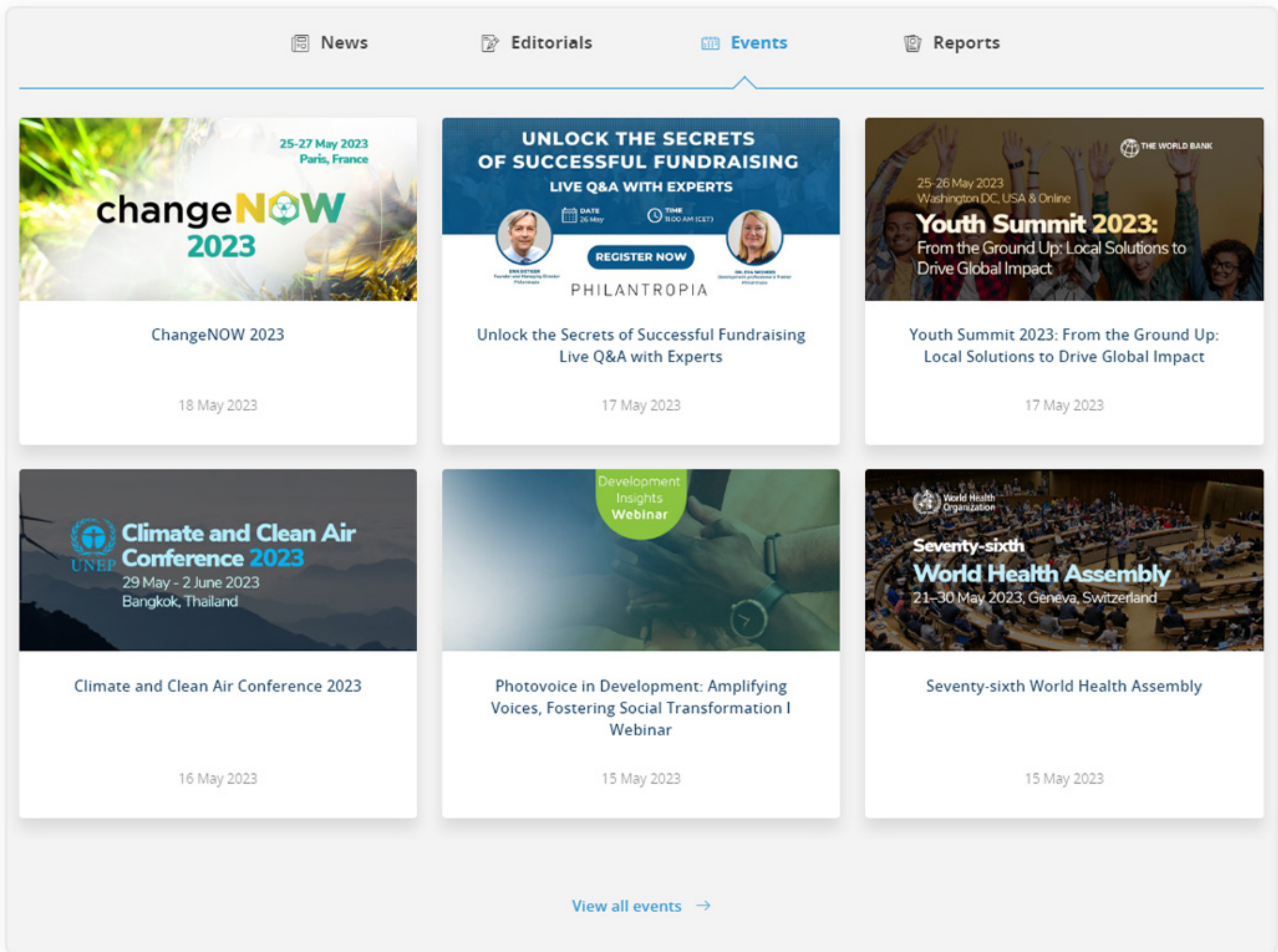
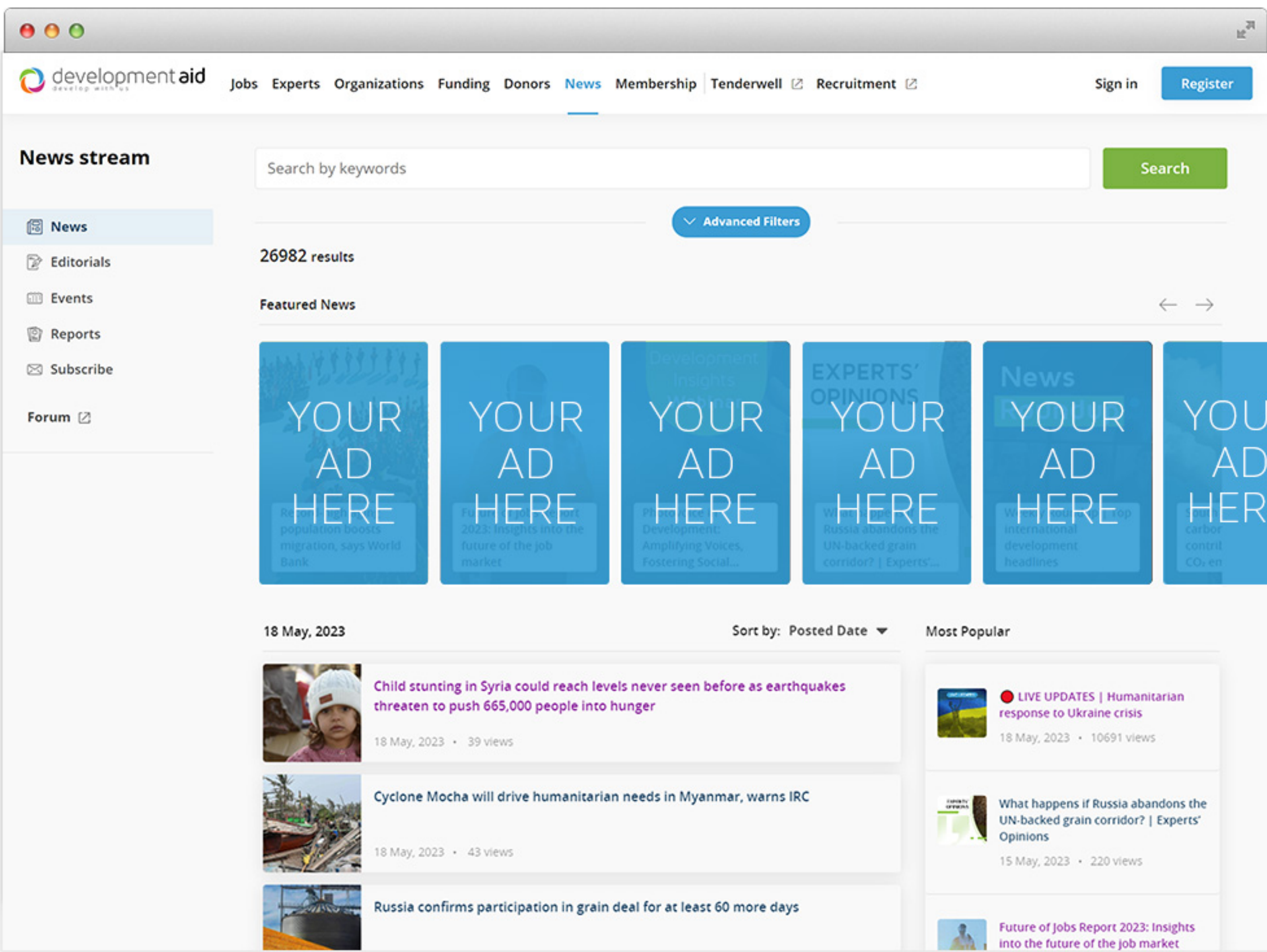
*Tips for better promotion:  
use your own special tag to analyze the leads*



# 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.





# 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   



**DevelopmentAid**  
19,604 followers  
1mo • 🌐

#ImpactFirst2023 will connect iNGOs, international agencies, governments and the private industry from across the globe and a variety of different sectors for two days of learning, collaboration, and showcasing the latest trends within #DigitalDe...see more


**Impact First Digital Development Summit**  
May 4-5, 2023 | Centro Cultural de Belém, Lisbon | In-person event

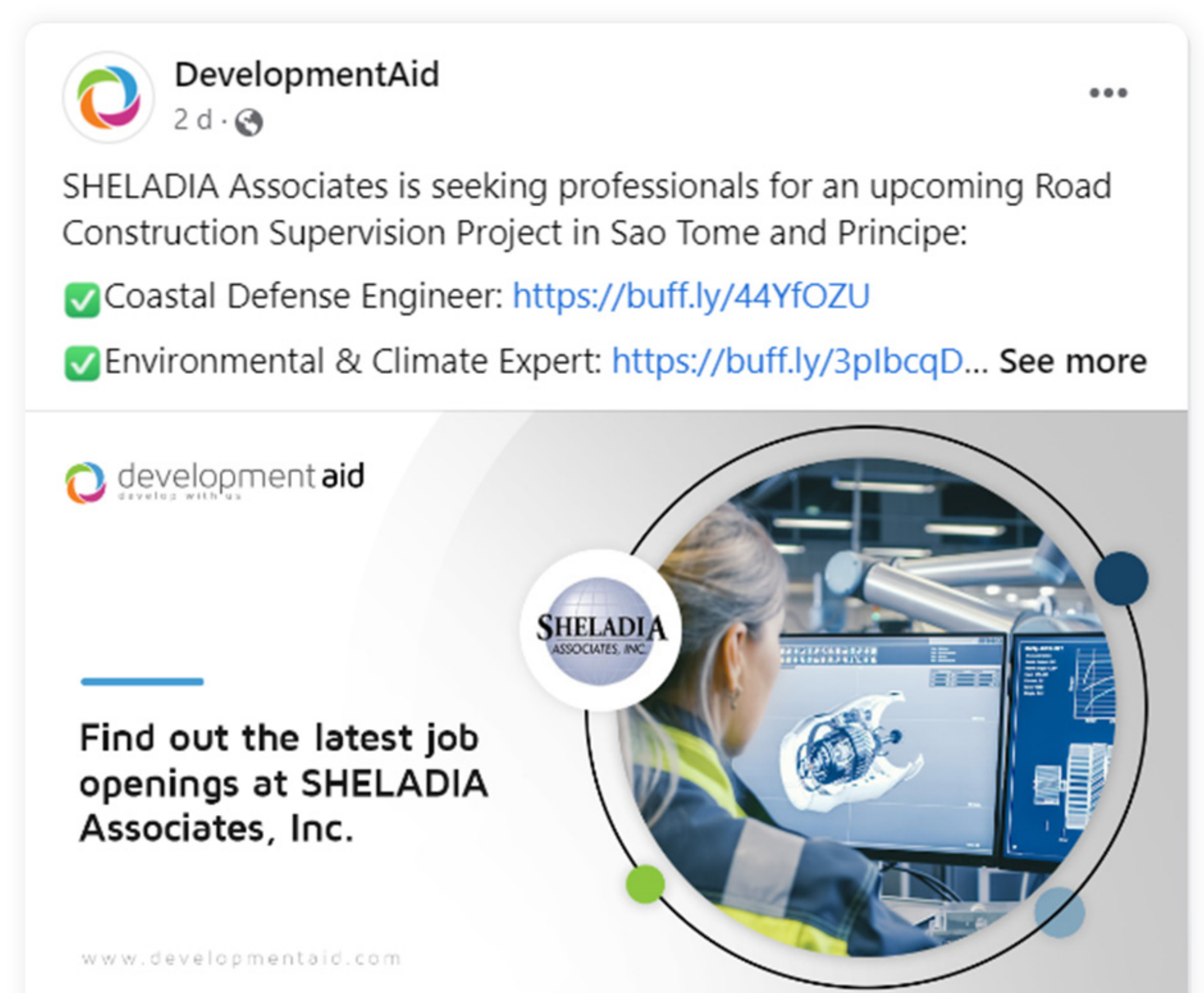
**REGISTER** #ImpactFirst2023

Use Code: DevelopmentAid & get \$150 off the price

Ana Marin and 9 others 2 reposts

Like Comment Repost Send

 Use Express Offers to promote your Job or Tender



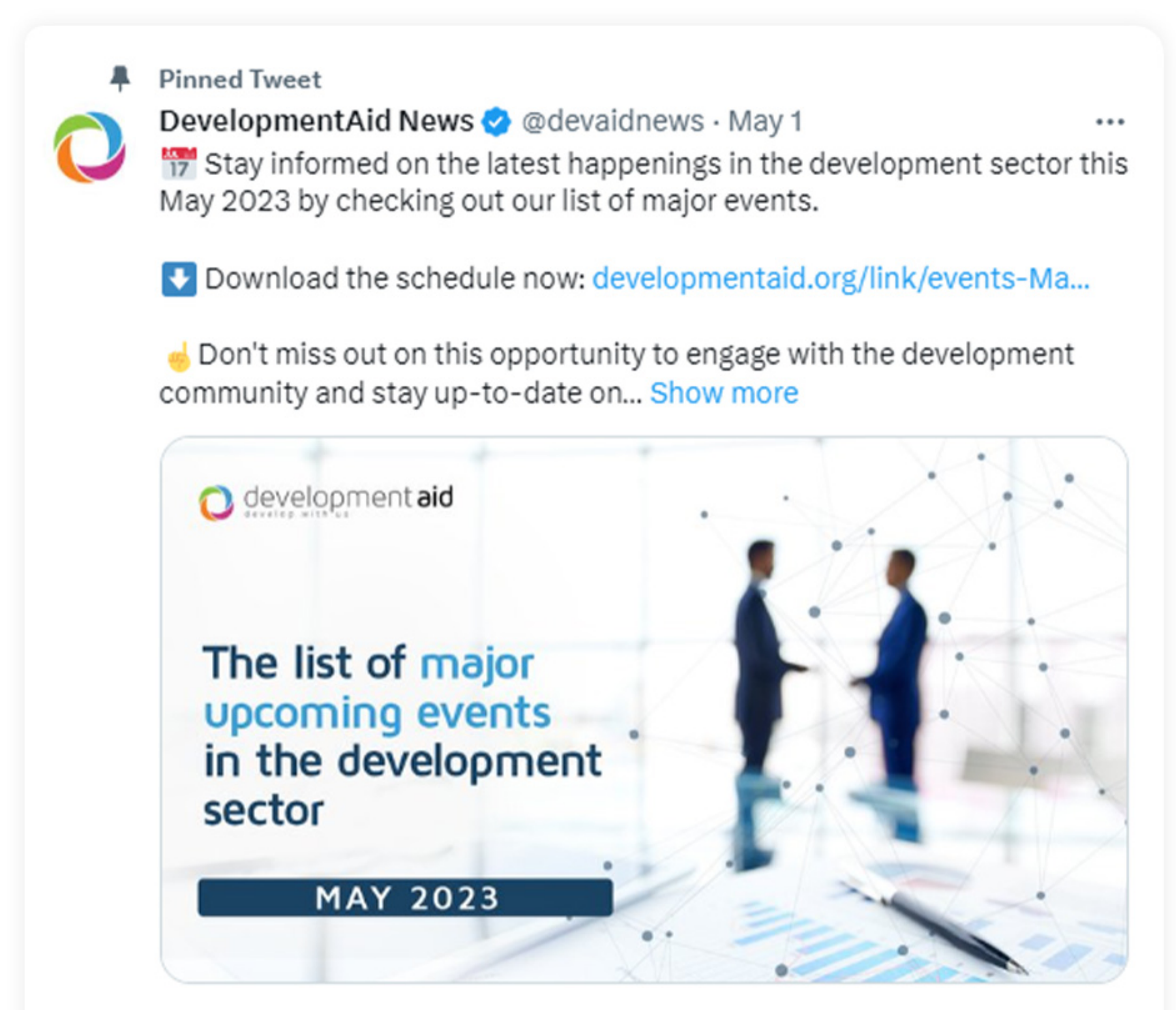
**DevelopmentAid**  
2d • 🌐

SHELADIA Associates is seeking professionals for an upcoming Road Construction Supervision Project in Sao Tome and Principe:

- ✓ Coastal Defense Engineer: <https://buff.ly/44YfOZU>
- ✓ Environmental & Climate Expert: <https://buff.ly/3plbcqD...> See more

**Find out the latest job openings at SHELADIA Associates, Inc.**

[www.developmentaid.com](http://www.developmentaid.com)



**Pinned Tweet**  
**DevelopmentAid News** @devaidnews · May 1

Stay informed on the latest happenings in the development sector this May 2023 by checking out our list of major events.

Download the schedule now: [developmentaid.org/link/events-Ma...](https://developmentaid.org/link/events-Ma...)

Don't miss out on this opportunity to engage with the development community and stay up-to-date on... [Show more](#)

**The list of major upcoming events in the development sector**

**MAY 2023**



# 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 <b>110K</b> recipients.	Banners placed on the website for a 2-week period. The banners are placed on the left side under the menu. (Monthly <b>200K</b> 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"><li>• 5 featured events</li><li>• Social media</li></ul></div> <div>€1200</div> <div>Bonus: Events Digest inclusion</div>	<div>Enterprise</div> <div><ul style="list-style-type: none"><li>• 5 featured events</li><li>• 1 press release</li><li>• Social media</li></ul></div> <div>€1300</div> <div>Bonus: Events Digest inclusion</div>	<div>Corporation</div> <div><ul style="list-style-type: none"><li>• 5 featured events</li><li>• 1 press release</li><li>• Social media</li></ul><ul style="list-style-type: none"><li>• Events Digest inclusion – full page</li><li>1 time Banner inclusion in the Newsletters – 3 weeks rotation</li></ul></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](mailto:news@developmentaid.org)  
for more information and to schedule  
a conversation.

