NGOBOX Advertising Toolkit

Connecting Professionals with Opportunities

NGOBOX
India’s largest Social Impact Opportunity Platform

Providing a platform to maximise visibility for your organisation, campaign or event.

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**NGOBOX**, which was founded in 2013, is India’s largest social impact opportunity platform, acting as a one-stop solution for all information pertaining to the impact sector and providing a curated selection of collaborative services pertinent to the field of development world.

The NGOBOX platform, which has a daily user base of over 85,000 users and connects thousands of passionate people with social impact opportunities, compiles *jobs, fellowships, grants, RFPs, admissions, events, news* and more in the field of development, offering a one-stop-shop for those hoping to make a difference.

We serve professionals and students in the social and CSR sectors as an online platform by providing interdisciplinary lines of social companies and BoP businesses. We bring together jobs, fellowships, grants, RFPs, admissions, events, and news in the development space.

With over *1.25 Lakh NGOs, 2000+ social businesses and 2500+ CSR Leaders*, NGOBOX is a reputable knowledge platform for organisational outreach and targeted advertising in addition to broadcasting pertinent material for maximum information dissemination among relevant stakeholders.

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**Some of our Partners**

- [UNICEF](https://www.unicef.org)
- [HCL Foundation](https://www.hclfoundation.org)
- [UNDP](https://www.undp.org)
- [Tech Mahindra Foundation](https://www.techmahindrafoundation.org)
- [Piramal Foundation](https://www.piramalfoundation.org)
- [Teach for India](https://teachforindia.org)
- [Room to Read](https://www.rooomtoredread.org)
- [United Way](https://www.org.uk)
- [Bhumi](https://www.bhumi.org)
- [WWF](https://www.worldwildlife.org)
- [Reliance Foundation](https://www.reliefway.org)
Recent Insights:
(Jan 2023 - Apr 2023)

- 48.8% increase in engagement
- 25.3% increase in page visitor base
- 54.2% increase in followers
- 46.7% increase in comments

Use the Graphic Banner to reach the audience of over 3 Lakh professionals working in the development sector and over 1 Lakh In nonprofit organisations are part of our organic database.

Contextual targeting is included in the range of placements we provide. Reach a broad demography from various cities across the nation.

The City wise users for the NGOBOX platform are as follows: NCR (16%), Mumbai 8%, Bangalore 5%, Pune 4%, Hyderabad 4%, Kolkata 3.7%, Patna 3.7%, Lucknow 3.5%, Ahmedabad 2.5%
## Specifications

### Top Banner Ad (1110 w * 95 h)

<table>
<thead>
<tr>
<th>Duration</th>
<th>Tariff (INR)*</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 Days</td>
<td>19,810</td>
</tr>
<tr>
<td>15 Days</td>
<td>35,380</td>
</tr>
<tr>
<td>30 Days</td>
<td>67,924</td>
</tr>
</tbody>
</table>

### Featured Ad Box (430*195 Pixels-W*H)

<table>
<thead>
<tr>
<th>Duration</th>
<th>Tariff (INR)*</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 Days</td>
<td>14,150</td>
</tr>
<tr>
<td>15 Days</td>
<td>22,990</td>
</tr>
<tr>
<td>30 Days</td>
<td>42,452</td>
</tr>
</tbody>
</table>

### Premium Ad Banner (421*155 Pixels W*H)

<table>
<thead>
<tr>
<th>Duration</th>
<th>Tariff (INR)*</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 Days</td>
<td>12,032</td>
</tr>
<tr>
<td>15 Days</td>
<td>19,469</td>
</tr>
<tr>
<td>30 Days</td>
<td>37,150</td>
</tr>
</tbody>
</table>

Maximum File Size: 2 MB  
File Format: JPG & PNG
### Emailler Service

*Customized emailler to the target audience group:*

- Professionals (Development Professionals)
- Students
- Organizations (NGOs, Social Enterprises, CSR Foundations)* subject to approval

<table>
<thead>
<tr>
<th>Database</th>
<th>Single Emailler Tariff (INR)*</th>
<th>Two Emaillers Tariff (INR)*</th>
</tr>
</thead>
<tbody>
<tr>
<td>25,000</td>
<td>20,300</td>
<td>33,300</td>
</tr>
<tr>
<td>50,000</td>
<td>30,000</td>
<td>49,540</td>
</tr>
<tr>
<td>1,00,000</td>
<td>47,900</td>
<td>82,000</td>
</tr>
</tbody>
</table>

*To see sample emaillers, please click Sample 1, Sample 2, Sample 3*

### Jobs and Fellowships Announcement Plan (Featured)

<table>
<thead>
<tr>
<th>Plan</th>
<th>Description</th>
<th>INR (Excluding Taxes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plan-One</td>
<td>Single Featured Announcement</td>
<td>INR 3000</td>
</tr>
<tr>
<td>Plan-A</td>
<td>7 Featured Announcement in a year</td>
<td>INR 15,000</td>
</tr>
<tr>
<td>Plan-B</td>
<td>Unlimited Featured Announcement in a year</td>
<td>INR 40,000</td>
</tr>
</tbody>
</table>

### Jobs and Fellowships Announcement Plan (Highlighted)

<table>
<thead>
<tr>
<th>Plan</th>
<th>Description</th>
<th>INR (Excluding Taxes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plan-One</td>
<td>Single Featured Announcement</td>
<td>INR 7550 (15 Days Validity)</td>
</tr>
</tbody>
</table>
### Tenders/RFPs, Grants, Events, Admissions, Online Courses

**Announcement Plan**

<table>
<thead>
<tr>
<th>Plan</th>
<th>Description</th>
<th>INR (Excluding Taxes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plan-One</td>
<td>Single Featured Announcement</td>
<td>INR 4000</td>
</tr>
<tr>
<td>Plan-A</td>
<td>7 Featured Announcement in a year</td>
<td>INR 20,000</td>
</tr>
<tr>
<td>Plan-B</td>
<td>Unlimited Featured Announcement in a year</td>
<td>INR 45,000</td>
</tr>
</tbody>
</table>

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### (Highlighted) Tenders/RFPs, Grants, Events, Admissions, Online Courses

**Announcement Plan**

<table>
<thead>
<tr>
<th>Plan</th>
<th>Description</th>
<th>INR (Excluding Taxes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plan-One</td>
<td>Single Featured Announcement</td>
<td>INR 14,766</td>
</tr>
</tbody>
</table>

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**Elements that you can advertise with us**

- Tender/EOI
- Admission
- Fellowship
- Grants
- Jobs
- Impact Stories
Social Media Promotions

<table>
<thead>
<tr>
<th>Plan</th>
<th>Description</th>
<th>INR (Excluding Taxes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Post</td>
<td>Facebook Page+Linkedin+Twitter</td>
<td>INR 2,950</td>
</tr>
<tr>
<td>3-Posts</td>
<td>Facebook Page+Linkedin+Twitter</td>
<td>INR 7,383</td>
</tr>
<tr>
<td>7-Posts</td>
<td>Facebook Page+Linkedin+Twitter</td>
<td>INR 11,075</td>
</tr>
</tbody>
</table>

We have over 1.7L plus followers across Facebook, LinkedIn, and Twitter.

Social Media Samples

- To see Social media sample, please click Sample 1, Sample 2, Sample 3

- ![Sample Image 1](image1.png)
- ![Sample Image 2](image2.png)
- ![Sample Image 3](image3.png)
**CSRBOX Ad banner (visible across the website)**

- **Top Banner Ad (1300 w * 100 h)**
  - Duration: 7 Days
  - Tariff (INR)*: 12,733
  - Duration: 15 Days
  - Tariff (INR)*: 21,300
  - Duration: 30 Days
  - Tariff (INR)*: 35,561

- **Ad box (300 w *300 h)**
  - Duration: 7 Days
  - Tariff (INR)*: 9,620
  - Duration: 15 Days
  - Tariff (INR)*: 17,300
  - Duration: 30 Days
  - Tariff (INR)*: 30,763

*Note: INR stands for Indian Rupees.*
Testimonials

“*Our experiences with NGOBOX have been very successful. The services have been wonderful throughout and we never faced any inconvenience. A major plus point were the seminars that were conducted, which not only informative but also served as a platform for networking, which is indeed very helpful for many organisations. We are very appreciative of the services that NGOBOX has provided to us and the effort put by your team. The team is very positive all the time. I love the way the team members communicated with us for various matter. We look forward to many such fruitful collaborations in the future as well. All the best, NGOBOX!*”

Altruism in Action

“We have been using the services of NGOBOX for our placement outreach campaign for the last many years and have found it very useful. It has helped us to create visibility amongst employers, which has further resulted in collaboration with them for our student placement activities.”

The Public Health Institute of India

“We want to thank NGOBOX for the responsiveness and willingness to work with us to find solutions that meet our specific needs. The dedication to exceptional services has made a difference in our experience working with NGOBOX. As a result of our collaboration, we received some excellent candidates who were highly qualified and enthusiastic about the opportunity. NGOBOX’s followership proved to be a valuable asset in reaching a wider audience and generating interest in the program. We would like to thank NGOBOX and the team for their effort and we look forward to many more successful projects together.”

Indian School of Development Management (ISDM)
Terms & Conditions

- Design needs to be provided by the client in the correct dimensions and file sizes.
- Please confirm the availability of ad space before sending the design.
- Payment needs to be made at the time of booking.
- Emailer content once approved can't be changed for an emailer.
- Emailer content limit max. (800 words, 2 images)
- Once an advertisement is booked, 100% of the ad plan amount is applicable for the cancellation.

(*All the above mentioned cost is excluding 18% GST)

We are interested in exploring a cost-effective advertising solution for your requirements.

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