

# NGOBOX Advertising Toolkit

*Connecting Professionals with  
Opportunities*

**NGOBOX**  
**India's largest Social  
Impact Opportunity Platform**

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

**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.



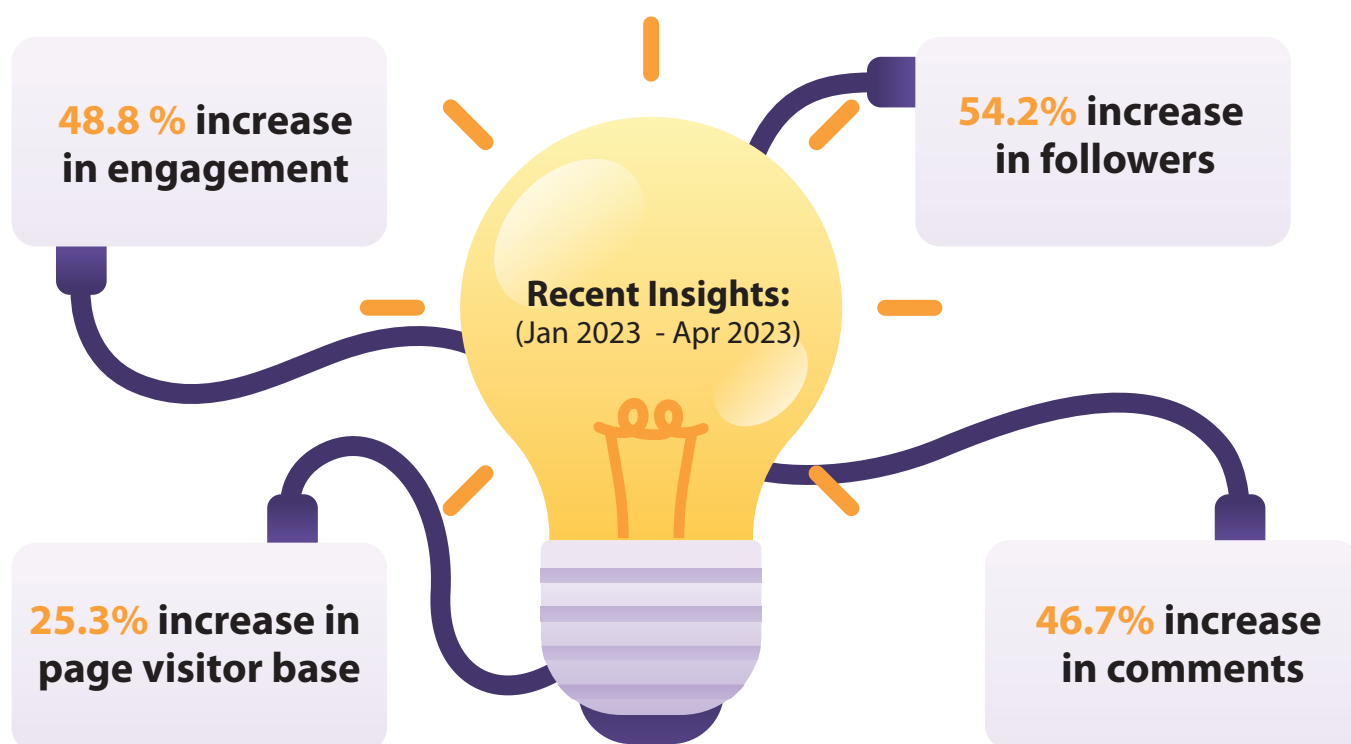
The NGOBOX platform, which has a daily user base of over **85,000** users and connects thousands of passionate people with social impact opportunities, compiles **jobs, fellowships, grants, RFPs, admissions, events, news** and more in the field of development, offering a one-stop-shop for those hoping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

## Some of our Partners





## Graphic Banner Advertisement

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%**

### NGOBOX Display Advertisement, Announcement and Promotion Plans

The screenshot displays the NGOBOX website interface with several ad placement options highlighted in blue boxes:

- Top Banner Ad (1110 w \* 95 h)**
- Featured Ad Banner 1 (430 w \* 195 h)**
- Featured Ad Banner 1 (430 w \* 195 h)**
- Premium Ad Banner 1 (421 w \* 155 h)**
- Premium Ad Banner 2 (421 w \* 155 h)**

The website also shows various news articles and a sidebar with logos of partner organizations like CSR BOX and CDRI.



## Specifications

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

| Duration | Tariff (INR)* |
|----------|---------------|
| 7 Days   | 19,810        |
| 15 Days  | 35,380        |
| 30 Days  | 67,924        |

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

| Duration | Tariff (INR)* |
|----------|---------------|
| 7 Days   | 14,150        |
| 15 Days  | 22,990        |
| 30 Days  | 42,452        |

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

| Duration | Tariff (INR)* |
|----------|---------------|
| 7 Days   | 12,032        |
| 15 Days  | 19,469        |
| 30 Days  | 37,150        |

Maximum File Size: 2 MB

File Format: JPG & PNG

## Emailer Service

### Customized emailer to the target audience group :

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

| Database | Single Emailer Tariff (INR)* | Two Emailers Tariff (INR)* |
|----------|------------------------------|----------------------------|
| 25,000   | 20,300                       | 33, 300                    |
| 50,000   | 33, 000                      | 54, 494                    |

To see sample emailers, please click [Sample 1](#), [Sample 2](#), [Sample 3](#)

## Jobs and Fellowships Announcement Plan (Featured)

| Plan     | Description                               | INR (Excluding Taxes) |
|----------|---|-----------------------|
| Plan-One | Single Featured Announcement              | INR 3000              |
| Plan-A   | 7 Featured Announcement in a year         | INR 15,000            |
| Plan-B   | Unlimited Featured Announcement in a year | INR 40,000            |

## Jobs and Fellowships Announcement Plan (Highlighted)

| Plan     | Description                  | INR (Excluding Taxes)       |
|----------|------------------------------|-----------------------------|
| Plan-One | Single Featured Announcement | INR 7550 (15 Days Validity) |



## Tenders/RFPs, Grants, Events, Admissions, Online Courses Announcement Plan

| Plan     | Description                               | INR (Excluding Taxes) |
|----------|---|-----------------------|
| Plan-One | Single Featured Announcement              | INR 4000              |
| Plan-A   | 7 Featured Announcement in a year         | INR 20,000            |
| Plan-B   | Unlimited Featured Announcement in a year | INR 45,000            |

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

| Plan     | Description                  | INR (Excluding Taxes) |
|----------|------------------------------|-----------------------|
| Plan-One | Single Featured Announcement | INR 14,766            |





## Social Media Promotions

| Plan        | Description                    | INR (Excluding Taxes) |
|-------------|--------------------------------|-----------------------|
| Single Post | Facebook Page+Linkedin+Twitter | INR 2,950             |
| 3-Posts     | Facebook Page+Linkedin+Twitter | INR 7,383             |
| 7- Posts    | Facebook Page+Linkedin+Twitter | INR 11,075            |

We have over 1.7L plus followers across



## Social Media Samples

- To see Social media sample, please click [Sample 1](#), [Sample 2](#), [Sample 3](#)

**NGOBOX India**  
18,793 followers  
5d • 🌐

**Funding Alerts** 📢 Azim Premji University is launching the first round of its Research Funding Programme in Health. This is your chance to promote inquiry into public health realities in India and explore possible responses. ...see more

**Health Research Funding Programme 2023**

Inviting research proposals on Status and Quality of Primary Healthcare & Institutional Frameworks, and Implementation research from inter-ventures to offer Public and Community Health.

**Objective:** To deepen understanding of and strengthen vulnerable populations' quality of health & access to healthcare. Research funding of up to ₹10 lakh for projects with 12-14 months duration.

We invite applications from researchers, affiliated with institutions such as centers within academic institutions, non-profit organizations, for-profit organizations, as well as the Government, independent researchers, are not eligible to apply.

**Submission Ends:** May 15, 2023

In case of any queries, you may write to: healthresearch@apu.edu.in

👤 Bronte Shan and 50 others  
1 comment • 2 reposts

**NGOBOX India**  
19,795 followers  
1W • 🌐

**#RequestforProposal!** 📢 CARE India is seeking proposals for Minor Lift Irrigation Site Technical Support for Site Survey, Design, and Estimation. Submit Technical and Financial Bids separately via email to [procurementumpd@careindia.org](mailto:procurementumpd@careindia.org) ...see more

**NGOBOX**

**CARE India**

CARE India invites proposals for **Minor Lift Irrigation Site Technical Support for Site Survey, Design, and Estimation**

Submission of Technical and Financial Bids separately via email Proposal to be sent to [procurementumpd@careindia.org](mailto:procurementumpd@careindia.org)

**DEADLINE: 13th APRIL 2023**

👤 Pradeep Pundhir:SPECTRA ORGANIZATION- and 30 others  
1 repost

**NGOBOX India**  
19,795 followers  
2d • 🌐

Exciting opportunity! **NABARD Consultancy Services (NABCONS)** is hiring Middle-Level Consultants. Requirements: Graduate/post-graduate in Agriculture and allied subjects, such as Agribusiness, Horticulture, Veterinary and more. Deadline: 18th April 2023 ...see more

**NABCONS**

**NABARD Consultancy Services (Nabcons) invites applications for Middle-Level Consultants**

Experience: 1-4 years' experience in Natural resource management/ Financing/ Value chain management/ Agri. Marketing-based projects/studies

**Deadline: 18th April 2023**

**Location: Location: Bengaluru, Jammu & Kashmir & Tripura**

👤 Puniteswar Upreti and 34 others  
1 comment • 1 repost

**NGOBOX India**  
19,795 followers  
2W • 🌐

**#JobOpening alert!** 📢 HCL Foundation is seeking talented individuals to join its team as Project Associates, Associate Project Coordinators, and Project Coordinators to help them drive rural development in areas like livelihood, agriculture, ...see more

**NGOBOX**

**HCL FOUNDATION**

HCL Foundation is looking for **Project Associate, Associate Project Coordinators and Project Coordinators**

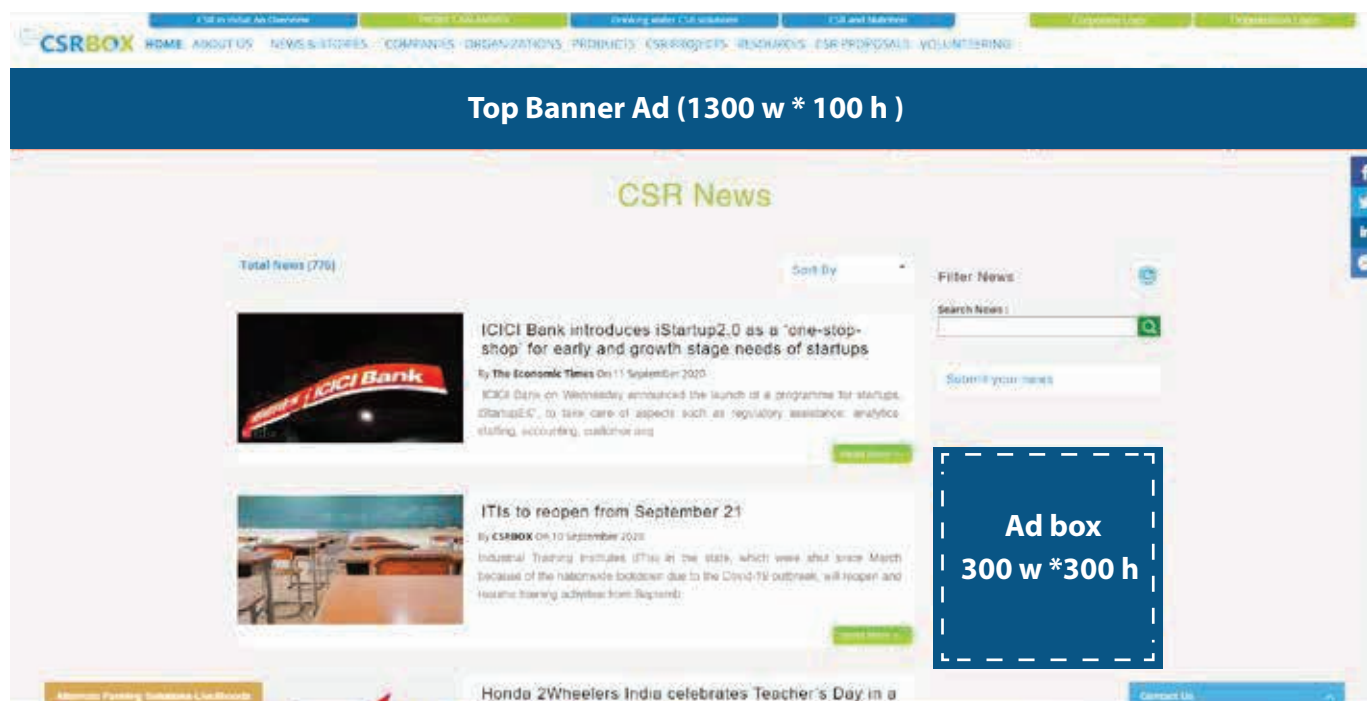
**Remuneration**  
Project Associate: 5-6 LPA  
Associate Project Coordinator /Project Coordinator: 6-8 LPA

**LOCATION: HARDOI, UTTAR PRADESH**

**DEADLINE: 15th APRIL 2023**

👤 Md Numan and 115 others  
12 comments • 3 reposts

## CSRBOX Ad banner (visible across the website)



## Top Ad Banner on Description pages of CSRBOX(1300\*100 W\*H) (Visible on all description pages)

| Duration | Tariff (INR)* |
|----------|---------------|
| 7 Days   | 12,733        |
| 15 Days  | 21,300        |
| 30 Days  | 35,561        |

## Ad box on Description pages of CSRBOX(300\*300 W\*H) (Visible on all description pages)

| Duration | Tariff (INR)* |
|----------|---------------|
| 7 Days   | 9,620         |
| 15 Days  | 17,300        |
| 30 Days  | 30,763        |



## 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

- (A) It is a process to allow an organization to focus resources on the specific opportunities to achieve the company's target.
- (B) Marketing strategy's goal is to increase sales and achieve advantage over other competitors. It is a term and long term activities of marketing that has to do with the analysis of a company's business environment.
- (C) The objectives will be based on how you gain sales by acquiring and keeping customers.
- (D) A marketing strategy helps on making good decisions with the right kind of marketing strategies to make it have a good outcome of your sales and marketing activities.
- (E) Putting your strategy into action is how your marketing plan should work. Marketing budget will be set at the same time it will also show you how you're going to work with your targets. It might be through advertising, promoting, etc. Having the perfect timing with your activities to fit your customers buying cycles will help you understand how to manage sales. The marketing plan should be innovative. It should have the details on how your tasks are followed up and the activities you doing to develop your offers.
- (F) Improvement should be measured regularly and assessed in order for you to know what's working and what not. This will help you set next targets.

Proposed Investor's Signature

## 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.
- E-mailer content once approved can't be changed for an emailer.
- E-mailer 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.

**Jyoti P/ Lakshana**

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