



## Reach out to our warm contacts for as little as £15!

- **Monthly newsletter distribution > 600 (75% annual increase)**
- **Website > over 2000 visits/10,400 pageviews monthly**

### Some examples of our great advertising rates\*

- **Online advert for a small not-for-profit: only £15!**
- **Newsletter advert for a medium not-for-profit: only £40!**
- **Advert in newsletter & online for a large not-for-profit: only £95!**

\*See next page for detailed rates chart

**"We have had such a great response from the advert and some wonderful applicants"**

Lucy, Bunac

**"We've found that advertising our events through the NIDOS newsletter and website is one of the best ways to get people along"** Liz, WDM

## Our audience

- **International NGOs** in Scotland and abroad
- **University** lecturers and students at many of Scotland's universities
- **Decision makers/funders** including: MSPs, Scottish Government International Development team staff, DFID staff, MPs, Lloyds TSB Foundation for Scotland staff; Scotland Office staff, Scottish Qualifications Authority staff, Law Society staff
- **Scottish umbrella bodies** including Scottish Council for Voluntary Organisations, International Development Education Association for Scotland, Scotland Malawi Partnership and more
- **Individuals/consultants/businesses** who are already engaged with your issues

**Contact NIDOS on 0131 243 2680 [catherine@nidos.org.uk](mailto:catherine@nidos.org.uk)**

Network of International Development Organisations in Scotland (NIDOS)  
Registered Scottish Charity No SC035314, Company No SC307352  
Registered Office: Third Floor, Thorn House, 5 Rose Street, Edinburgh, EH2 2PR

# Submitting your advert

## Newsletter

**Word limit:** Up to 125 words in length (including title, contact details etc.). If you want a larger advert in the Newsletter please talk to us about rates.

**Deadline:** Adverts in the newsletter must be booked the week before the Monday it is to be sent out (the newsletter is sent on the first Monday of each month) and final copy must be received by the Friday before.

The Newsletter is consistently the service which NIDOS members find most valuable, it is well read. View examples of newsletters at [www.nidos.org.uk/learning](http://www.nidos.org.uk/learning) and select 'NIDOS News'

## Website

### Limits for events entry:

Title = 150 characters max.

Article = no limit but we suggest no more than around 250 words

### Limits for recruitment or learning opportunities entry:

Title = 150 characters max.

Abstract (usually just the location, salary and closing date) = 250 characters max.

Article = no limit but we suggest no more than around 250 words

**Deadline:** Web adverts can be added at anytime

## Rates chart

Type of Organisation	Newsletter only *	Website only *	Newsletter & Website *
Small Not-for-profit (<£100,000/yr)	£20	£15	£30
Medium Not-for-profit (£100,000 – 1million)	£40	£30	£55
Large Not-for-profit (£1 million/yr)	£60	£45	£95
Public body/Educational institution	£70	£50	£100
For-profit body	£90	£65	£130

\*Adverts in the newsletter are for a single quarter page in one newsletter; the newsletter is distributed monthly. Adverts on the website are for a single page in one of either 'recruitment', 'events' or 'learning opportunities' and stay online for one month.

**“...this is GREAT thanks! What a resource! First time I've seen the NIDOS newsletter, and very impressed”** Chris, Burma Assist

**“I'm learning a lot from the NIDOS website - really interesting”** Jacinta Sweeney

**“...one of the links in the latest NIDOS newsletter has already been extremely useful to me”** Bruce Britton

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