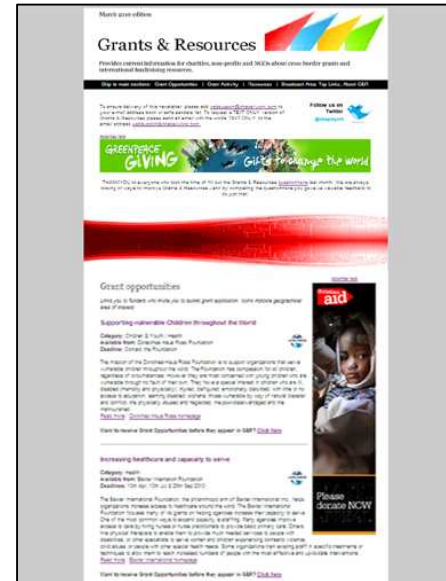


# Advertising in Grants & Resources

Grants & Resources is a free monthly e-info service, which provides current information for charities, non-profits and NGO's about cross border grants and international fundraising resources.

Over 14,000 subscribers, worldwide, currently read each edition. Subscriber's opt-in to receive this service so targeted audiences related to the non-profit sector will see your advertisement.

A brief "[snap-shot](#)" edition of Grants & Resources arrives in the subscriber's inbox each month. Having a clean, simple and uncluttered look, it's easy to navigate and readers can easily identify the sections of interest to them and then click through to see the Full edition.



To see a copy of the latest Full edition visit [http://www.chapel-york.com/latest\\_grandr/latest.html](http://www.chapel-york.com/latest_grandr/latest.html)

## Each edition of Grants & Resources contains three sections:-

### Grant Opportunities

*Links readers to Grant making organisations who invite grant-seekers to submit funding applications if they qualify.*

### Grant Activity

*Identifies Grant making organisations that make cross border grants and gives examples of successful funding.*

### Resources (includes Training & Events, Research & Reports and Blogs, Books & Websites)

*Dates for the diary plus other interesting facts and features that can help readers.*

Each of the sections above can hold up to 4 traditional advertising banners, buttons or skyscrapers. The Full edition of Grants & Resources can also support Flash / GIF animations – all prices are listed in the charts below. We can monitor the click-through rates for the hyperlink attached to your advertisement and report statistics monthly if requested (2 weeks after each edition has been sent out). The reach of Grants & Resources is supported and boosted by Chapel & York's popular website [www.chapel-york.com](http://www.chapel-york.com) which receives thousands of unique visitors per month. Each edition of Grants & Resources is archived on our website so click-through rates on your advert can experience activity a long time after the broadcast date.

## Sponsorship

Each edition of Grants & Resources has space for one sponsor. Sponsoring an edition of Grants & Resources includes an exclusive Leaderboard banner, which appears at the very top of the snap-shot edition. The same Leaderboard also appears in the Full edition. As an added incentive and at no extra cost, we invite you to include a piece of Advertorial in the same edition (reviewed but not always accepted by Chapel & York). Here you can feature an article about a particular news story, or advertise a campaign or an event your organization is planning. Please note that sponsorship opportunities tend to be booked a long way in advance so dates do not remain available for long. Please contact us for further information.

## Types of advertising available in Grants & Resources

The sizes below (measured in pixels) are the most popular formats. Please contact us if you require something different and we will do our best to accommodate your needs.

NOTE: Regular / Exclusive indicates the position your advertisement will appear in Grants & Resources. The higher up the edition it appears, the more likely it is to be seen. However Grants & Resources has a quick “jump to” internal menu bar, allowing users to skip to specific sections of interest further down the edition without having to scroll. So, advertisements appearing further down the edition will also get attention.  
 Regular Level Position = ‘Grant Activity’ & ‘Resources’ | Exclusive Position = ‘Grant Opportunities’

**20% discount if you take up 3-month edition option**

**Banners** (view visual examples below)

	Size	Price							
		Static Image				Flash / GIF animation			
		Regular		Exclusive		Regular		Exclusive	
		1 edition	3 editions	1 edition	3 editions	1 edition	3 editions	1 edition	3 editions
<b>Full Banner</b>	468 x 60	£30	£72	£50	£120	£40	£96	£60	£144
<b>Half Banner</b>	234 X 60	£20	£48	£40	£96	£30	£72	£50	£120
<b>Leaderboard Banner</b>	680 x 90	N/A	N/A	£100*	£240*	N/A	N/A	£120*	£288*

**Buttons** (view visual examples below)

	Size	Price							
		Static Image				Flash / GIF animation			
		Regular		Exclusive		Regular		Exclusive	
		1 edition	3 editions	1 edition	3 editions	1 edition	3 editions	1 edition	3 editions
<b>Medium Button</b>	180 x 150	£30	£72	£50	£120	£40	£96	£60	£144
<b>Large Button</b>	300 x 250	£40	£96	£60	£144	£50	£120	£70	£168

**Skyscrapers** (view visual examples below)

	Size	Price							
		Static Image				Flash / GIF animation			
		Regular		Exclusive		Regular		Exclusive	
		1 edition	3 editions	1 edition	3 editions	1 edition	3 editions	1 edition	3 editions
<b>Medium Skyscraper</b>	120 x 600	£30	£72	£50	£120	£40	£96	£60	£144
<b>Wide Skyscraper</b>	160 x 600	£40	£96	£60	£144	£50	£120	£70	£168

View visual examples here: <http://www.chapel-york.com/services/advertisingmeasurements.html>

The recommended animation time for Flash / GIF animation is 15 seconds (includes multiple loops)

Recommended Maximum Initial Download Fileweight: 50K

For more information about advertising in Grants & Resources please contact:

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