

Advertising on www.chapel-york.com

Established in 1997, Chapel & York is a leading provider of cross-border fundraising services. It is headquartered near London, with offices in Washington DC and Wilmington, Delaware. Since 1997 Chapel & York has:-

- Set up & provided management services for over 150 US non-profits which have raised over \$175m for projects worldwide
- Set up, managed & promoted a US non-profit, The American Fund for Charities that has worked with 700 smaller charities & their supporters worldwide & raised over \$20m for their work
- Set up, managed & promoted a UK charity, The UK Fund for Charities, that has worked with over 90 charities & their supporters worldwide to raise almost £2m for their work
- Set up & managed UK charities that support Universities & other charitable organisations based in Australia, New Zealand and elsewhere
- Provided training for nearly 4,500 non-profits worldwide, including in Europe, India, South Africa, Australia & New Zealand
- Undertaken in-depth research to identify potential funders for nearly 80 major non-profit clients
- Sold thousands of directories and “how to” books about international fundraising
- Provided an Unlimited Helpline for its Clients.



Reasons to advertise on Chapel & York's website

- The home page of our website receives in the region of 30,000 requests for information per month from all over the World.
- Our visitors include those involved, connected or interested in the non-profit sector, giving you access to a network of likeminded organisations.
- We offer competitive packages for repeat adverts. Our current offer is a 20% discount if you take up a 3 month offer.
- The site is regularly updated with new content, the majority of which is generated via our broadcast services and archive area – this attracts many current and potential subscribers. Our most popular FREE e-info broadcast service, Grants & Resources, is sent to over 14,000 opt-in subscribers worldwide, giving unique access to a targeted audience. For more information about our broadcast services please [click here](#). To advertise in Grants & Resources, please [click here](#)
- We believe it's important to give our readers the chance to absorb valuable information on our site by dedicating some of the screen to white space. Who likes a cluttered or busy screen? Therefore, we only offer 6 advertising opportunities at any one time – all competitively priced and featured throughout our 20+ online pages. The high repeat rate of your advertisement means it will be seen by more people thereby achieving successful results.

Our website is split into 6 main sections:-

Fundraising USA

Helping non-profits access funds from American sources

Training

Workshops, seminars & webinars & downloads (coming soon)

Research Services & Tools

US Foundation Research & Application writing plus Research Tools

Fundraising UK

Helping non-profits outside the UK access funds in the UK

Online Shop

Books, CD's, PDF's and downloads

Broadcasts

Free – Grants & Resources, Grant Opportunities, 501(c)(3)active, Clients in the News

Each of the above sections can hold up to 6 traditional advertising opportunities - 1 Leader board, 1 Skyscraper and 4 Square buttons. The site can support Flash/GIF animations as well as static images – all prices and sizes are listed in the charts below. We can provide you with monthly stats about the site including the most popular pages, total requests, total unique visitors and click through rates for your particular advertisement.

Types of advertising available on www.chapel-york.com

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

Regular / Exclusive indicates the position on Chapel-york.com your advertisement will appear. The more pages your advert appears on, the more likely it will be noticed.

Regular position: We offer 4 Square buttons for this advertising opportunity level. The advertisement is featured on every page on our site EXCEPT the homepage.

Exclusive Position: We offer 2 exclusive advertising spots on chapel-york.com; a leader board banner and a skyscraper. These vary in price slightly according to their position BUT both feature on EVERY page of the site INCLUDING the HOMEPAGE, meaning maximum exposure to visitors and the highest possible impression and click through rates.

20% discount if you take up 3 months of advertising

Regular: Button

	Size	Price			
		Static Image		Flash / GIF animation	
		1 month	3 months	1 month	3 months
Square Button	125 x 125	£50	£120	£60	£144

Exclusive: Skyscraper

	Size	Price			
		Static Image		Flash / GIF animation	
		1 month	3 months	1 month	3 months
Skyscraper	120 x 600	£120	£288	£130	£312

Exclusive: Leader board

	Size	Price			
		Static Image		Flash / GIF animation	
		1 month	3 months	1 month	3 months
Leader board	680 x 90	£150	£360	£160	£384

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

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

Recommended maximum initial download Fileweight: 50K

For more information about advertising please contact:

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