



A GUIDE TO DEVEX SPONSORED CONTENT





Video content

Video is an **emotionally engaging tool for storytelling** that brings your story to life and is accessible to a wide audience. Sponsored videos at Devex can take a variety of forms including feature videos produced from reporting trips to the field, explainer videos tackling complex development issues, development event recaps, short clips optimized for social media and interviews with thought leaders. Once we've defined the storytelling method that is best suited to meet your organization's specific goals, we'll work with you to craft a **compelling, informative video** that is delivered to your target audience alongside our news coverage.

Video Q&A

Devex hosts an **interview featuring a subject matter expert or influential leader** with a strong message or a unique perspective that is of value to the global development community. The recording is then edited for publication and promotion. Video Q&As perform well when paired with a social media clip, which can be crafted from an excerpt of the interview and circulated on social media to drive traffic to the longer piece.

[See an example](#)

Social media clip

Devex creates a **visually dynamic video combining text and imagery** for publication on Facebook and Twitter, which can be shared, liked and commented on. A video interview with a thought leader works particularly well as a central piece of media. The use of text and images shortens the piece and makes it more engaging for a social media audience. Subtitles are included to accommodate views without sound.

[See an example](#)

Event recap

Devex event recaps take the **highlights from a global development event such as key conversations, high-level interviews and takeaways** to a global online audience. Event recaps can incorporate visuals from the event, interviews recorded on location and coverage on social media during the event such as tweets and photos on Flickr. These videos make a good capstone review of a conference, summit or high-level meeting.

[See an example](#)

Explainer video

A video explainer is a **visually engaging breakdown of a complex topic, situation or phenomena** relevant to the global development community that helps the audience understand the critical work your organization is doing. Using on-camera talent, photos, video footage, text and graphics, these videos make complicated issues easy to understand and encourage thoughtfulness and dialogue around subjects of controversy. These videos often perform well over time on YouTube, continuing to gain views and shares months after publication.

[See an example](#)

Feature video

Feature videos combine interviews, visuals, graphics, scene-setting footage and text to create a **mini documentary-style clip that explains a topic in greater depth** and from multiple perspectives. A reporting trip can be arranged to elevate local voices and showcase the impact of projects on the ground. Feature videos play very well on social media since they attract a lot of attention and are more likely to invoke user engagement, views and shares.

[See an example](#)

Written content



Producing written sponsored content with our editorial team gives you the opportunity to go beyond traditional advertising and **tell your story in an impactful way** alongside our widely read news coverage. It is the ideal way to **shine a spotlight on an issue or organization** through the lens of key stakeholders and **develop a strong voice** on issues that are central to your mission.

Sponsored op-ed

[See an example](#)

Devex publishes relevant, well-written sponsored op-eds from global development leaders that are forward-looking and issue-driven. We work with you to make sure your op-ed makes a **clear argument or stakes out a clear point of view** that will resonate with our core readership of development professionals and practitioners. Your sponsored op-ed may carry up to three author bylines.

Sponsored Q&A

[See an example](#)

A sponsored Q&A is an ideal way to **shine a spotlight on an issue or organization through the lens of an expert or a senior member of your leadership team**. After a kickoff call to discuss potential ideas and topics, one of our journalists develops 4-5 well-researched questions before conducting a question and answer interview with a single interviewee, either in person or on the phone. Highlights from the conversation are presented in an edited and polished transcript format following a scene-setting introduction, and the piece can contain additional video embeds and pull-out quotes.

Sponsored article

[See an example](#)

One of our reporters works with you to understand your overarching goals and fine-tune a topic and relevant news hook for the piece. After identifying 2-3 sources, our reporter writes an **in-depth feature article that will resonate with our audience, positioning you as a thought leader**. On-the-ground reporting trips can be arranged to bring project case studies to life and tell the story from the perspective of the people most directly impacted.

Visual story

Visual stories combine **video interviews, visuals, infographics and text to showcase the impact of projects on the ground or explore an issue in greater depth** from multiple perspectives. After identifying 3-4 sources in close collaboration with you, our reporter will write an in-depth feature article that will resonate with our audience. To create an engaging and interactive piece, we typically build in a reporting trip and embed the video footage and photos captured in the field by a Devex reporter. Alternatively, imagery and scene-setting footage can be provided by the partner to accompany the editorial piece.

See examples:

- [Visual Story with Existing Content](#)
- [Visual Story with Interview Clips](#)
- [Visual Story With Feature Video](#)

Takeaways article

[See an example](#)

Focusing on an event or report, one of our reporters works with you to understand your overarching goals and aligns with you on up to 5 key takeaways. Following the initial consultation, our reporter will write a feature article that will explain the main takeaways in a compelling way designed to engage a broader audience working in development.

How it works: Video

- ❖ Please note, all interviews must be conducted by a Devex reporter and videos must be filmed by a Devex-associated videographer.
- ❖ Travel and visa expenses for on-the-ground reporting trips are invoiced separately at cost.

- Video concept
- Storyboard
- Interviews & production of graphics, video and photo content
- Feedback (2 rounds)
- Publication

Process

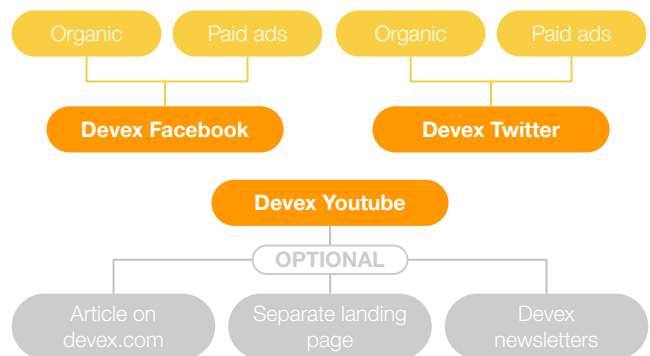
Once we articulate and agree on a video concept with your team, our video producers will rely on your input while they refine the video storyboard, conduct interviews, produce graphics, and source video and photo content. Videos can be shot in our studios, shot on location or created using existing images and footage.

Sponsored videos include two formal rounds of review during which you can provide feedback — one for the initial video storyboard or script and the second on a rough cut version of the video. We work with you to determine a suitable timeline for these steps. You maintain final approval rights on the video, including the overline, headline, abstract and text (two to three paragraphs to set the scene and feature top-line quotes from the video).

Publication

Sponsored videos are typically promoted through the Devex Facebook and Twitter accounts and published on Devex’s YouTube page, where they can be shared or embedded on other sites. They can also be included in an article detail page on Devex.com, housed in a separate landing page and/or published in our newsletters. The exact publication strategy for your video will depend on the determined audience, video format, project goals and budget.

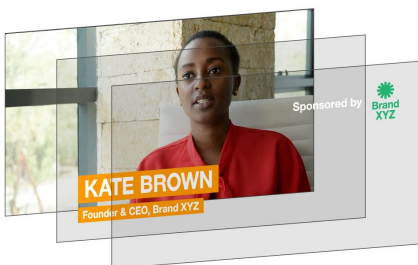
All videos can be produced and promoted as a series that is hosted on YouTube, to build momentum and audience engagement over time around your chosen issue.



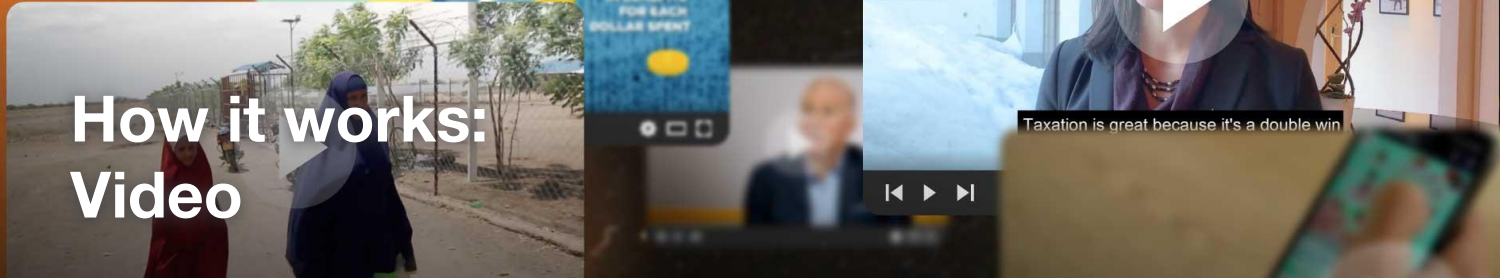
Graphics

Sponsored videos are designed to fit seamlessly into the flow of other Devex content. As such, we design titles, text and other branding elements to match the overall look and feel of our editorially independent videos. Devex does not follow external style guides, however we are happy to work with you to identify suitable images, colors and logo treatment to create original visuals that fit the determined video type, and can share preliminary sketches for feedback.

All sponsored video content includes “Sponsored by” language in the video thumbnail and as an overlaid graphic in the top right-hand corner throughout the video, as well as on the detail page overline, where relevant. In addition, sponsored videos feature a co-branded end slate.

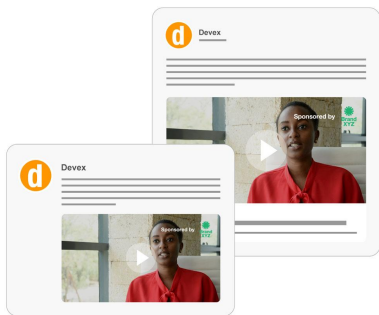


How it works: Video



Duration

	VIDEO DURATION	PROJECT LEAD TIME
Video Q&A	15-30 minute interview 3-7 minute edited piece	2-4 weeks
Social Media Clip	15-20 minute interview 1 minute edited piece	1-4 weeks
Event Recap	3-5 minutes	2-4 weeks
Explainer Video	3-5 minutes	4-8 weeks
Feature Video	3- 5 minutes	4-8 weeks



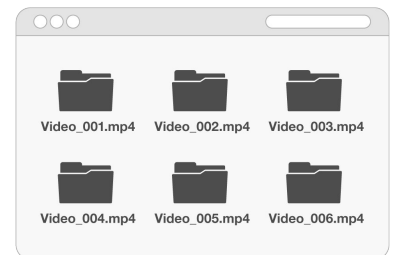
Social media posts

On Facebook your organization will be tagged through the “Devex is with —” function, which allows you access to real-time metrics on the video post from Facebook Insights. Text accompanying a video on Twitter or Instagram will include the hashtag “#sponsored by —,” tagging your organization. We request that you provide your targeting preferences including age, location, interests and hashtags using our social media brief that we will use as the basis for a social media strategy by completing [this quick brief](#).

We encourage you and any other partners or individuals mentioned in the video to share and retweet the video from our platform to your own networks, expanding the reach and impact.

Sharing video files

We are able to provide raw footage gathered from interviews and events for your archives at an additional cost, provided that any future videos produced from the footage credits Devex. Alternatively we can provide a clean version of the edited video without subtitles, graphics and music at no additional cost.



How it works: Written content



- ❖ Please note, all interviews must be conducted by a Devex reporter and videos must be filmed by a Devex-associated videographer.
- ❖ Travel and visa expenses for on-the-ground reporting trips are invoiced separately at cost.

Publication process

Content kick-off call

Our editorial team will organize a kick-off call with you where they will talk you through the process of putting your content together and discuss the timing of publication around any potential hooks.

Placement

Sponsored op-eds, Q&As and articles are published on Devex.com, featured on our home page for three working days, and promoted in one or more of our widely-read newsletters. The pieces remain as evergreen content on Devex, which you can direct online traffic to at any time.

Visual stories are created on a visual storytelling platform, and an accompanying article appears prominently on the homepage for three business days and lives in perpetuity on Devex.com. The story features in the Newswire and is promoted for an entire week.

Social media promotion

We request that you provide your targeting preferences including age, location, interests and hashtags using our social media brief that we will use as the basis for a social media strategy by completing this quick brief:

Fill out the form

Devex will share each piece of sponsored content with our audience through Twitter and Facebook and we will send you a link to it, encouraging you to do the same through your organization's social media networks tagging @devex.

For visual stories in particular, video clips and imagery create the basis for a promotional campaign on social media that targets your key audiences and drives traffic to the piece..

Reprints

Following publication you may choose to republish the entire piece on your own organization communications. Third-party websites may republish the first three paragraphs of sponsored content, linking to the original piece on the Devex website, at any time following publication. Such websites may also republish the piece in full 24 hours after publication on Devex. In all cases, Devex should be prominently credited as the original publisher. Please feel free to contact us with questions about this policy.



Sponsored op-ed

Style

Our audience is looking for fresh, forward-looking opinion that is conversational and easy to digest. We recommend balance, bringing in the work of other actors in the field, and avoiding content that simply describes or champions individual development projects or causes. For example, if possible, please refer to your own organization and its work as a way to further your argument or make recommendations for others to follow.

Editing process

The Devex partnerships editorial team will review your op-ed for style and clarity. We will then send back a copy with any feedback for your review. Any additional changes should be made by the author using track changes.

You will see a final copy of the piece for confirmation before publication, which will then be copy-edited to follow Associated Press style.

Recommendations for engaging copy

- 750-1,000 words in length
- Make a clear argument or stake out a clear point of view
- Remain issue-driven
- Keep the audience in mind
- Contain practical, solutions-oriented advice, which is the key to engagement
- Focus less on the “why” and more on the “how”
- Back up your argument with real-world examples, anecdotes, reference research or independent reporting
- Hyperlink to any other articles or research papers mentioned

Examples:



Opinion: Communities together — accelerating uptake of promising new HIV/AIDS medicines



Opinion: Building resilient businesses and economies in the coronavirus recovery



Checklist

Headline: Please suggest a short, attention-grabbing headline (ideally less than five words). Once we receive your suggestion(s), we can also recommend engaging alternatives.

Abstract: Please suggest a two-line abstract that states the key message or question the piece aims to address.

Footer: Please add a call to action at the bottom of the draft that directs readers back to your website, a specific event, or report.

Overline: The overline will be Sponsored by X. Please include the name of your organization exactly as you would like it listed.

Byline: Your sponsored op-ed may carry up to three author bylines. Please send us a high-resolution headshot and a short biography (2-3 lines, or 500 characters with spaces max.) for each author so that our content manager can create a byline or bylines.

Devex Organization Profile: For maximum reach and engagement we recommend completing your Devex organization profile, and linking this to your and your colleagues' individual profiles.

Photos & videos: The sponsored op-ed will be accompanied by an illustrative photo. If you have rights to any relevant photos or would like to suggest where we might find a relevant photo, please share this information with us. The photo should be a compelling image that illustrates the content within the sponsored op-ed. Please include a short caption, as well as the name of the person or organization to credit for the photo. If you would like any accompanying image, graphic, infographic or video to be embedded within the sponsored op-ed itself, please send over a high-resolution version (or a YouTube, Vimeo, Facebook or Twitter video link), together with a short caption and credit.

Social media: The best way to optimize the reach of your content is by defining your target audience. Please complete [this quick brief](#) so that we can set up the best social media strategy for your sponsored content on Devex's channels. We will be sharing on social using @devex and #sponsored.

Sponsored Q&A

Editing process

Once the interview has taken place, and a Devex reporter has written a first draft, the sponsored Q&A will be edited by the Devex partnerships editorial team and sent to you for review and feedback. Any changes or comments should be made using track changes. The Devex partnerships editorial team will then work with the reporter on any requested changes.

The piece will then be sent to you for your final review and sign-off. Once we have a confirmed final draft, the piece will be copy-edited in-house to follow Associated Press style.

Examples:



Q&A: How to overhaul community health for improved global outcomes



Q&A: Why traditional development needs more ICT4D innovations



Checklist

- Footer:** Please add a call to action at the bottom of the draft that directs readers back to your website, a specific event, or report.
- Overline:** The overline will be Sponsored by X. Please include the name of your organization exactly as you would like it listed.
- Byline:** The piece will carry the “Devex Editor” byline.
- Photos & videos:** The sponsored Q&A will be accompanied either by a photo of the interviewee, or one that illustrates the themes discussed during the interview. If you have rights to any relevant photos, or would like to suggest where we might find a relevant photo, please share this information with us. Please include a short caption, as well as the name of the person or organization to credit for the photo. If you would like any accompanying image, graphic, infographic or video to be embedded within the sponsored Q&A itself, please send over a high-resolution version (or a YouTube, Vimeo, Facebook or Twitter video link), together with a short caption and credit.
- Social media:** The best way to optimize the reach of your content is by defining your target audience. Please complete [this quick brief](#) so that we can set up the best social media strategy for your sponsored content on Devex’s channels. We will be sharing on social using @devex and #sponsored.



Sponsored article

Editing process

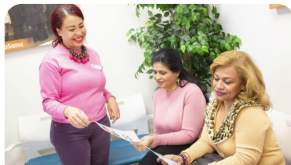
Following a kick-off call with the Devex partnerships editorial team and confirmation of an angle and your desired interviewees, the reporter will develop an outline that we will share with you for feedback. Once the interviews have taken place, and the Devex reporter has written a first draft, the Devex partnerships editorial team will edit the piece and send it to you for review and feedback. Any changes or comments should be made using track changes. The Devex partnerships editorial team will then work with the reporter on any requested changes.

The piece will then be sent to you for your final review and sign-off. Once we have a confirmed final draft, the piece will be copy-edited in-house to follow Associated Press style.

Examples:



When global health goes local: Tackling infectious diseases & antimicrobial resistance in Kenya



How community health workers can address the growing NCD burden



Checklist

- Footer:** Please add a call to action at the bottom of the draft that directs readers back to your website, a specific event, or report.
- Overline:** The overline will be Sponsored by X. Please include the name of your organization exactly as you would like it listed.
- Byline:** The piece will carry the "Devex Editor" byline.
- Photos & videos:** The sponsored article will be accompanied by a photo that illustrates the themes discussed during the piece. If you have rights to any relevant photos, or would like to suggest where we might find a relevant photo, please share this information with us. Please include a short caption, as well as the name of the person or organization to credit for the photo. If you would like any accompanying image, graphic, infographic or video to be embedded within the sponsored article itself, please send over a high-resolution version (or a YouTube, Vimeo, Facebook or Twitter video link), together with a short caption and credit.
- Social media:** The best way to optimize the reach of your content is by defining your target audience. Please complete [this quick brief](#) so that we can set up the best social media strategy for your sponsored content on Devex's channels. We will be sharing on social using @devex and #sponsored.



Sponsored article with on-the-ground reporting

Reporting process

After a kick-off call with the Devex partnerships editorial team to discuss potential projects to visit, editorial angles, and timelines, a Devex reporter will be assigned to develop an outline and connect with the sources you are able to provide for interviews on-the-ground.

Once logistics have been arranged, our reporter will travel to the agreed-upon destination and, with support from your team, visit the relevant projects and personnel to conduct interviews and gather content. Prior to the trip, we ask that you brief all interviewees in advance of our reporter's arrival to minimize miscommunication as well as ensure smooth approval of video consent forms. Once the trip has been completed, our reporter will use the material to generate the article.

Editing process

Once the outline has been developed, you will have the opportunity to submit feedback. After the trip has taken place, the piece/s will be produced, edited by the Devex partnerships editorial team and sent to you for review and feedback. Any changes or comments should be made using track changes. The Devex partnerships editorial team will then work with the reporter on any requested changes.

The piece/s will then be sent to you for your final review and sign-off and you will be invited to provide any high-resolution images to sit within the piece along with any captions or credits you may have. Once we have a confirmed final draft, the piece/s will be copy-edited in-house to follow Associated Press style guidelines.

Examples:



Tackling the hidden cause of maternal mortality in Nigeria



Why training pharmaceutical regulatory professionals is key to improving health in Africa



Checklist

- An invitation from your representative** in the chosen country to our reporter for visa purposes (8 weeks before trip).
- Contact details of your representative** in the chosen country (8 weeks before trip).
- Details of the one staff member** (if any) who will join the trip (3 weeks before trip).
- Names, bios and locations** of all interviews (3 weeks before trip).
- A schedule** including all the interviews to be conducted on the ground (3 weeks before trip).
- Help with logistical arrangements.**
- On-site support** for the duration of the trip.



Visual story with existing content

Editing process

Our team is able to work with your existing imagery and scene-setting footage, provided it is of high quality and you own the rights to use it. We can also combine photos and video footage with original illustrations to create an engaging and interactive piece.

After a kick-off call with the Devex partnerships editorial team to discuss potential editorial angles and timelines, a Devex reporter will be assigned to develop an outline and connect with the sources you are able to provide for interviews over the phone.

Once the article outline has been developed, you will have the opportunity to submit feedback. Following this, the article will be sent to you for review and feedback once it has been produced and edited by the Devex partnerships editorial team. Any changes or comments should be made using track changes. The Devex partnerships editorial team will then work with the reporter on any requested changes.

The piece/s will then be sent to you for your final review and sign-off in a format that showcases the visual material. Once we have a confirmed final draft, the piece/s will be copy-edited in-house to follow Associated Press style guidelines. An excerpt of the article will be published on a Devex.com article page with a link to the story published on the visual storytelling platform.

Examples:



Safeguarding the future of yellow fever vaccination



Delivering health in conflict: A different approach in Afghanistan

Checklist

- Footer:** Please add a call to action at the bottom of the draft that directs readers back to your website, a specific event, or report.
- Overline:** The overline will be Sponsored by X. Please include the name of your organization exactly as you would like it listed.
- Byline:** The piece will carry the “Devex Editor” byline.
- Photos & videos:** The visual story will include existing photos and video material that illustrates the themes discussed during the piece. Please share these via WeTransfer including shorts captions, as well as the name of the person or organization to credit for the photo. Photos should be JPEG and high-resolution, with a minimum size of ideally 2560px wide x 1440px tall.
- Social media:** The best way to optimize the reach of your content is by defining your target audience. Please complete [this quick brief](#) so that we can set up the best social media strategy for your sponsored content on Devex’s channels. We will be sharing on social using @devex and #sponsored.

Powerful promotional plan

Sponsored visual stories are widely promoted across all of our channels, including [Devex.com](#), our newsletters, and social media. We will:

- Work closely with you to understand who your key target audiences are
- Promote your visual story on the [Devex.com](#) homepage for 3 business days
- Run a promotional campaign on social media (paid and organic) targeting your key audiences, using the video clips and imagery from the visual story to drive traffic to the piece
- Banner advertising for an entire week across our widely read newsletters
- Block ad on the news page
- A communication plan to help you extend the reach of the piece to your networks



Visual story with on-the-ground reporting

Reporting process

After a kick-off call with the Devex partnerships editorial team to discuss potential projects to visit, editorial angles, and timelines, a Devex reporter and video producer will be assigned to develop an outline and connect with the sources you are able to provide for interviews on-the-ground.

Once logistics have been arranged, our reporter and videographer (if the final piece includes a feature video) will travel to the agreed-upon destination and, with support from your team, visit the relevant projects and personnel to conduct interviews and gather content. An on-the-ground reporting trip includes three days of reporting and travel to up to two locations in a single country.

Once the trip has been completed, our reporter writes the article while our in-house creative team assembles the text and visual materials into a visually engaging piece.

Editing process

Once the outline has been developed, you will have the opportunity to submit feedback. After the trip has taken place, the piece/s will be produced, edited by the Devex partnerships editorial team and sent to you for review and feedback. Any changes or comments should be made using track changes. The Devex partnerships editorial team will then work with the reporter on any requested changes. If the visual story includes a feature video, you will also have the opportunity to review the storyboard and rough cut as well as approve the final video.

The piece/s will then be sent to you for your final review and sign-off in the visual story format. Once we have a confirmed final draft, the piece/s will be copy-edited in-house to follow Associated Press style guidelines.

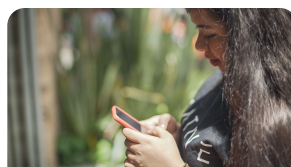
Examples:



How South Africa is spearheading efforts to tackle MDR TB



Is Uganda Africa's role model when it comes to tackling hepatitis B?



Real-time data and the delivery of better development outcomes

Checklist

- An invitation from your representative** in the chosen country to our reporter for visa purposes (8 weeks before trip).
- Contact details of your representative** in the chosen country (8 weeks before trip).
- Details of the one staff member** (if any) who will join the trip (3 weeks before trip).
- Names, bios and locations** of all interviews (3 weeks before trip).
- A schedule** including all the interviews to be conducted on the ground (3 weeks before trip).
- Help with logistical arrangements.**
- On-site support** for the duration of the trip.



Takeaways article

Event takeaways

A Devex reporter will attend the event, take notes and put together a piece recapping the top takeaways coming from the event. If the event is live-streamed, virtual reporting may be possible.

Report takeaways

Takeaways articles can recap a report you have released or form part of a promotional campaign for sponsored thought leadership reports produced and published by Devex.

Editing process

After the event or release of the report, a Devex reporter will share with you what they believe to be the top takeaways. You will then be able to provide feedback before the full piece is produced and edited by the Devex partnerships editorial team. It will then be sent to you for review and feedback. Any changes or comments should be made using track changes. The Devex partnerships editorial team will then work with the reporter on any requested changes.

The piece/s will then be sent to you for your final review and sign-off. Once we have a confirmed final draft, the piece/s will be copy-edited in-house to follow Associated Press style guidelines.

Checklist

- Overline:** The overline will be Sponsored by X. Please include the name of your organization exactly as you would like it listed.
- Byline:** The piece will carry the "Devex Editor" byline.
- Social media:** The best way to optimize the reach of your content is by defining your target audience. Please complete [this quick brief](#) so that we can set up the best social media strategy for your sponsored content on Devex's channels. We will be sharing on social using @devex and #sponsored.

Examples:



How to ensure a health project is sustainable



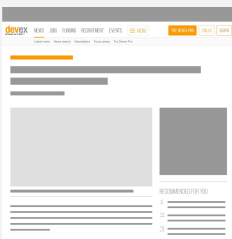
Preventing deaths from advanced HIV disease: Highlights from ICASA 2019

We help globally minded companies and organizations shape conversations that matter with leaders who can make change happen.

As the media platform for the development community, Devex is the go-to resource for news, funding, and job opportunities, with thousands of professionals engaging with our content on a daily basis.

In partnership with leading organizations, we leverage our media brand, convening power, and global audience to help point conversations toward tangible action.

Annual engagement



Devex content

32.4 M+
page views

5.2 M+
users

1,600+
articles, videos and
multimedia pieces

50+
pieces of sponsored
content



Newsletters & targeted e-blasts

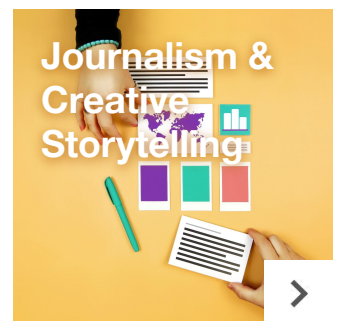
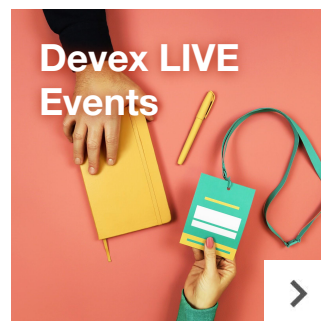
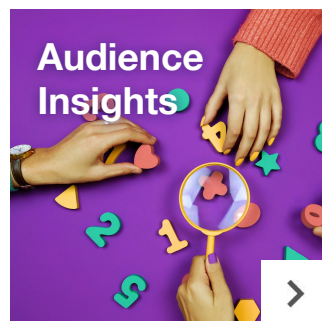
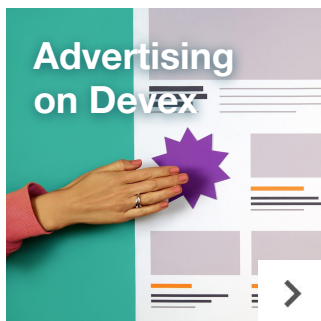
735 K+
opt-in
subscribers

1,000+
newsletter
editions sent



Social media

3 M+
people engaged monthly



Partner with Devex

Contact partnerships@devex.com to start the conversation