



# A GUIDE TO DEVEX SPONSORED CONTENT





# Video and podcast content

Video and audio are **emotionally engaging tools for storytelling** that bring your story to life and is accessible to a wide audience. The content can take a variety of forms including interviews with thought leaders, explainer videos tackling complex development issues, development event recaps, short clips optimized for social media, podcasts or even feature videos produced from reporting trips to the field. 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 piece** that is delivered to your target audience alongside our news coverage.

## Video Q&A or Podcast

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 audience. The video or audio recording is then lightly edited for publication and promotion. Video Q&As can be broadcast on social media as live events while podcasts work well as a series to grow audience engagement over time.

See examples:

- [Podcast episode](#)
- [Video Q&A](#)

## Social media interview clips

Devex creates a **dynamic video** combining an interview with a thought leader – either in person or virtually – for promotion on Facebook and Twitter. The 1-3 minute clip can then be shared, liked and commented on. Subtitles are included to accommodate views without sound. Premium social media clips can also be enhanced with text, music, images and B-roll to create a visually engaging clip.

See examples:

- [Clip with interview only](#)
- [Clip with b-roll, text and images](#)

## 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 virtually or on location and coverage on social media during the event such as tweets, photos and quotes. 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.

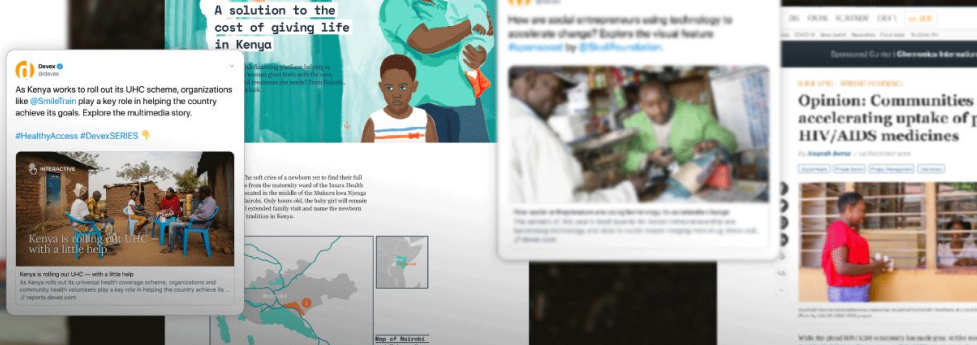
[See an example](#)

## 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

See examples:

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 often build in a reporting trip and embed the video footage and photos captured in the field by a local reporter. Alternatively, imagery and scene-setting footage can be provided by the partner to accompany the editorial piece.

- [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 and podcasts

- ❖ Please note, all interviews must be conducted by a Devex reporter and videos must be filmed by a Devex-associated videographer.
- ❖ Where possible, on-the-ground reporting trips can be arranged at an additional cost. Travel and visa expenses are also invoiced to you separately after the trip.

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

## Process

Once we articulate and agree on a concept with your team, our producers will rely on your input while they refine the storyboard, conduct interviews, produce graphics, and source multimedia content. Videos can be shot remotely, in our studios, on location or created using existing images and footage. Audio recordings for podcast interviews are typically recorded remotely.

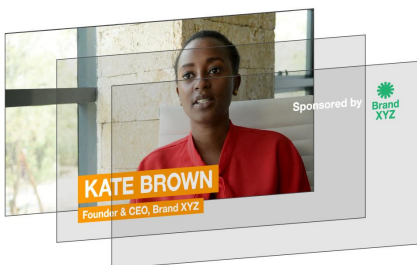
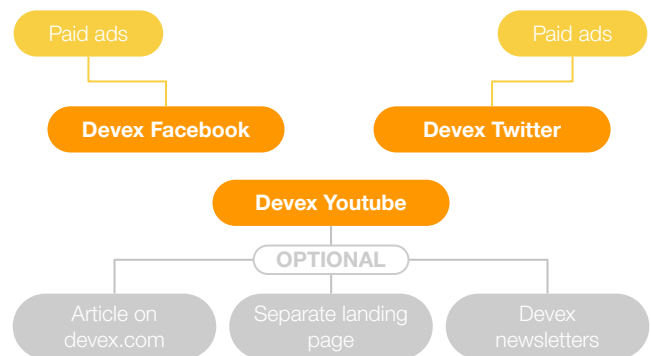
Sponsored videos include two formal rounds of review during which you can provide feedback — one for the initial video storyboard or script and the second on a rough cut version of the video. We work with you to determine a suitable timeline for these steps. You maintain final approval rights on the 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 as ads on Facebook and Twitter 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 — subject to availability. The exact publication strategy for your piece 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. Video Q&As can also be broadcast on social as a live event. Podcasts are typically produced as a series that is hosted on an audio platform and on Devex.com.

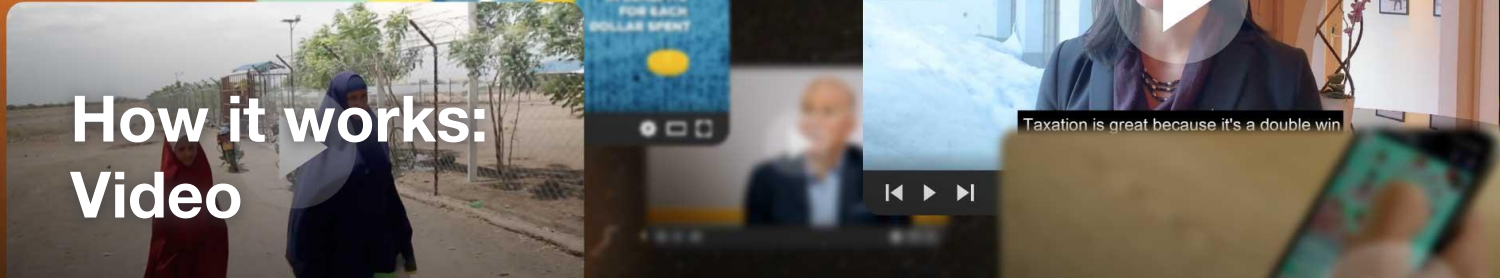


## Graphics

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.

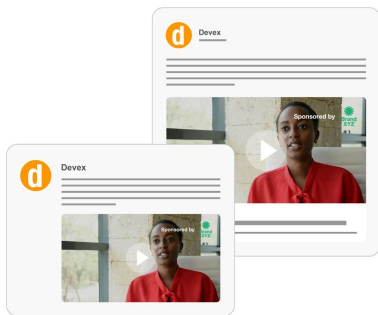
All sponsored video content includes “Sponsored by” language in the video thumbnail and as an overlaid graphic in the top right-hand corner throughout the video, as well as on the detail page overline, where relevant. In addition, sponsored videos feature a co-branded end slate.

# How it works: Video



## Duration

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



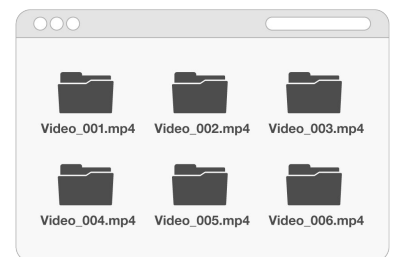
## Social media posts

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](#).

Your organization will be tagged in Twitter and Facebook ads with the hashtag #sponsored, and the links to the social media ads will be shared with you for your own use. We encourage you and any other partners or individuals mentioned in the piece to share and retweet o 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 or audio excerpts produced credit Devex. We can provide a clean version of an 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 on social media. Pieces can also be promoted in one or more of our widely-read newsletters – subject to availability. 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 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

Your organization will be tagged in Twitter and Facebook ads with the hashtag #sponsored, and the links to the social media ads will be shared with you for your own use. We encourage you and any other partners or individuals mentioned in the piece to share and retweet it 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: Power revolution**  
— A new way forward in the global power sector



**Opinion: Our time to act**  
on the Sahel is now



## Checklist

- Headline:** Please suggest an attention-grabbing headline (70 characters max.). Once we receive your suggestion(s), we can recommend alternatives based on keyword performance.
- Abstract:** Please suggest an abstract (200 characters max.) 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.
- Textbox:** For additional information regarding a program, event, etc. relevant to the piece, please provide a 50-word brief description that will be placed in a standalone textbox.
- 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 caption (200 characters max.) describing the content of the image, 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. We will be sharing on social as an ad with the hashtag #sponsored.





# Sponsored Q&A

## Editing process

Once the interview has taken place, and a Devex reporter has written a first draft of between 1,000 and 1,200 words, 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: COVID-19's cost to the medicines supply chain**



**Q&A: Addressing polio through a gender lens**



## 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 Partnerships” 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. We will be sharing on social as an ad with the hashtag #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 of around 1,200 words, 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:



**The case for data: How CRVS systems can help improve gender equity**



**Fragility to resilience: Getting to the root cause of the problem**



## 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 Partnerships” 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. We will be sharing on social as an ad with the hashtag #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.

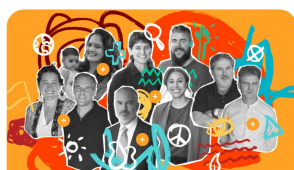
Once the article outline has been developed, you will have the opportunity to submit feedback. Following this, the article will be sent to you for review and feedback once it has been produced and edited by the Devex partnerships editorial team. Any changes or comments should be made using track changes.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



**5 social enterprises innovating for change**

## 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 Partnerships” 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. We will be sharing on social as an ad with the hashtag #sponsored.

## Powerful promotional plan

Sponsored visual stories are widely promoted across all of our channels, including [Devex.com](#), in one of 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
- Text-based ad in one of our newsletters for 1 day
- Block ad on the news pages for 7 business days
- Run a paid promotional campaign on social media targeting your key audiences, using the video clips and imagery from the visual story to create buzz around the piece
- Toolkit to help you share the piece across your own channels for additional exposure





# 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.

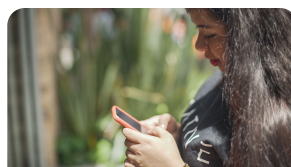
## Examples:



**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

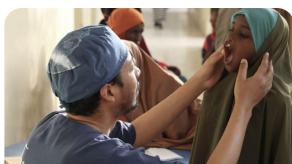
After the event or release of the report, a Devex reporter will share with you what they believe to be the top takeaways. You will then be able to provide feedback before the full piece is produced and edited by the Devex partnerships editorial team. It will then be sent to you for review and feedback. 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 Partnerships” 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. We will be sharing on social as an ad with the hashtag #sponsored.

## Examples:



**How to ensure a health project is sustainable**



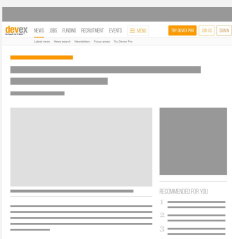
**Preventing deaths from advanced HIV disease: Highlights from ICASA 2019**

# 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

**45.7 M+**  
page views

**10.1 M+**  
users

**2 K+**  
articles, videos and  
multimedia pieces

**195+**  
pieces of sponsored  
content



### Newsletters

**529 K+**  
newsletter  
subscriptions

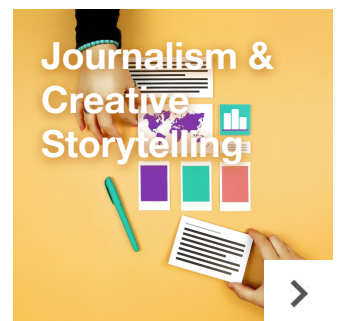
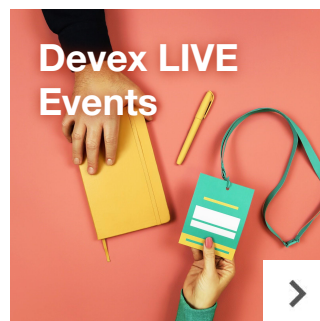
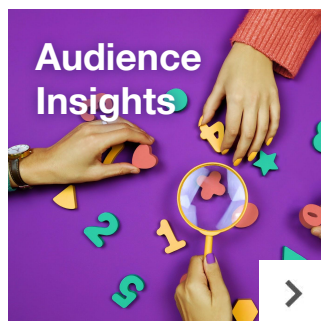
**7+**  
newsletter  
editions



### Social media

**5 M+**  
engagements

**305 K+**  
followers



**Partner with Devex**

Contact [partnerships@devex.com](mailto:partnerships@devex.com) to start the conversation