PARTNERSHIP OPPORTUNITY

Profile Placements

Meeting people at the moment they are researching a specific people group.

Prepared by the Communications Team

Who reads a people group profile

Joshua Project maintains a profile page for every people group in every country where they are present. Each page is visited by someone who came looking for that specific group.

1

Church members

Researching a people group to adopt, pray for, or send toward.

2

Prospective workers

Exploring where they might serve and who is already there.

3

Prayer partners

Looking for specific, informed ways to intercede.

4

Donors and givers

Seeking an organization working among a group they care about.

A placement puts your organization in front of that reader at the moment they are most engaged, and gives them a next step.

What a placement looks like

A small, unobtrusive card appears on each sponsored people group profile.

It carries your logo or a campaign name, the wording you and Joshua Project agree on, and a link to a landing page you choose.

It reads as a resource for the reader, not an advertisement. That is deliberate. The card has to earn its place on a reference page, or it costs both of us credibility.

- **Your logo or a campaign name**
- **Your wording, per context**
- **Your landing page**
- **12 month term**

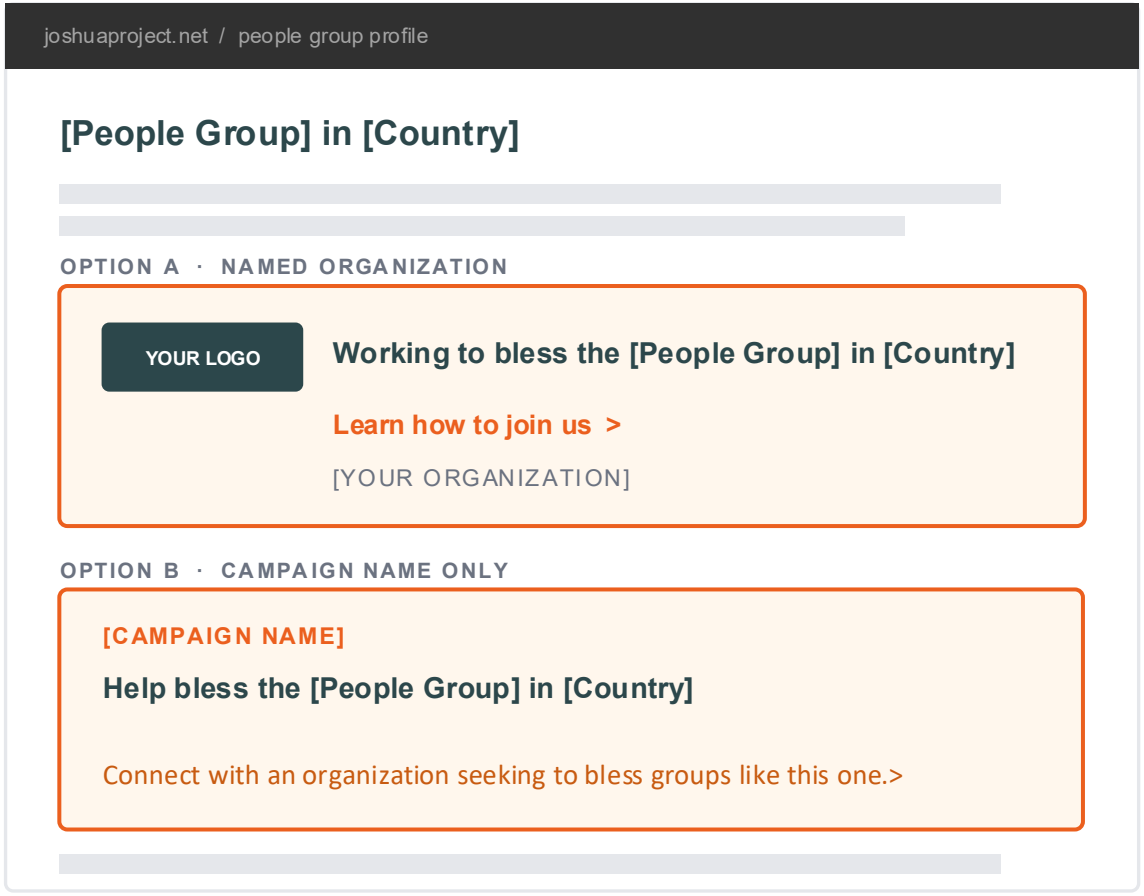


Illustration only. Final card design and wording are set with you.

What one placement covers

Joshua Project profiles are structured by people group in country, or PGIC. Placements follow the same structure.

Yemeni

in Yemen

ONE PROFILE · ONE PLACEMENT

Yemeni

in Djibouti

ONE PROFILE · ONE PLACEMENT

Two distinct profiles.
Two distinct placements.

1

Align to where you work

Sponsor only the countries where you have people, partnerships, or a funded program.

2

Follow a group across borders

A dispersed people group has a separate profile in each country. You can sponsor one, several, or all of them.

3

Pricing follows the same unit

Priced by that group's population in that country, not by the group's worldwide size.

Three things we settle before a card goes live

WHICH PROFILES

You choose

You tell us the people groups and countries you want to sponsor.

We confirm which of those profiles are available before anything is priced.

WHERE IT APPEARS

You set, we configure

Visibility is set by the viewer's country, so a card can appear to readers in some countries and not others.

This control allows an organization working in a sensitive country to choose the visibility of its placement to supporters at home without being visible in other countries that pose a risk.

Settings can be revised during the term if field conditions change.

WHAT IT SAYS

Agreed together

A card can state your engagement with a group, describe a ministry focus, or invite the reader to learn more.

Joshua Project approves the final wording of every card.

Nothing goes live until all three are agreed in writing.

EXCLUSIVITY

One card per profile page.

What you sponsor is a profile plus the countries you want your card shown in. On any profile page a reader sees one card at most, the one assigned to their own country. So two organizations can sponsor the same profile for different countries: a reader in Sweden and a reader in Brazil may see different cards, and neither ever sees both.

The unit is profile plus countries

Holding a profile for web users in Denmark does not give you that profile for web users in Canada.

First come, first served

Each profile and country combination is allocated in the order organizations commit to it.

Renewal priority is yours

At the end of a term, the current sponsor is offered the same profile and countries first.

Different profiles carry different sponsors. A reader who visits three profile pages may see three organizations, one on each.

Choosing which profiles to sponsor

There is no single right approach. Four that organizations find useful:

1

Depth in one country

Sponsor the people groups you engage within a single country, so anyone researching that field finds you.

2

One group across borders

A dispersed people group has a profile in each country where it is present. Sponsoring several follows the people rather than the map.

3

Where you can respond well

Start with groups where you already have field content, prayer material, or someone who can answer an enquiry properly.

4

Where enquiries already come

The groups your organization is already asked about are the ones where a card is most likely to be useful.

We work through the shortlist with you, and confirm availability and cost, before anything is committed.

Priced by in country population

Annual, per placement. Because each profile covers one people group in one country, pricing reflects the size of that community in that country.

TIER 1

Under 50,000

$50

per year

about 66% of profiles

TIER 2

50,000 to 500,000

$100

per year

about 25% of profiles

TIER 3

Over 500,000

$150

per year

about 9% of profiles

Terms that apply: Each placement runs 12 months from launch. Published tiers apply to every organization equally. *JP+ Core Org Partners receive 20% off the annual sum. There is no auction or bidding against another agency.

What a program costs

Three illustrative scenarios at the typical tier distribution. Your actual mix depends on the profiles you select.

Scenario	Tier 1 under 50k	Tier 2 50k to 500k	Tier 3 over 500k	Annual total
Minimum · 10 placements	7	2	1	**$700**
Mid range · 50 placements	33	13	4	**$3,550**
Maximum · 100 placements	66	25	9	**$7,150**

For context

A placement on one of the most visited profiles on the site, such as a large people group in India, costs $150 to appear in front of every reader of that page for a full year.

Program limits

Minimum 10 placements per organization. Maximum 100 per organization per year. Both figures are published and apply to everyone equally.

This is not an ad network

Joshua Project's value to your organization depends entirely on readers trusting the data. We protect that first, on your behalf as much as ours.

No ad exchange, no auction	Placements are sold directly at published tier prices. You never bid against another agency, and we run no ad exchange.
No reader data sold or shared	We do not hand visitor information to sponsors or to anyone else, and we do not profile readers.
Your landing page is your business	Your own analytics, UTM parameters, or pixels on the page your card links to are entirely your call. We do not set them up and never receive that data.
Only on profile pages	Cards appear on people group profiles and nowhere else. Never on search results, ranked lists, or prayer calendars, where a card could read as a Joshua Project recommendation.

The placement process

1

Shortlist

You tell us which people groups and countries you want, and which regions each card should be visible in.

2

Availability

We check each profile and region, then confirm the tier and the cost.

3

Wording

We agree the wording of every card with you.

4

Agreement

You sign and pay for the 12 month term.

5

Launch

Cards go live across your profiles.

Joshua Project commits to

- Profile data that is unaffected by any placement
- Wording support and a written approval for every card
- Geographic visibility settings honored as configured
- Exclusivity for your profiles and regions for the full term
- Written notice before any change to placement policy

We ask you to

- Keep claims about your work among a group accurate
- Maintain the landing page each card points to
- Tell us when field circumstances change visibility needs
- Renew or release each profile at the end of the term

NEXT STEPS

Start with a shortlist.

Send us the people groups and countries you are focused on, and where you would want each card to be visible. We will confirm which profiles are available, what tier each falls in, and what the year costs.

Email to begin

communications@joshuaproject.net