

j4bGrants Media Pack



*Last updated March 2015

Background

Idox is Europe's market leader for grants and funding information for business. We work with the European Commission and Central and Local Government to deliver development and growth solutions to business. We currently operate from offices in the UK, the Netherlands and the USA.

j4bGrants pioneered online funding information in 2000. With over 200,000 registered business users in the UK, the site has become the largest single source of funding information in Europe.

j4bGrants attracts 10,000 unique visitors each month, generating between 40,000 and 60,000 page impressions.

Idox
Alderley House
Alderley Road
Wilmslow
Cheshire
SK9 1AT

T: 0844 874 0739
W: www.j4bgrants.co.uk
E: grants.marketing@idoxgroup.com

The Business Community

Visitors to j4bGrants are vibrant and dynamic SMEs, largely seeking funding for start-up and business development projects. For this reason, they are extremely receptive to new products, services and ideas that will improve the efficiency of their business – in fact, many are actively seeking them.

The j4bGrants community regularly utilise the funding search facilities on the site and most have opted-in to receive weekly electronic communications which update them on changes and news in funding and business services which are of value to them.

Your Opportunity

For suppliers who seek to connect with active SMEs, Idox currently has three exclusive channels of communication with the sector. These channels provide an effective context for raising brand awareness and eliciting a direct response to your offer.

- **The Website** – 10,000 unique visitors per month, generating 40,000 – 60,000 page impressions
- **E-newsletter** – 57,000 recipients weekly
- **Bespoke Email** – 57,000 recipients weekly



j4bGrants: Facts & Figures

Clients

- Company Owners, MDs and Decision Makers of over 200,000 registered UK users.
- Some 57,000 of our users have opted-in to receive newsletters and bespoke emails.
- All sectors and areas of the UK business population covered.
- Clients use Idox in order to ensure they are fully up to date with funding and finance information. Essential for every organisation alongside relevant Business Services.

Campaigns

- Your campaign will be received by our clients via Idox, a trusted information source.
- Mixture of website, email and newsletter marketing to keep the campaign fresh.
- Excellent CTR of between 0.5% and 2% generating an excellent and quantifiable return on investment.

Our Reputation

- High brand awareness as the source of grant and funding information.
- Recommended for funding information from many business support sources.
- Most comprehensive and widely used funding site in Europe.
- Suppliers and partners to many Central Government Departments, Local Enterprise Partnerships and over 300 Local Authorities.

Service Standards

- We seek to build a true partnership in order to ensure the success of our client's campaigns.
- High rate of repeat business demonstrates the effectiveness of our campaigns and client relationships. (See customer testimonials below.)

Previous clients have included:

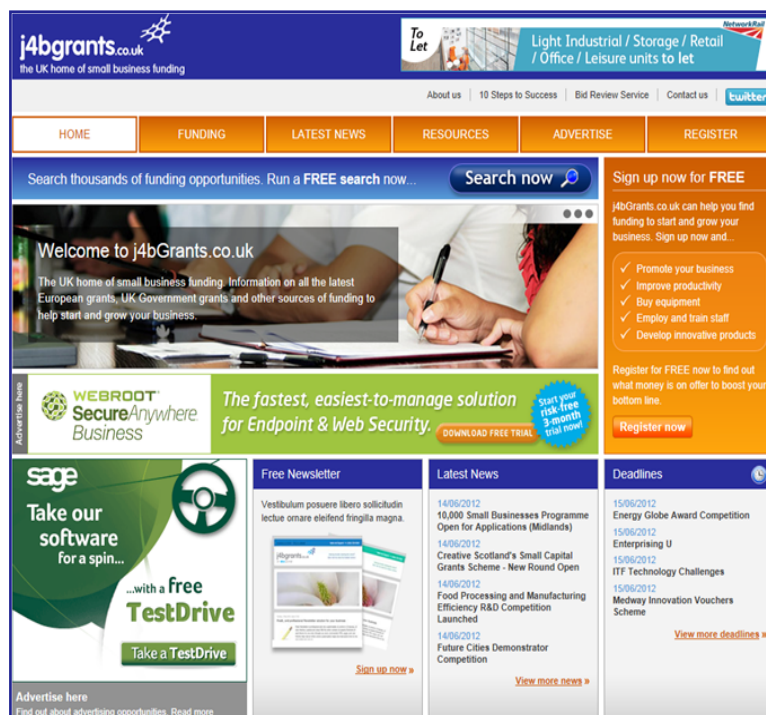
- | | | |
|-------------------|--------------|----------|
| • Funding Circle | • Regus | • Vocus |
| • Google | • Vodafone | • HSBC |
| • eCommerce Expo | • Lloyds TSB | • Lenovo |
| • Imago Techmedia | • Sage | |

Your Opportunity

j4bGrants provides an immediate opportunity to communicate with over 57,000 UK small businesses. This could be in any number of business areas.

Promotion of your products and services to this community can be displayed in three ways:

- **Web Banners** (all banners are visible throughout the site for maximum exposure)
- Sponsorship of weekly **Funding Newsletter**
- **Bespoke Emails**



Website	One Month	Two Months	Three Months
Top Banner (468 x 60)	£1,275	£2,425	£3,445
Mid Banner (728 x 90)	£1,650	£3,135	£4,445
Side Banner (300 x 250)	£1,500	£2,850	£4,050
Newsletter	One Edition	Two Editions	Three Editions
Single Sponsor	£1,650	£3,135	£4,455
	One Email	Two Emails	Three Emails
Bespoke Email	£2,000	£3,800	£5,400

All prices and availability are subject to change without prior notice and exclude VAT.

Customer Testimonials

"The advert we placed with j4bGrants brought the biggest response of any advert we have ever run. In a market where enquiries are relatively low in number, to receive the responses we did was unprecedented."

Philip Hellawell, Director, Connect Business Finance

"I've used email campaigns as a method to promote our software in the past. Invariably it's been money down the drain. I was tempted to try once more with j4bGrants as it was a company I'd heard of because of their grants website. I was hoping for perhaps 100 signups. The email went out and we got about 20. I checked an hour later and we'd reached 80. I checked the following day and we'd reached 180. A week later and we've now received in excess of 500 signups. j4bGrants have restored my faith in email as a form of marketing to small business owners."

Duane Jackson, Director, Kashflow

"Our objective was to create interest and awareness about the value of Microsoft Server for Small Businesses ... As j4bGrants has a strong and large database of the target market for this campaign, email sponsorships worked well in terms of click throughs and conversions."

Angie Cameron, New Brand Vision

"We worked with j4bGrants to help promote our website www.evaluationcentre.com – the results were most impressive. With a keen eye on detail and a very professional approach, j4bGrants made the whole campaign a breeze from our end and we have since used them on several other occasions. j4bGrants is highly recommended."

Andrew Mais, National Computer Centre

"We've worked with j4bGrants for several months promoting our Free Basics accounting software. The download was an instant success providing our sales teams with hundreds of extremely well qualified leads. This measurable and continual success has installed us with great faith in j4bGrants and we will continue to work alongside them in the future."

Mark Green, TAS software

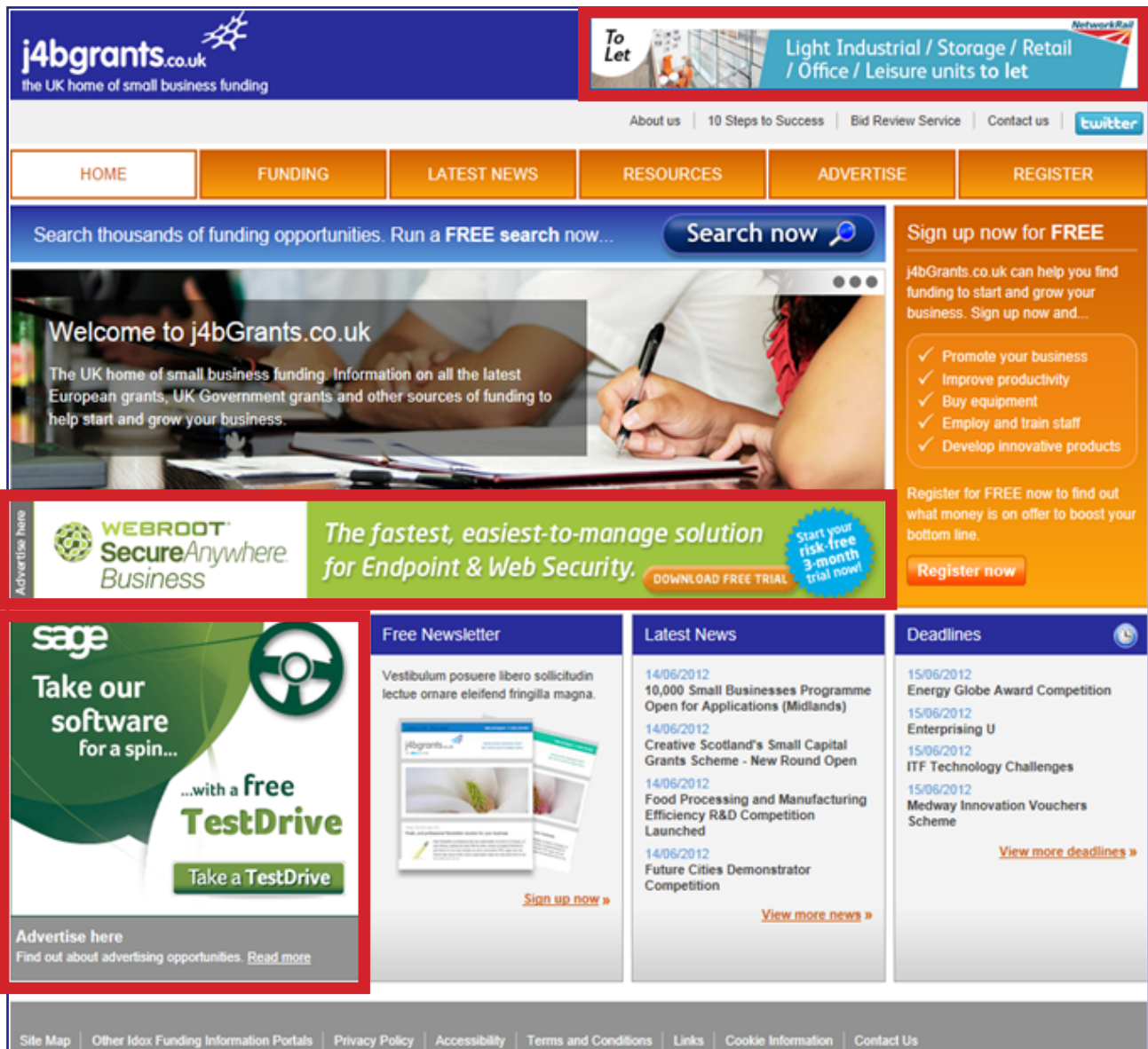
"Although I hadn't heard of j4bGrants, we were persuaded to test their email and banner ads during the visitor marketing of E Commerce Expo in its launch year. The results were well ahead of expectation and we increased our investment in j4bGrants each year thereafter. They're a great company to work with and always offer helpful advice."

"I thought the service from j4bGrants was great, after we'd agreed on a contract I simply sent over the text for our html and the proof was back with me within 4 days including a weekend just as we had discussed so no amendments were needed. The newsletter was completely tracked so we were able to find out how many leads we'd generated through click through rates. On top of this the service was quick and efficient while being friendly and a pleasure to work with."

Georgina Hawkes, Smart Currency Business



Example of web display banners on j4bGrants.co.uk



The screenshot displays the j4bGrants.co.uk website interface. At the top left is the logo and tagline 'the UK home of small business funding'. A navigation bar includes links for 'About us', '10 Steps to Success', 'Bid Review Service', 'Contact us', and a 'twitter' icon. Below this is a menu with 'HOME', 'FUNDING', 'LATEST NEWS', 'RESOURCES', 'ADVERTISE', and 'REGISTER'. A search bar prompts users to 'Search thousands of funding opportunities. Run a FREE search now...' with a 'Search now' button.

The main content area features a 'Welcome to j4bGrants.co.uk' banner with a background image of hands writing on a document. To the right is a 'Sign up now for FREE' section listing benefits like 'Promote your business', 'Improve productivity', 'Buy equipment', 'Employ and train staff', and 'Develop innovative products'. Below this is a 'Register for FREE now' button.

Below the welcome banner are three columns of content:

- Free Newsletter:** Promotes a newsletter with the text 'Vestibulum posuere libero sollicitudin lectue ornare eleifend fringilla magna.' and a 'Sign up now' button.
- Latest News:** Lists recent news items with dates:
 - 14/06/2012: 10,000 Small Businesses Programme Open for Applications (Midlands)
 - 14/06/2012: Creative Scotland's Small Capital Grants Scheme - New Round Open
 - 14/06/2012: Food Processing and Manufacturing Efficiency R&D Competition Launched
 - 14/06/2012: Future Cities Demonstrator Competition
- Deadlines:** Lists upcoming deadlines:
 - 15/06/2012: Energy Globe Award Competition
 - 15/06/2012: Enterprising U
 - 15/06/2012: ITF Technology Challenges
 - 15/06/2012: Medway Innovation Vouchers Scheme

At the bottom of the page is a footer with links for 'Site Map', 'Other Idox Funding Information Portals', 'Privacy Policy', 'Accessibility', 'Terms and Conditions', 'Links', 'Cookie Information', and 'Contact Us'.

Example of Sponsorship of Newsletter Emails

j4bgrants.co.uk Funding Newsletter
1st August 2012
www.j4bgrants.co.uk

HOME | FUNDING | FUNDING NEWS | RESOURCES | ADVERTISE Search now

Hello Steve Priestley,

j4bgrants.co.uk funding update for 01 August 2012.

our sponsor //
KashFlow Accounting Software


To celebrate the launch their new website, KashFlow is giving you the chance to win an iPad2. It's very simple: Watch a two-minute video and answer one question about it.

They'll then pick the winner at random from all of the correct answers we receive. They promise the video won't hypnotise you into wanting to use their award-winning accounting software!

[Enter the competition now](#)

Sick of spreadsheets but alienated by traditional accounting software? Stop struggling! There is now a better way, KashFlow accounting software is designed specifically for owners of small businesses.

[Take a no-risk 60 day trial today](#)



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[Take a no-risk 60 day trial today](#)



funding & grants news

Abertay Digital Prototype Grant Funding - Launch of New Round (UK)
02/08/2012

Abertay University's business support office is providing grants of up to £25,000 for small companies (based anywhere in the UK) that are developing their own games or other forms of interactive digital content.

[view more](#)

Awards for Recruitment, Marketing & HR Firms - Nominations Now Open
02/08/2012

The RAD Awards aim to celebrate ideas that evolve around businesses within the recruitment, marketing and HR industry.

[view more](#)

Creative Scotland/Young Scot Creative Enterprise Fund - New Round Open
02/08/2012

The Creative Enterprise Fund is designed to support young people in Scotland, aged 16-24, with activities which allow them to flourish within the creative industries.

[view more](#)

KashFlow Accounting Software Answer One Question to Win an iPad 2*
*We mean it. Really.

funding & grants news

Growth and Innovation Fund (GIF) - New Funding Round Open (UK)
02/08/2012

The second phase of the Government's Growth and Innovation Fund (GIF) is open again under a new bidding round.

[view more](#)

North West 2012 and Beyond
02/08/2012

A major summit for politicians, councillors and businesses is set to take place in Manchester this September.

[view more](#)

Sainsbury's Challenge-led Competition for Low Carbon Solutions - Extended Deadline (UK)
02/08/2012

Sainsbury's Supermarkets wishes to become the UK's greenest grocer and has pledged to reduce operational carbon emissions by 30% of 2005 levels by 2020.

[view more](#)

KashFlow Accounting Software Answer One Question to Win an iPad 2*
*We mean it. Really.

your funding alerts

Funding alerts allow you to specify search criteria and then receive email alerts if new funding opportunities arise which match your requirements.

To set up or change your funding alerts, simply [login to j4bgrants.co.uk](#) then run a search for funding. When you are viewing search results press "Save Search". There is an option to receive funding alerts at this stage so make sure this option is ticked.

The following scheme changes match your profile:

newly added funds

Business Investment Fund (added 02/08/2012)

Investment funding to support the growth strategies of ambitious, non-London-based, creative companies in England that plan to grow through the development and commercialisation of innovative content and cross-platform applications.

Matches saved search: Test - 06-06-2007

Design for Future Climate, Climate Resilient Infrastructure Competition (added 24/07/2012)

Investment funding for businesses in the UK that can devise solutions to protect the national infrastructure, such as power stations, water treatment plants and Wi-Fi networks against climate change threats.

Matches saved search: Test - 06-06-2007



Example of Bespoke Email

From: noreply@j4bgrants.co.uk
To: howard.carney@j4bplc.com
Cc:
Subject: Great Business Ideas Start With Great Computers

Enhance business productivity with Lenovo PCs | [Learn More](#)
Difficulty viewing this e-mail? [Learn More](#) [View Mobile](#) www.lenovo.com/uk

lenovo. FOR THOSE WHO DO.

GREAT BUSINESS IDEAS START WITH GREAT COMPUTERS.

LENOVO PRESENTS PCs DESIGNED TO FIT YOUR BUSINESS AND YOUR BUDGET.

[LEARN MORE >](#)

Dear Howard Carney,

From stylish looks, great features and convenient design to eco-friendly usage; our PCs add value to your business in more ways than one.

So, if you are looking to kick-start your business, a Lenovo PC is the way to go.

ThinkPad® Edge

£100 Cashback on ThinkPad Edge Models

- Lenovo Enhanced Experience 2.0 for Windows® 7.
- Sleek, progressive, sophisticated.
- Optimised VoIP certified experience.
- Up to 2nd generation Intel® Core™ i7 processors.
- Available in 11", 13", 14" and 15" form factors.

[BUY NOW >](#)

ThinkPad L520

£100 Cashback with Docking Solution

- Savings up to an estimated 40% per year on operating costs.
- Less power usage with LED-backlit displays and Power Manager™.

15"



Contact Details

Our Marketing team are specialists in providing effective sponsorship and advertising packages that have been designed specifically to help our advertising clients promote their high-quality products and services to a responsive SME audience.

Contact us now for further information:

Marketing Team Idox

Alderley House
Alderley Road
Wilmslow
Cheshire
SK9 1AT

Telephone: 0844 874 0739
Website: www.j4bGrants.co.uk
Email: grants.marketing@idoxgroup.com

