



# Kodajo, a platform for SMEs

Online Advertising Opportunities 2013

## Media Pack

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**125,000** registered businesses

**30** closed networks

**5** Chambers of Commerce

**40** special interest groups

# Targeted Advertising To Small & Medium Sized Businesses

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## Providing cost-effective and targeted advertising

The Kodajo network operates a business to business platform with 125,000 registered business members, across a network of 30 individual closed network3 sites including 5 Chambers of Commerce. We provide a range of cost-effective and targeted advertising opportunities across our network to those looking to advertise to small and medium sized businesses.

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### An advanced platform

The Kodajo B2B platform is the UK's most advanced platform for businesses comprising of an 11 page comprehensive profile for members, 5 directories, an ecommerce centre, online networking, business leads and tender feeds. With more planned for 2013, Kodajo is sure to set the benchmark for online business networking, communication and interaction.

### 30 closed networks

As well as the main Kodajo.com website, in conjunction with business organisations, networks and large B2B companies, we operate over 30 individually branded "closed networks" on the platform which in total comprise of over 125,000 registered business users.

For more information please visit [www.closednet.co.uk](http://www.closednet.co.uk)

### Unique opportunities

We have a wide spectrum of business members across any number of sectors and size of businesses and so the Kodajo platform provides a range of unique advertising opportunities for any business that would like to advertise to SMEs including transactional email advertising, onsite banner and PPC adverts, news page promotions and site-takeovers.

## Get in touch

If you'd like to work with Kodajo in order to build an effective campaign for your products or brand identity, or are interested in any other opportunities, please get in touch with us

**Kodajo Group Limited**  
Suite 8, Centenary Plaza, Birmingham

**T: 0845 519 9498**

**E: [advertising@kodajo.com](mailto:advertising@kodajo.com)**

# On-site Advertising

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With 10 different types of advertising available on the Kodajo group of websites, we can work with you to create a tailor-made advertising campaign for your brand or product.

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## PPC Ads

Advertise at the side of our 5 directory search results with small pay per click ads from as little as 20p per click. Adverts consist of a title, pictures and description. Advertise to both businesses and consumers.

## Banner Ads

Advertise to businesses with sky scraper, MPUs and leaderboard banners across our profile, networking, ecommerce and project/lead centres.

## Sponsored Stories

Start a discussion, advertise a website, product or service (and invite comments on it), to our 125,000 members through a sponsored story which will appear on the latest news page of each and every member.

## Latest News Ticker

At the top of the site is a scrolling "latest news" ticker with text. This is broadcast to all visitors to the site on each and every page. Each news item has a link which goes through to an external website.

## Branded Pages

Branded pages on the site consist of 1 or more pages of information about your product or service with an enquiry form that can go straight through to your CRM. Great when combined with adverts on the site.

## Home Page Take Over

You can "take-over" our home page for a period of time by placing your own background image on the page linked through to any URL. Combined with banner ads on the site this can produce a fantastic return on investment.

## The Logged Out Page

When a user logs out of their account they are automatically redirected to our logged out page. You can sponsor this page to display information about your service, or a range of the products that you offer, with links directly to your site.

## ClosedNet Ads

There are over 30 different closed networks on Kodajo which incorporate business networks, chambers, and special interest groups. Use a sponsored story to target your advert to your intended audience.

## Business Essentials Shop

Our business essentials shop contains a range of products or services specifically suited for businesses with a view to saving them money on the prices they are offered by their usual suppliers

# Off-site Advertising

We offer 3 different types of email advertising that we have listed below.

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## Newsletter advertising

We can offer banner advertisements to run at the top of the email, down the side or a sponsored story with links through to your website or chosen landing page.

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## Solus email

Distributed to users who want to hear about products and services offered by third parties, the solus email is bespoke and designed to your requirements and only contains adverts from your company.

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## Transactional emails

Advertising on any of the 30 different types of transactional emails we send out is a great way to catch a user at a particular point in time during their use of our website, whether it's when they first open an account or are receiving contact requests or messages from their profile. For more information please get in touch.



# Rate Card & Specifications 2013

## Rate Card

Format/Type	Size/Specification	Rate Card
PPC Ads	Image, Title & Short Text	From 20p per click
Banner Ads	Up to 936 x 90 pixels	£5 CPM
Sponsored Stories	URL, Image or up to 300 characters	£35 per story
Latest News Ticker	URL & up to 90 characters	£25 per day
Branded Pages	Available on request	£3 per day
Home Page Take Over	URL & Image of 1800 x 650 pixels	£195 per day
Logged Out Page	Area of up to 950 x 600 pixels	£45 per day
Targeted Sponsored Stories	URL, Image or up to 300 characters	£35 per story
Business Essentials Shop	Area of up to 950 x 600 pixels	£5 per day
Newsletter MPU	Image up to 130 x 450 pixels	£250 per email
Newsletter Sponsored Story	Image and up to 1000 characters	£250 per email
Solus Email	Available on request	£20 per 1000 emails
Transactional Email Sponsorship	468 x 60 pixels	£7 per 1000 emails

## Specification

### File Type

We accept images in GIF, JPG or PNG only, with a maximum file size of 50 kb per individual image.

Material must be received 3 working days prior to publication.

All advertisements are subject to prior approval by the editor, whose decision is final. All advertisements must comply with ASA Standards.

Advertising slots are accepted subject to availability and where limited spaces are available, advertising is allotted on a first-come-first-served basis.