

# **Japanese Portal Site Media Kit**



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# What is San Diego Town?

It is a Japanese portal site full of latest local information on Los Angeles. We have been helping not just local residents, but also travelers to the area since 2004. It is run by PSPINC, a software development company.

## Main contents of San Diego Town



Buy/Sell  
Car



Real  
Estate



Column  
Articles



Monthly  
Presents



Forum



Business  
Reviews



Japanese  
Grocery  
Sale Info

## Statistics of San Diego Town



Page Views

approx.  
**140K**/mo



Registered  
Users

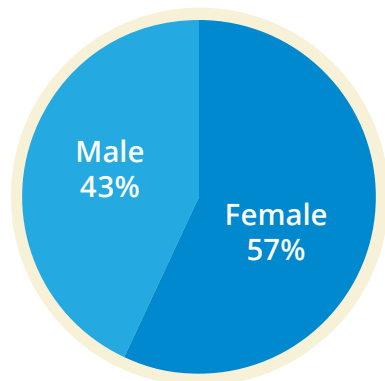
approx.  
**23K**



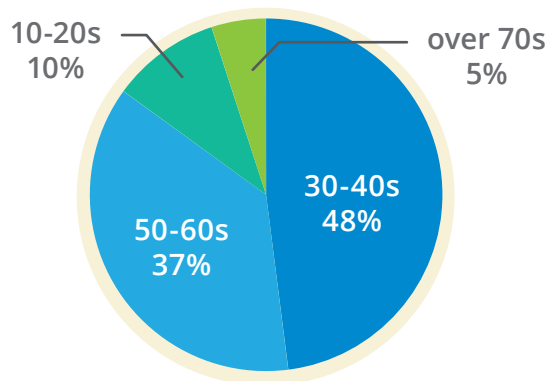
Bounce Rate

approx.  
**30%**

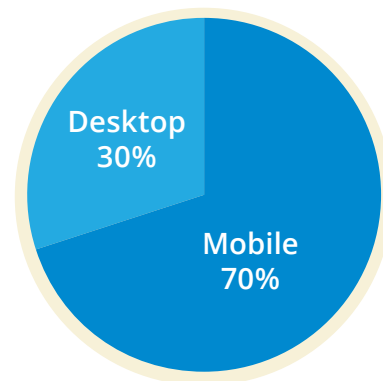
Gender



Age



Device



### Number of Japanese Residents

*From the Annual Report of Statistics on Japanese Nationals Overseas from Ministry of Foreign Affairs of Japan. 2022*

San Diego : **8,243**



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**Most Popular & Cost-effective!**

### ★ 3 points that sets apart San Diego Town

- ✔ Column Publication
- ✔ Reply to review
- ✔ Up to 5 job postings per month
- ✔ Monthly access report



# Variety of plans to suit your business style

## BANNER ADVERTISEMENT

Stand out from the crowd!

### ▼ Banner advertisement placement

The screenshot shows the San Diego SDTOWN website interface. Various banner ad placements are highlighted with letters A through F:

- A:** A large pink banner at the top of the main content area.
- B:** A yellow banner below the pink one.
- C:** A blue banner below the yellow one.
- D:** A green banner below the blue one.
- E:** Three red banners in the bottom right section.
- F:** Three purple banners in the bottom right section.

Other visible elements include a sidebar with navigation links, a 'Recommended for those who want to ensure increased exposure' section, and a 'Pricing' table.

### ★ Recommended for those who want to ensure increased exposure.

Banner ads are placed on all pages of Los Angeles Town (except article pages), so they are sure to catch the viewer's attention. Banner ads can be linked to your one-page web ads, so you can efficiently direct users to your business.

Banner ads includes one page web advertisement and all of its benefits!

- ✓ Column Publication
- ✓ Reply to reviews
- ✓ Up to 5 job postings per month
- ✓ Monthly access report

### ★ Pricing

Location	1 month contract	6 month contract	1 year contract <b>DEAL!</b>	Max Listing
A	\$890/mo	\$790/mo	\$590/mo	2
B	\$790/mo	\$690/mo	\$490/mo	3
C	\$690/mo	\$590/mo	\$390/mo	5
D	\$690/mo	\$590/mo	\$390/mo	5
E	\$590/mo	\$490/mo	\$290/mo	12
F	\$290/mo	\$250/mo	\$190/mo	15

Special offers available for one year contracts! Please contact us for details.

**Creation Fee**  
\$480  
one-time fee



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\* visual slightly differs depending on device



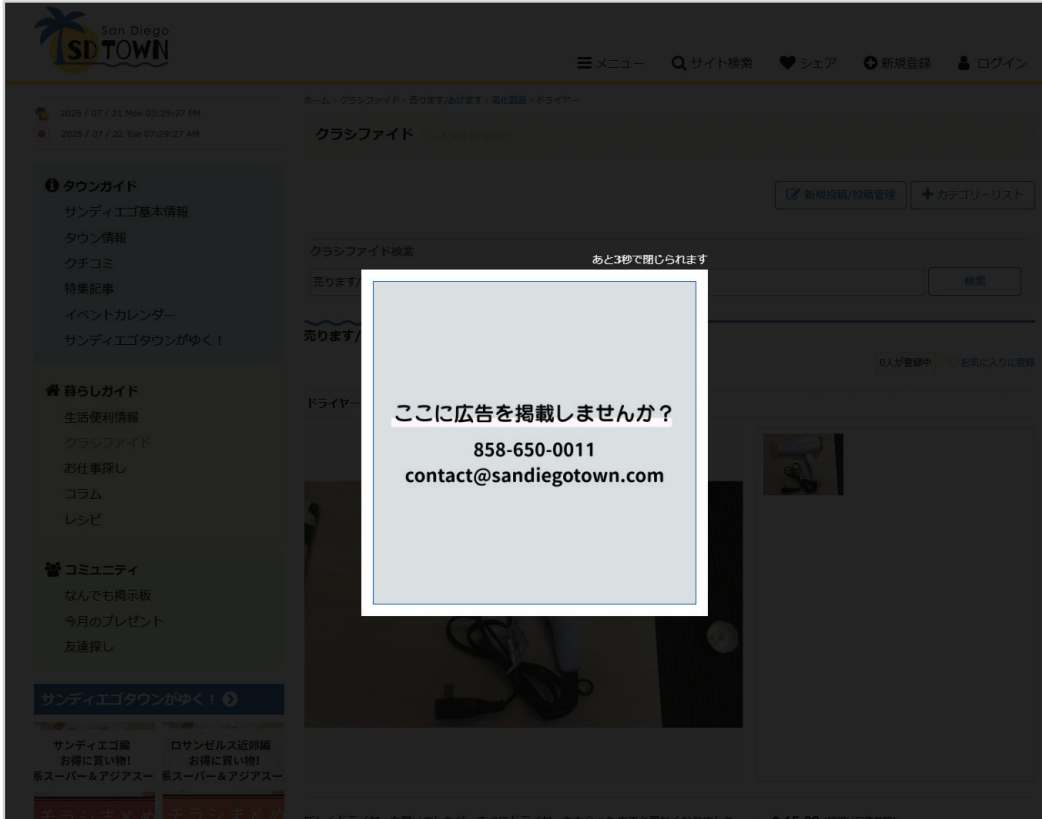
# Variety of plans to suit your business style

## • POPUP ADVERTISEMENT

Popular ad format!



### ▼ Popup advertisement placement



- ▶ On these classified detail pages
  - Sell
  - Buy
  - Searching
  - Individual car sale
- ▶ Monthly Present top page
- ▶ Non-paid blog article page
- ▶ Find friend detail page
- ▶ Member login page
- ▶ Mail inbox/sent list page

## ★ Advertising format that is gaining attention!

Popup advertising is an ad format which displays on San Diego Town's most popular pages.

This ad will pop up at the center of the visitor's screen, so it will definitely catch the visitor's attention.

Recommended for those who...

- ✓ Want to promote events or campaigns
- ✓ Have new products or services
- ✓ Want to promote for a short and specific duration

**Pricing**  
\$30/day  
max listing: 5

**Creation Fee**  
\$120

The banner can be linked to anywhere you like! Drive traffic to your website, booking page, social media - wherever you choose.

# Variety of plans to suit your business style

## GROUP WEB ADVERTISEMENT

For small  
business owner



### ▼ Sample group advertisement page



## ★ Efficiently advertise your business!

Group Web Ads are ads that share the space of a one-page web ad with businesses in the same industry.

### [ DETAILS ]

- ✓ Lists basic and detailed informations about your business.
- ✓ Column Publication
- ✓ Interview Article
- ✓ Introduce your business on our SNS
- ✓ Up to 5 job postings per month
- ✓ Content update of 1hr per month

### — Pricing —

Three month  
contract  
**\$80/mo.**

Six month  
contract  
**\$60/mo.**

One year  
contract  
**\$50/mo.**

Creation Fee  
**\$100**  
one-time fee

**SPECIAL DISCOUNT for  
paying 1 year upfront!**  
**\$500/yr**  
(\$50/mo → \$42/mo)

## OTHER OPTIONS

### Featured Article

**\$480~**

Introduces your business and/or products using rich text and photos.

### Paid Article

**\$320/per article**

Ideal for promoting one-time initiatives such as events, seminars, or campaigns. Includes exposure via our social media channels.

### Job Posting

**\$70/30 day**

Modify your posting anytime, as often as you like. Receive resumes from applicants as attachments.



**Contact us for any questions!**

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PSPINC is a full-service web solutions company located in Bellevue, Washington. We provide reliable and affordable web and email hosting packages backed by powerful servers housed in a state of the art data center.

PSPINC has a track record of success providing domain names, web and email hosting, data storage and software to over 40,000 companies internationally. While we pride ourselves on our extensive experience with businesses small and large, we will never forget that the root of our success is meeting each client's individual needs while providing excellent customer service.

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