



CALIFORNIA MEDIA OVERVIEW



CALIFORNIA
MEDIA



Livermore.com



Corte Madera
.COM



SANMATEO
.COM

California Media is dedicated to providing trusted, relevant news, events and information to its local communities.



MENLO PARK.COM



PLEASANTON
.COM



SanAnselmo.com



LosAltos.com



DANVILLE
.COM



DALY CITY
.COM



SANTA CLARA
.COM



WalnutCreek
Guide



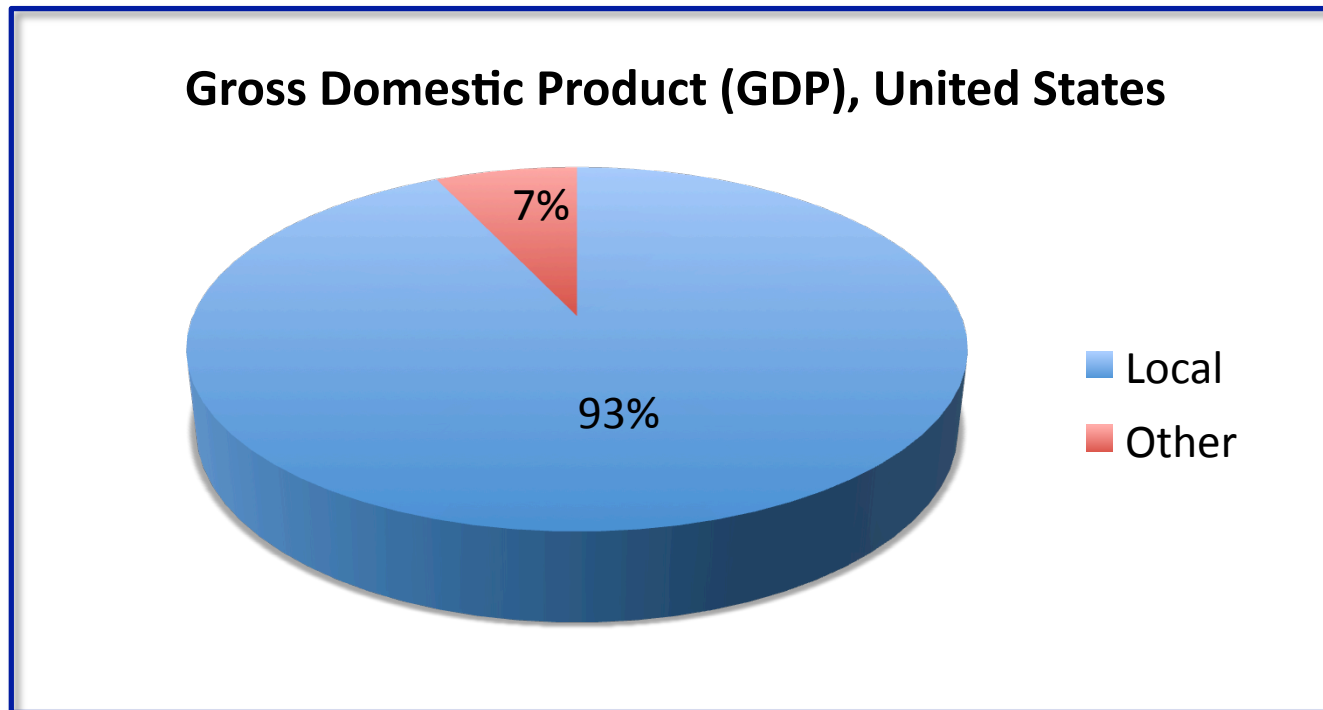
California Media Highlights

- California Media manages some of the most organically searched and directly visited city-specific domains in the San Francisco Bay Area. Through a network of the most technically advanced geo-targeted website properties, they are a direct advertising connection to millions of residents and consumers throughout Silicon Valley, The Peninsula, The East Bay and Marin County.
- Locally owned and operated, these GeoDomain sites are kept current with the most complete business directories, calendar of events, local interviews and news stories making them the website of choice for both the local community and visitors to the area.
- The people behind California Media have a combined 50 + years of online marketing experience. Our ongoing multi-tiered marketing campaigns drive continually increasing volumes of traffic to the California Media family of web destinations.
- With a network of more than 17 geographically targeted GeoDomains, leading-edge SEO/SEM technologies, and partnerships with other geo-targeted websites leaders, California Media offers your business optimum exposure to the largest pool of Northern California consumers.

Why “City.com” GeoDomains are so Powerful

- **NATURAL BRANDS** – Because our visitors know the name of the cities, a major source of our traffic is from direct visitors. With this direct “type-in” traffic, our brands deliver qualified traffic without having to be over dependent on the Search Engines.
- **RELEVANT CONTENT** – Search Engine traffic is critical and natural URL’s with relevant content rank high for users searching for specific terms
- **BRAND RECOGNITION, LOYALTY & TRUST** – When users see links that include the natural “City.com” address, they are more likely to click and visit that site. Once they get there, they are more likely to trust the information they see from the “City.com” site.
- **QUALIFIED TRAFFIC** – When people come to a “City.com” site, they come with the purpose of seeking out a local business or for things to do and see in that city. Therefore, they have a high-propensity to use the site for taking action and are not simply attracted by a celebrity or breaking news story as they are to many news or entertainment-based sites.
- **CITY DIRECTORY** – Much like a search engine, but specific to a city, our City.com sites include comprehensive City Directories for local businesses that are easy to navigate and provide detailed listings that both locals and travelers are looking for.

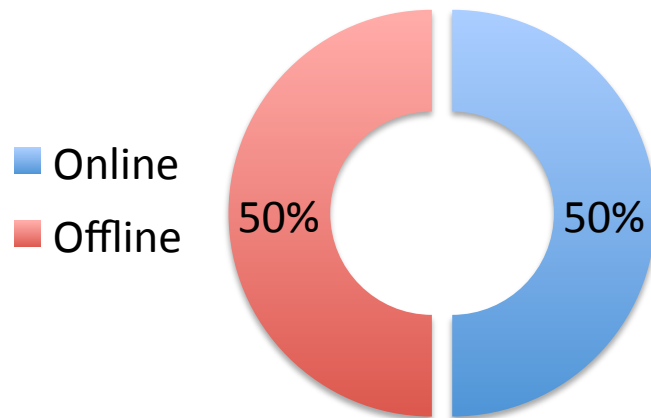
Where the Money Is ... It's Local!



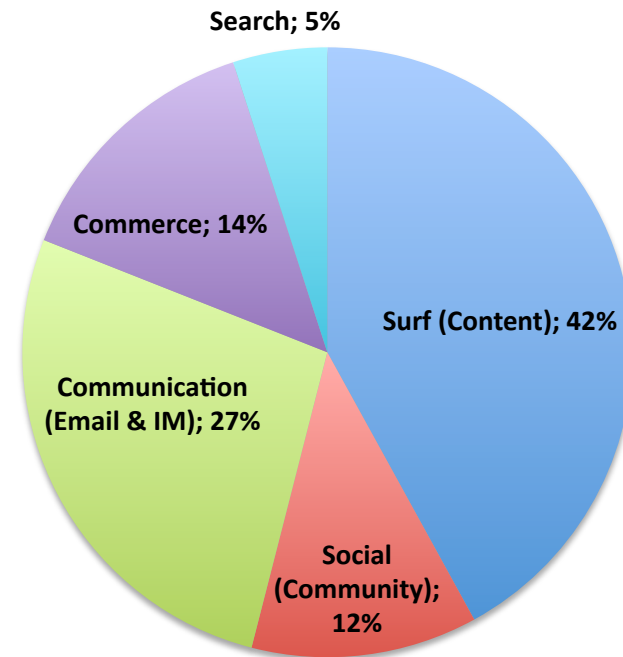
- **93% of all US GDP is sold/delivered locally!**

Local Advertising ... Reach Your Customers Where They Are – Online!

Media Consumption (hours per week)



Online Activity



- **By spending less than 10% of their ad dollars online, local businesses are missing the opportunity to reach consumers where they spend 50% + of their time!**

Source: Jupiter Research, Online Publishers Assoc., Google

California Media Network Sites

California Media is in 17 cities across the state, including the following City Brand sites listed below.

North Peninsula

- DalyCity.com
- Burlingame.com
- SanMateo.com
- MenloPark.com

Marin County

- Sausalito.com
- SanRafael.com
- MillValley.com
- CorteMadera.com
- SanAnselmo.com

East Bay

- Danville.com
- Pleasanton.com
- SanRamon.com
- Livermore.com
- WalnutCreekGuide.com

South Peninsula

- LosAltos.com
- Sunnyvale.com
- SantaClara.com

California Media Site Presence Examples

Home Page Opportunities

Several Home Page options are available throughout California Media sites to promote your business.

Featured Businesses and Local Spotlights

- Feature your business on the Home Page of any of our California Media sites.
- Our writers can produce “advertorial” headlines for a soft-sell approach, or a simple Q&A. The front page headlines are available on a weekly basis and include links throughout the story.
- Local Spotlights include special events, local features and great Home Page placement.
- Become a California Media Featured Business! This is one of the quickest ways to effectively reach a large number of people and is also a great way to promote upcoming local events. We display links throughout the headline story for our visitors to find out more if they are interested.



Sausalito.com Home Page Example



California Media Site Presence Examples

Banner Advertising

Banner advertising opportunities are available throughout California Media sites and can be targeted to display with associated content.

Home Page

All banners on the Home Page rotate in position every time the page is refreshed giving equal top exposure to all banners.

- **TOP BANNER** – 728x90 pixels
- **SKYSCRAPER SIDE BANNER** – 120x600 pixels
- **SMALL SIDE BANNER** – 120x240 pixels

All banner ad contracts require a minimum commitment of 3 months. Advertiser to provide banner ad artwork. California Media can provide the artwork for \$100 per banner ad.



Sausalito.com Home Page example



A California Media Network Site

California Media Site Presence Examples

Banner Advertising

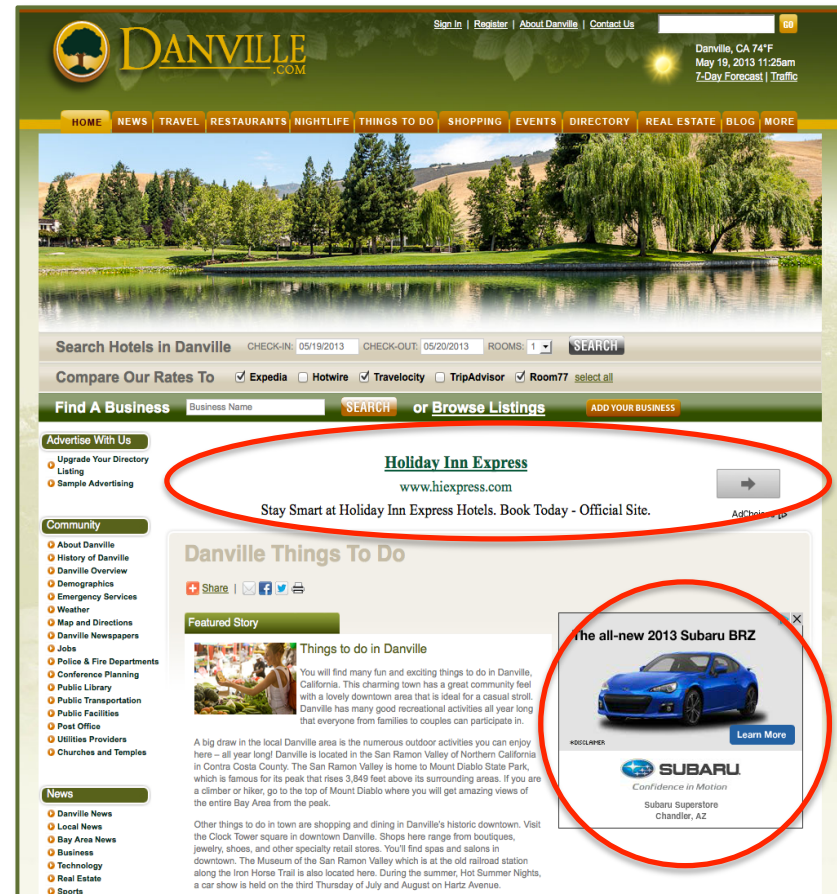
Banner advertising opportunities are available throughout Sausalito.com and can be targeted to display with associated content.

Channel Page

All banners on the Channel Page rotate in position every time the page is refreshed giving equal top exposure to all banners.

- **TOP BANNER** – 728x90pixels
- **TALL SIDE BANNER** – 300x600 pixels
- **RECTANGLE SIDE BANNER** – 300x250 pixels

All banner ad contracts require a minimum commitment of 3 months. Advertiser to provide banner ad artwork. California Media can provide the artwork for \$100 per banner ad.



Danville.com Channel Page Example

California Media Site Presence Examples

Banner Advertising

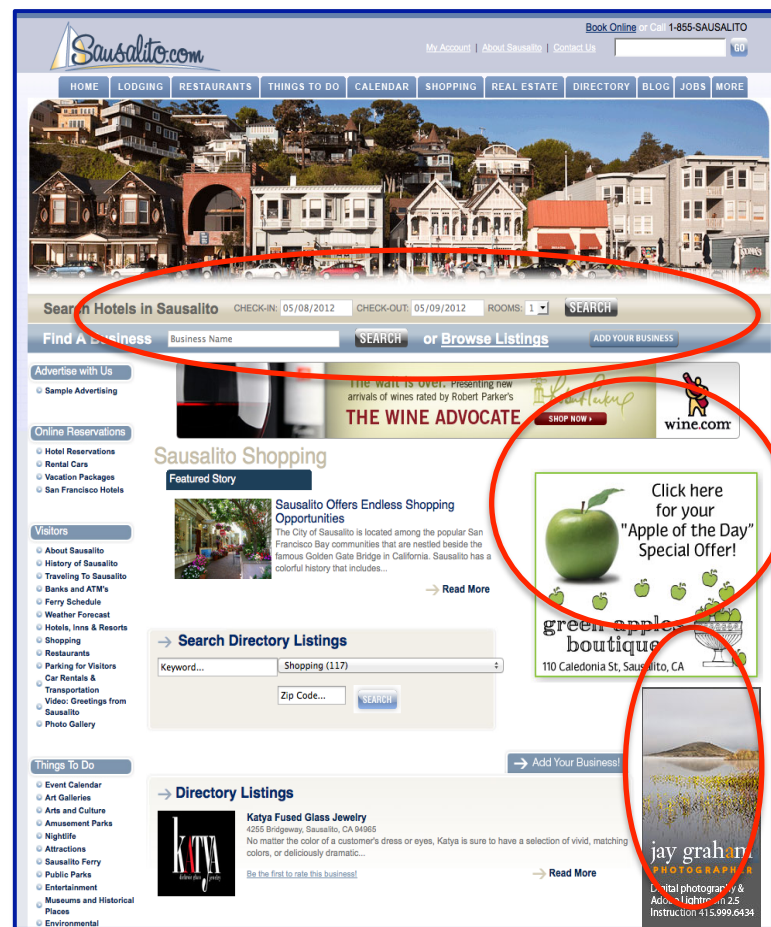
Banner advertising opportunities are available throughout California Media sites and can be targeted to display with associated content.

Directory & Event Page

All banners on the Directory & Event Pages rotate in position every time the page is refreshed giving equal top exposure to all banners.

- **TOP BANNER** – 728x90 pixels
- **RECTANGLE SIDE BANNER** – 300x250 pixels
- **SKYSCRAPER SIDE BANNER** – 120x600 pixels

All banner ad contracts require a minimum commitment of 3 months. Advertiser to provide banner ad artwork. California Media can provide the artwork for \$100 per banner ad.



Sausalito.com Directory Page Example

California Media Site Presence Examples

Directory Listings

Premium Directory Upgrade Listing Includes:

- Priority Position above Standard Listings
- Your Logo on the Listings Page
- 500 + word description
- 5 pictures
- Web Address Link + 5 resource links
- Special Coupon Offer
- Video
- Click-through to Complete Description Page
- Company Name, Phone, Address, & Email
- Local Map

Standard Directory Upgrade Listing Includes:

- Priority Position above Free Listings
- 100 word description
- 1 Picture
- Web address link
- Click-through to Complete Description Page
- Company Name, Phone, Address & Email
- Local Map

Free Directory Listing Includes:

- Company Name, Phone, Address & Email
- Local Map

The screenshot shows the Sausalito.com website directory page. The page features a navigation menu at the top with links for HOME, DIRECTORY, CALENDAR, REAL ESTATE, TRAVEL, RESTAURANTS, HOTELS & VACATION RENTALS, and FERRY. Below the navigation is a large banner image of a park with a fountain. The main content area is divided into several sections:

- Advertise with Us:** A prominent blue banner with the text "ADVERTISE HERE" and "PROMOTE YOUR BUSINESS ONLINE BY ADVERTISING ON THIS WEBSITE". A button labeled "CLICK HERE TO FIND OUT MORE" is on the right.
- Advertise with Us - Sample Advertising:** A section with a "Featured Story" and a "Partnership - Your Business Story Here" section. A blue banner on the right says "ADVERTISE Here" and "PROMOTE YOUR BUSINESS ONLINE BY ADVERTISING ON THIS WEBSITE".
- Directory Listings:** A section with a "Premium Upgrade - Your Business Here" listing and a "Standard Directory Upgrade" listing. A blue banner on the right says "Free Directory Listings".
- Free Listing 1 - Your Business Here:** A listing with a "Read More" link.
- Free Listing 2 - Your Business Here:** A listing with a "Read More" link.

Annotations in blue boxes and lines point to the "Premium Directory Upgrade", "Standard Directory Upgrade", and "Free Directory Listings" sections.

Sausalito.com Directory Page example



A California Media Network Site

Premium Directory Upgrade Listing Page

Premium Upgrade - Your Business Here Is this your business? [claim it now](#)

10 Liberty Ship Way Sausalito, CA 94965
[Get Directions](#)

Phone: 555-555-5555 [Share](#) | [Facebook](#) | [Twitter](#) | [LinkedIn](#)
 Web: [Click here for website](#) Review Rating: n/a
 Email: [Email this business](#) Rate this business

Submit Website for Free
 Drive Traffic to Your Website. Submit Your Site And Get Leads Now.
[www.manta.com/Website_Submission](#) AdChoices

[Claim this Business](#) | [Email to a Friend](#) | [Send to Phone](#) | [Submit Photo](#) | [Print](#)

Premium Upgrade - Your Business Here in Sausalito
 Upgrade your directory listing on Sausalito.com and your business could be here. Premium Directory Upgrade Listings include your logo, photos, business description, phone, address, email, resource links, local map and more. Most importantly, when you purchase a Premium Directory Upgrade Listing for your business it will appear above your competition at the top of the business directory!

Brochures for Hedge Funds
 Marketing material for Hedge Funds. We create Pitch Books & Newsletters
[www.CompleteHedge.com](#) AdChoices

Locations

- 10 Liberty Ship Way Sausalito, CA 94965
 Phone: 555-555-5555

[Get Directions](#) [More Details](#)

What's nearby
[Dining](#) | [Hotels](#) | [Shopping](#) | [Movies](#) | [Nightlife](#) | [Things To Do](#) | [Beauty & Leisure](#)

Icon Key

- Dining
- Hotels
- Shopping
- Movies
- Nightlife
- Things To Do
- Beauty & Leisure

[Get Driving Directions](#)



- Your Specials** →
- Your Links** →
- User Reviews** →
- Your Photos** →

Premium Upgrade - Your Business Here Is this your business? [claim it now](#)

10 Liberty Ship Way Sausalito, CA 94965
[Get Directions](#)

Phone: 555-555-5555 [Share](#) | [Facebook](#) | [Twitter](#) | [LinkedIn](#)
 Web: [Click here for website](#) Review Rating: n/a
 Email: [Email this business](#) Rate this business

Submit Website for Free
 Drive Traffic to Your Website. Submit Your Site And Get Leads Now.
[www.manta.com/Website_Submission](#) AdChoices

[Claim this Business](#) | [Email to a Friend](#) | [Send to Phone](#) | [Submit Photo](#) | [Print](#)

Premium Upgrade - Your Business Here in Sausalito
 Upgrade your directory listing on Sausalito.com and your business could be here. Premium Directory Upgrade Listings include your logo, photos, business description, phone, address, email, resource links, local map and more. Most importantly, when you purchase a Premium Directory Upgrade Listing for your business it will appear above your competition at the top of the business directory!

Brochures for Hedge Funds
 Marketing material for Hedge Funds. We create Pitch Books & Newsletters
[www.CompleteHedge.com](#) AdChoices

Locations

- 10 Liberty Ship Way Sausalito, CA 94965
 Phone: 555-555-5555

[Get Directions](#) [More Details](#)

What's nearby
[Dining](#) | [Hotels](#) | [Shopping](#) | [Movies](#) | [Nightlife](#) | [Things To Do](#) | [Beauty & Leisure](#)

Icon Key

- Dining
- Hotels
- Shopping
- Movies
- Nightlife
- Things To Do
- Beauty & Leisure

[Get Driving Directions](#)

Special Offers
Your Special Offer Here
 Promote any special offers you would like with your Premium Directory Upgrade Listing!
 Present coupon at time of purchase.
[Print This Coupon](#)

Resource Links

- Sausalito.com Home Page
- Sausalito.com Things To Do Page
- Sausalito.com Visitors Page
- Sausalito.com Community Page
- Sausalito.com Advertise With Us Page

User Reviews [Leave a User Review](#)

No Reviews Currently Available
 You must be logged in to submit a review. If you have an account, please [click here to login](#). If you do not have an account, you may register for a new account.

Listing Photos

California Media Site Presence Examples

Coupons & Special Offers

- Your Premium Upgrade Directory listing comes with the ability to post coupons and special offers within your business listing!
- You control the offers and can update them as often as you like directly from our site!
- Potential customers simply click on the link for your offer and can print the coupon from their home!

The screenshot shows a business listing for 'NORDSTROM - Official Site' with a map of the area. A red arrow points to a 'Special Offers' button. A coupon overlay is visible, titled 'Premium Upgrade - Your Business Here', with fields for listing name, expiration date, and printed date.

→ What's nearby

Dining | Hotels | Shopping | Movies | Nightlife | Golf | Things To Do | Beauty & Leisure |

→ Icon Key

- Dining
- Hotels
- Shopping
- Movies
- Nightlife
- Golf
- Things To Do
- Beauty & Leisure

NORDSTROM - Official Site www.nordstrom.com
Shop New Arrivals from Top Brands. Free Shipping & Free Returns.

Men - Beauty - Boots - Sale - Women - Topshop AdChoices

→ Special Offers

No specials available at this time for this business listing

→ User Reviews

← Leave a User Review

No Reviews Currently Available
You must be logged in to submit a review. If you have an account, please [click here to login](#). If you do not have an account, you may [register for a new account](#).

Special Offer Found From The Burbank Website!

Premium Upgrade - Your Business Here

Your Special Offer Here

Promote any special offers you would like with your Premium Directory Upgrade Listing!

Listing:	Premium Upgrade - Your Business Here	Offer Code:	
Expiration:	No expiration date	Auth Code:	
Printed Date:	Thursday Nov 04, 2010		

California Media Additional Exposure

Partnership Opportunities

- Featured partnerships are available for each of the Channel and Directory categories and are one of the most effective advertising options available.
- California Media partners are more than advertisers...they are true partners. We promote partners on our sites with advertorial content, banner ads and even do feature stories and business profiles of the businesses.
- **Custom Partnerships** are also available for any advertiser. Contact us and we will develop your own custom or exclusive program tailored specifically for the needs of your business!

Channel Partnerships Include:

- Home Page Small Side Banner Ad
- Picture and Headline on the Home Page
- Custom Content at the Top of Chosen Channel Page
- Top Banner Ad on the Channel page
- Premium Directory Upgrade Listing on Channel Page
- Premium Directory Upgrade Listing
- Top story on the Associated Directory Category Page

Directory Partnerships Include:

- Featured Link on Home Page
- Premium Directory Upgrade Listing on Channel Page
- Premium Directory Upgrade Listing on Directory Category Page
- Top story on Directory Category Page
- Skyscraper Side Banner Ad on Directory Page

All Partnership contracts require a minimum commitment of 12 months

Contact California Media

To get started, please contact us today:

1-800-CITY-ADS



Laree Mancour

California Media
Sausalito, CA 94965

Phone: 1-800-CITY-ADS

Fax: 415-645-6535

laree@CaliforniaMedia.com

California Media Network Sites:

MARIN: Sausalito.com - MillValley.com - SanRafael.com - SanAnselmo.com - CorteMadera.com
EAST BAY: Danville.com - SanRamon.com - Pleasanton.com - Livermore.com - WalnutCreekGuide.com
NORTH PENINSULA: DalyCity.com - Burlingame.com - SanMateo.com - MenloPark.com
SOUTH PENINSULA: LosAltos.com - Sunnyvale.com - SantaClara.com