



**SanJose.com**

Media Kit



Hailed as California's technology capital, San Jose is northern California's largest city with over 6,000 technology companies within its boundaries. While such high-tech power players as IBM and Google call it home, San Jose also carries a rich culture steeped in art, literature and music. With its year-round temperate climate, close proximity to the San Francisco Bay and its title as The Safest Big City in America, it's no wonder why nearly a million people call San Jose home.





**250k**

Page views per month

**100k**

Unique visitors per month

Male = 45%    Local = 68%  
Female = 55%    Visitor = 32%  
Age = 18 - 49  
Income = Affluent (\$60k - \$100k)  
Education = College, Post Grad

# Enhanced Listings

Self-managed Enhanced Business Page and top placement on Business Directory Listing.

## Enhanced Business Page

- ✓ Self-managed
- ✓ Logo and photos
- ✓ Description
- ✓ Call-to-action
- ✓ Link to website

## Business Directory Listing

- ✓ Top placement
- ✓ Logo or photo
- ✓ Description
- ✓ Call-to-action
- ✓ Link to Enhanced Business Page

The screenshot shows the website for the San Jose Museum of Art. The header includes the museum's name and a large red star logo. The main content area features the museum's address (110 S. Market Street, San Jose, CA 95113), contact information (Tel: 408.271.6840, Website), and a section titled "About San Jose Museum of Art" which highlights its 2009 Best of Silicon Valley award. There is also an "Events Calendar" section with a listing for the "7th Annual Spring Benefit" on Saturday, April 24.

The screenshot shows the San Jose Museum of Art listing on the SanJose.com business directory. The listing is prominently displayed at the top of the directory page. It includes the museum's name, address (110 S. Market Street, San Jose, CA 95113), and a phone number (+1 408.271.6840). The listing also features a small logo and a brief description of the museum. Below the main listing, there are several other business listings in the same directory, including "United Vietnamese Americans", "Viet Heritage Society", "A Party Co.", "A R T Fine Arts", "Addison-Penzak Jewish Community Center Silicon Valley", and "AFRICAN ARTS Nbari".

# Featured Listings

High visibility on Channel Page + Enhanced Listing or Optimized Landing Page.

- ✓ High visibility
- ✓ Optimized description
- ✓ Unmatched branding
- ✓ Logo or photo
- ✓ Call-to-action
- ✓ Enhanced Business Page
- ✓ Business Directory Listing

The screenshot shows a web browser window with the URL <http://www.sanjose.com/attractions/>. The page features a navigation bar with links like 'Most Visited', 'Getting Started', 'Latest Headlines', and 'Apple'. The main content area displays three featured listings:

- San Jose Museum of Art**: Includes a red star logo, address (110 S. Market Street, San Jose, CA), phone number (408.271.6840), and a description of its history and exhibits.
- LeMans Karting**: Includes a logo with a red 'K', address (45957 Hotchkiss St., Fremont, CA), phone number (1.866.668.7621), and a description of the indoor go kart racing facility.
- Campo di Bocce**: Includes a logo with a bocce ball player, address (565 University Ave., Los Gatos CA 95030), phone number (408.335.4633), and a description of the venue's offerings.

On the right side of the page, there are promotional banners for 'Marriott SAN JOSE' with a 'BOOK NOW' button, 'WICKED ORPHEUM THEATRE' with 'GREAT SEATS AVAILABLE THIS WEEK', 'Think Escape' with 'California Casinos, Golfing, Sailing & More!', 'MVP ARENA' with 'San Jose Indoor Sports', and another 'Campo di Bocce' listing.

# Optimized Landing Page

Search Engine Optimized page focused on high conversion and tangible ROI.

- ✓ High conversion
- ✓ Call-to-action
- ✓ Tangible ROI
- ✓ Optimized description
- ✓ Logo
- ✓ Photo Gallery
- ✓ Video

The screenshot shows a web browser window with the URL <http://www.sanjose.com/loft-bar-bistro/?tag=trp>. The page is titled "San Jose Attractions | Featured Attractions | San Jose, California". The main content area features the "Loft Bar and Bistro" logo, which includes the text "LOFT BAR AND BISTRO" and "A CAPERS PLACE". Below the logo, the text reads "Loft Bar and Bistro", "Rooftop Dining in Downtown San Jose", "90 S. Second Street, San Jose CA 95113", "Tel. 1.408.890.7001", "Email: [Loft Bar and Bistro](mailto:Loft Bar and Bistro)", and "View: [Bistro Menu](#)". To the right of the contact information is a yellow button that says "FOR MORE INFORMATION" and "Book a Table Online" and "Email the Loft's Banquet Coordinator". Below this is a video player showing a video of the restaurant interior. The video player has a play button and a progress bar. Below the video player is a small thumbnail image of the restaurant's exterior.

# Display Advertising

Targeted branding campaigns on high-trafficked pages.

- ✓ Target specific vertical
- ✓ Strong branding
- ✓ CPM or Fixed Placement
- ✓ 300 x 250 banner
- ✓ 300 x 100 banner
- ✓ 160 x 600 banner
- ✓ 120 x 90 tiles

The screenshot shows a web browser window displaying the San Jose Attractions website. The browser's address bar shows the URL <http://www.sanjose.com>. The website features a navigation menu with links like 'Most Visited', 'Getting Started', 'Latest Headlines', and various social media and utility links. The main content area includes a large article titled 'New Anti-Foreclosure Strategy' by Danny Wool, accompanied by a red-toned map of California. Below the article are four category tiles: Real Estate (Foreclosure Lawsuits), News (Top Stories: Mar 29), Theater (Ain't Misbehavin'), and Music (Lucas Rodanbush). To the right of the main content, there are several vertical advertisements: a 'WICKED' theater ad for the Orpheum Theatre, a 'WIN BOTTLE SERVICE' promotion with 'ENTER TODAY' and 'or learn more' buttons, and another 'WIN VIP BOTTLE SERVICE' ad for Wet Nightclub in Downtown San Jose with a 'CLICK HERE TO ENTER' button. At the bottom, there is an 'Events Calendar' for March 2010, showing the date Saturday, April 3, with an event for 'Los Tigres Del Norte' at the San Jose McEnery Convention Center at 7pm. The event description mentions their 'corrido' music and their focus on truth, justice, and opportunity. A 'Voodoo Lounge' ad is also visible at the bottom right, describing it as San Jose's Dance Club and Lounge with a 'More Info' link.

# Lead Generation

Data collection service through incentive-based marketing.

1 Display advertng with special offer



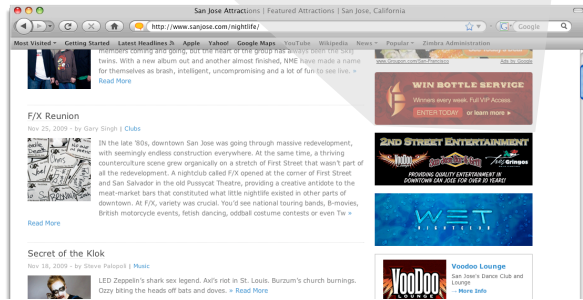
2 Special offer data collection form

Win a bottle service for 8 people at...  
**Fahrenheit Ultra Lounge & Restaurant**  
 There is one winner every month so come back often for your chance to win!

Email Address

3 User data collected in spreadsheet

EmailAddress	AddDate	First Name
emily345@yahoo.com	1/6/10 17:41	Emily
questlove@aol.com	1/5/10 14:17	Jimmy
sashamcg@hotmail.com	1/13/10 19:37	Sasha
kothari98@aol.com	1/3/10 18:11	Leslie
bob.rouch@gmail.com	1/5/10 16:51	Bob
rose.cameron@usps.gov	1/5/10 16:51	Rose
aditi.patel32@gmail.com	1/12/10 15:16	Aditi
to4eva@yahoo.com	1/4/10 21:00	Tom



	A	B	C	D	E	F	G	H
	EmailAddress	AddDate	First Name	Last Name	Male	Female	Age	Zip Code
1	emily345@yahoo.com	1/6/10 17:41	Emily	Baiger	1		29	94158
2	questlove@aol.com	1/5/10 14:17	Jimmy	Rey	1		38	94043
3	sashamcg@hotmail.com	1/13/10 19:37	Sasha	McClure	1		21	94132
4	kothari98@aol.com	1/3/10 18:11	Leslie	Kothari	1		46	92131
5	bob.rouch@gmail.com	1/5/10 16:51	Bob	Rouch	1		44	94117
6	rose.cameron@usps.gov	1/5/10 16:51	Rose	Cameron	1		46	94801
7	aditi.patel32@gmail.com	1/12/10 15:16	Aditi	Patel	1		24	94118
8	to4eva@yahoo.com	1/4/10 21:00	Tom	Quessenard	1		28	94114
9	pattarfagas@hotmail.com	1/6/10 12:29	Patty	Fargas	1		33	95134
10	kiyson.wes@yahoo.com	1/6/10 5:10	Ki Yoon	Wes	1		26	94112
11	ricardo@yahoo.com	1/17/10 16:35	Mike	Ricardon	1		30	94040
12	sophia.nakhaei@hotmail.com	1/18/10 16:23	Sophia	Nakhaei	1		23	95116
13	whitneygermain154@yahoo.com	1/5/10 18:56	Whitney	Germain	1		40	92101
14	dianesuggles@gmail.com	1/6/10 2:29	Diane	Summer	1		30	94122
15	midabeach@gmail.com	1/6/10 14:54	Neda	Beach	1		30	94110
16	ericastone2@gmail.com	1/15/10 14:35	Eric	Easton	1		32	94118
17	watkins@gmail.com	1/1/10 20:55	Emily	Watkins	1		23	95006
18	roxxmusic@gmail.com	1/6/10 17:33	Amber	Tafoya	1		27	94015
19	gregd@hotmail.com	1/2/10 18:59	Greg	Dunnard	1		28	94080
20	alexis.cola@sfusd.edu	1/3/10 19:55	Alexis	Sola	1		24	94044
21	jennacosta@gmail.com	1/5/10 14:40	Jenna	Costa	1		24	94117
22	ivan@gmail.com	1/5/10 16:54	Vivian	Vangpiat	1		27	94618
23	kimchang@usc.edu	1/6/10 15:23	Kimberly	Chang	1		27	94608
24	ben.lona@googlemail.com	1/6/10 18:41	Ben	Leng	1		22	94118
25	ben.gast@ucsf.edu	1/6/10 11:13	Chad	Park	1		21	95305
26	paul.molban@gmail.com	1/8/10 15:30	Paul	Molban	1		26	94115



# Testimonials

*“ **SanJose.com is one of my best advertising investments. SanJose.com has continuously brought us lots of new party, banquet and events customers.** ”*

Kam Razavi, Owner - Loft Bar and Bistro

*“ **Results were immediate. We were getting reservations and inquiries the very next day and revenues grew to a consistent \$10,000 in monthly revenue.** ”*

Matthew Kim, Corporate Director of Sales & Marketing - Miramar Hospitality

*“ **SanJose.com is amazing! We were able to track over \$85,000 in sales directly attributed to our placement on SanJose.com and gained 76 new customers.** ”*

Marnie Oshan, Marketing Coordinator - Sports Basement Sunnyvale



- Albuquerque.com
- Carmel.com
- Dallas.com
- Denver.com
- Detroit.com
- Houston.com
- Indianapolis.com
- LosAngeles.com
- Memphis.com
- Milwaukee.com
- Minneapolis.com
- Oakland.com
- Philadelphia.com
- Raleigh.com
- SaltLakeCity.com
- SanAntonio.com
- SanFrancisco.com
- SanJose.com**
- SantaCruz.com
- Seattle.com
- StLouis.com
- StPetersburg.com
- WashingtonDC.com

SanJose.com is part of the Boulevards City Guide network. Boulevards City Guide network spans across the entire United States and has **a major presence in 21 of the top 30 markets in the US**. Boulevards intuitively named url's generate over 2.5 million visitors each month.



# Contact

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