

A sample of how ShopInBerkeley can work for you

The screenshot displays the ShopInBerkeley website interface. At the top, there are navigation links: Home, Shop by Neighborhood, Shop by Type of Business, and Sign up. Below this, a featured listing for 'E-Z Stop Deli' is shown, including its address (2233 Shattuck Avenue), phone number (510) 548-9544, fax number 548-9578, and hours of operation. A photo of the store is included. To the right of the photo, there is a description: 'Providing a complete selection of beverages, snack foods, pastries. Fast and friendly staff. Complete Deli: Fax in your order, we'll have it ready in 30 minutes.' Below the description, there are links: 'View our deli menu and print an order form.' and 'Coming soon: Full-service catering.' A 'Founding Member' badge is positioned below the photo. To the right of the main listing, a vertical text box reads 'From your home page, one click takes your customers'. Below the main listing, there are two smaller screenshots: one showing the 'E-Z Stop Deli Menu' with categories like Sandwiches, Vegetarian Sandwiches, and Lunch Plates, and another showing a 'For Your Order' form with a grid for items and prices. Arrows indicate the flow from the main listing to the menu and then to the order form.

Possibilities for your site at ShopInBerkeley.com:

- ☺ Restaurants with take-out or delivery can post their menus.
- ☺ Retail stores can list their specialties
- ☺ Contractors can list specialties and post photos of samples of work.

Features and options:

- ☺ Full color web pages.
- ☺ Photos of store and/or merchandise.
- ☺ Scanning of your logo or photos.
- ☺ Links between up to three pages.
- ☺ Table of contents/index on larger pages.
- ☺ Each page has a link to a Yahoo[®]-based maps that allow out-of-town customers to ask for driving directions also.
- ☺ Links to your own web site that open in a new, full-screen window.
- ☺ Adobe Acrobat PDF pages: these print out the same regardless of the customer's computer or printer.
- ☺ Co-link with neighboring businesses to coordinate one-stop shopping and increase your visibility.

ShopInBerkeley.com Indexes:

- Shop by Neighborhood
- Shop by Business typ
- Alphabetical listing

ShopInBerkeley.com contributes back to the community:

- ☺ 20% of operational profits (before salaries!) will be contributed to local non profit organizations.

Don't forget UC students:

Every year, over 10,000 new students come to UC Berkeley. Most of them have access to the internet at home or at school. Students are looking for clothes, food, services, entertainment, and more. ShopInBerkeley provides an easy to remember name for these computer-savvy students to find your business.

Rates:

Remember: **All sites are free through 2000!**

After that, for businesses with less than \$3 million annual gross receipts:

- ☺ \$20 per month, if paid monthly;
- ☺ \$108 per 6 months (10% discount); or
- ☺ \$192 per year (20% discount).

Larger businesses pay only double these rates.

What does ShopInBerkeley.com offer me?

You may be swamped with internet companies at your door vying for your business. You may already have an internet site. Your business may be listed on Sidewalk.com or sfgate.com.

My goal is to provide a quality internet index to small businesses in Berkeley. Many businesses don't have their own web site, and ShopInBerkeley will provide them with a low-cost, small corner of the internet. My goal is **not** to provide highly interactive products and services, but rather to provide customers and clients 24 hour access to information about:

- ☛ business hour
- ☛ products and services
- ☛ address and phone number
- ☛ maps to each business
- ☛ links to each business's own web sites (for those who have one)

Our pages are designed for **speedy download on all** internet connections with:

- ☛ no annoying ad banners from other businesses;
- ☛ minimal and compact images;
- ☛ alternative text for all images;
- ☛ no Java, Javascript, or other "bell and whistle" codes.

Advertising campaign for 2000.

When 100 members join, ShopInBerkeley will provide:

- ☛ Three weeks of saturation advertising in Berkeley Daily Planet, Daily Cal, and East Bay Express.
- ☛ *Static cling* window decals offered to all members: "Visit us at ShopInBerkeley.com"
- ☛ Press releases to local and internet focused media.

Your only commitment:

As one of the first 100 members, you agree to contribute \$20 to the ad fund when we reach 100. All 100 company names will be listed on the ad.

The first 100 members will also receive an additional three months free, and a "Founding Member" image on their listings.

How is ShopInBerkeley.com different from Sidewalk.com and sfgate.com?

- ☛ These companies attempt to serve the entire Bay Area, or beyond. In doing so, they demand that customers search through a much more complex hierarchy. ShopInBerkeley lists you by neighborhood, type of business, or alphabetical.
- ☛ They use script languages and lots of graphics that slow down their download. We use text and small, compact images.
- ☛ When these sites are free, they are "ad driven." They use up valuable screen space with ads for businesses other than yours.
- ☛ On the free sites, you do not control the web site. At ShopInBerkeley, you tell me what you want your site to say.
- ☛ The sites that charge for your listing are high priced due to their high overhead and emphasis on adding lots of "bells and whistles" to your site. At ShopInBerkeley you'll get a clean, simple site that loads quickly, even for those using phone-line modems.

How is ShopInBerkeley.com different from Pacific Bell SMART Yellow Pages®?

Yellow pages ads have always been a great resource for businesses, yet they are:

- ☛ Expensive. We offer full-color ads with more space than a full phone book page for only \$16/month.
- ☛ Static: once your ad is placed, you can't change it until the following year. You can change your ShopInBerkeley web pages up to three times each year.

ShopInBerkeley.com is a registered internet site housed on computers at LanMinds, a local internet service company. The site is temporarily accessed at:
www.amosslee.net/shop/

ShopInBerkeley.com

Berkeley's Online Business
Directory

Presenting a "Yellow Pages" type web directory for Berkeley

- You control the content
- No annoying ad banners from other businesses.
- Run by a local small business with a real person you can see and talk to.

ShopInBerkeley offers:

- ☺ Free listings until 2001
- ☺ No strings attached. If you aren't satisfied by 2001, you have no further commitment or obligation.
- ☺ Low rates guaranteed for 2001.
- ☺ No work required on your part other than providing the text for your web pages.
- ☺ Owned and operated by a Berkeley public school teacher with fifteen years of business and computer experience.

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