

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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