



[www.LosAngelesTown.com](http://www.LosAngelesTown.com)

# Japanese Portal Site Media Kit

[contact@losangelestown.com](mailto:contact@losangelestown.com)

858-650-0351

8787 Complex Dr., Suite 115, San Diego, CA 92123

# What is Los Angeles 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 Los Angeles Town



Buy/Sell  
Car



Real  
Estate



Column  
Articles



Monthly  
Presents



Forum



Business  
Reviews



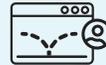
Japanese  
Grocery  
Sale Info

## Statistics of Los Angeles Town



Page Views

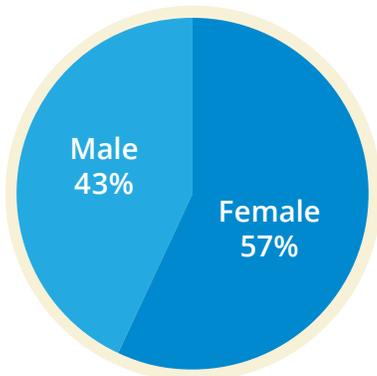
approx.  
**50K**/mo



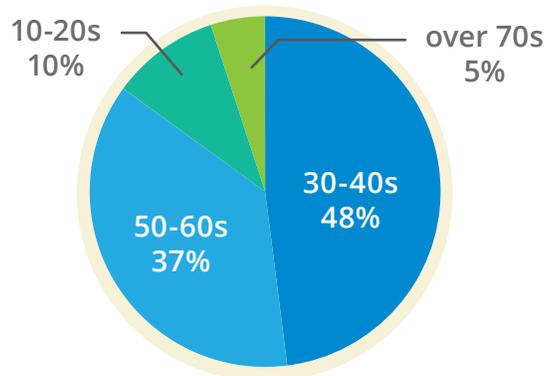
Bounce Rate

approx.  
**38%**

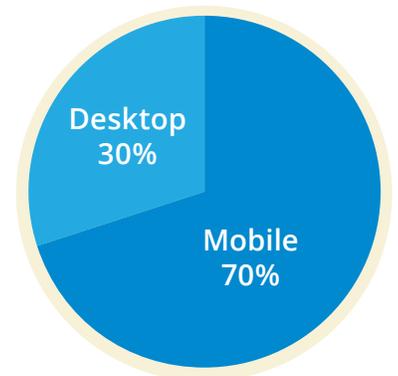
### Gender



### Age



### Device



### Number of Japanese Residents

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

Los Angeles : **65,044**



# Variety of plans to suit your business style

## ONE-PAGE WEB ADVERTISEMENT

Most Popular & Cost-effective!

### Sample advertisement page

The screenshot shows the Los Angeles Town website interface. At the top, there's a navigation bar with 'メニュー', 'サイト検索', 'シェア', '新規登録', and 'ログイン'. Below that, a 'Town Guide' sidebar lists categories like 'Town Walker', 'Town Info', 'Town News', 'Town Events', 'Town Community', and 'Town Services'. The main content area features a 'Web, Email Hosting - PSPINC Web Email Hosting' advertisement. It includes a hero image of a woman at a laptop, a '必要なのは\$8.25/mo~だけ' (Only need \$8.25/mo~) headline, and a 'ホスティングとは' (What is hosting) section. Below this is a 'Pricing' table with three columns: 'One month contract \$200/mo.', 'Six month contract \$180/mo.', and 'One year contract \$120/mo.'. A 'Special offers' section mentions 'Special offers available for one year contracts or by contracting together with San Diego Town!'. A 'Page Design Fee' section lists '\$320 one-time fee'. At the bottom, there's a 'Details' section with bullet points about content limitations, update ease, CMS, and information lists. A 'PLUS!' section lists additional features like column publication, reply to reviews, up to 5 job postings per month, and monthly access reports. The footer includes the Los Angeles Town logo and contact information: 'contact@losangelestown.com | 858-650-0351'.

### 3 points that sets apart Los Angeles Town

- 1 Effective for SEO since it's a web-base information site!**  
If you do not have a website, you can use it as an alternative!  
You can also use it as a substitute for your own Japanese language website.
- 2 FREE 5 job postings per month! (reg. \$70/mo)**
- 3 Priority ad listing on Los Angeles Town's SNS and weekly newsletter!**

| — Pricing —                            |  |                                       |
|--|--|---------------------------------------|
| One month contract<br><b>\$200/mo.</b> | Six month contract<br><b>\$180/mo.</b> | One year contract<br><b>\$120/mo.</b> |

**Special offers available for one year contracts or by contracting together with San Diego Town!**  
Please contact us for details.

**Page Design Fee**  
**\$320**  
one-time fee

\* Edits and updates up to one hour per month are included. Advertisement page are editable with CMS.

- [ DETAILS ]**
- ▶ No limitation on ad space or amount of content!
  - ▶ Easily update your business info anytime from admin panel.
  - ▶ CMS (Contents Management System) is installed so you can edit contents, add images, change layouts, etc. by yourself!
  - ▶ Lists basic and detailed informations about your business.
- PLUS!** Following features are included with one page ad
- ✓ Column Publication
  - ✓ Reply to reviews
  - ✓ 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



### A must-have to grow your business!

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 <sup>DEAL!</sup> | 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

\* visual slightly differs depending on device

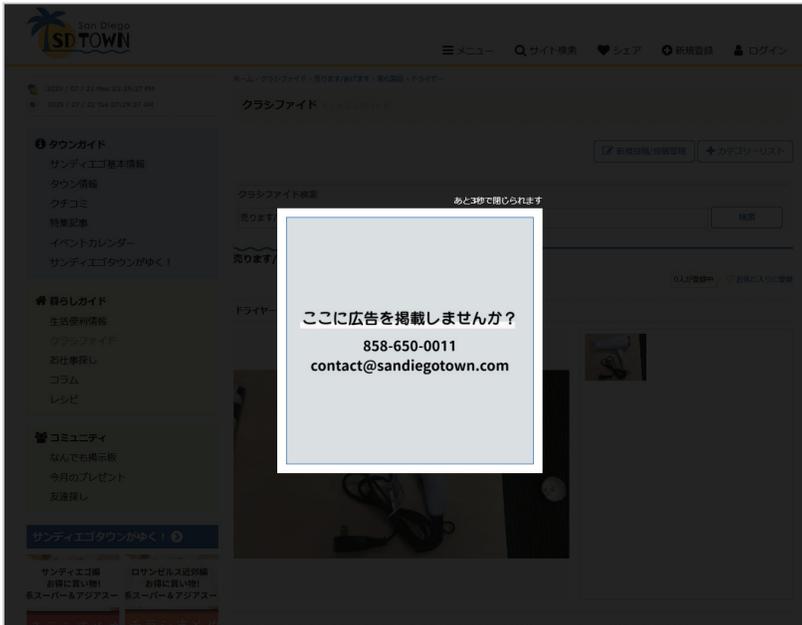
# Variety of plans to suit your business style

## POPUP ADVERTISEMENT

Popular ad format!



### ▼ Popup advertisement placement



### ★ 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.

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

## 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!

contact@sandiegotown.com | 858-650-0351



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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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