



## Advertiser's Package

**BikeClub**, Osaka's hottest Internet community, is quickly becoming *the* source for information about what's going on in Osaka. With events listings, photo galleries, a business directory, discussion forums and more, BikeClub is on top of what's up in Osaka.

BikeClub World Headquarters  
556-0016  
Fulora Nakajima #202  
Nishinari-ku 1-6-19  
Osaka, Japan  
bikeclub@bikeclubosaka.com  
www.bikeclubosaka.com

BikeClub uses the latest Internet technology to connect advertisers to prospective customers better than ever before. Imagine: *your* contact information, *your* map, *your* events, *your* photos - *everything* is linked together on the site. With more than *150,000* page views per month, you *will* get noticed by BikeClub's users.

Include some banner ads for extra impact and the power of your advertising goes up. Do an e-flyer promotion and it goes up again.

Then, imagine that every week your event information is e-mailed directly to hundreds of people who like to go out in Osaka. Now you're starting to see the potential of advertising on BikeClub.



### What is BikeClub? <<<

BikeClub is an Internet community focused on nightlife and culture in downtown Osaka. Launched in January, 2005 by Erik Archer and James Russell, BikeClub now has<sup>1</sup>:

- 600+ registered users
- 3000+ unique hits/month
- 130,000+ page views/month

BikeClub consists of 4 main sections:

- **Events calendar:** *200+ events/month*  
Our calendar has the most complete listings in Osaka. With events in 7 categories, people check *BikeClub* to see what's up
- **Photo galleries:** *3700+ photos*  
Our extensive photo galleries show Osaka nightlife, fashion, art and more. Get your own gallery and show off your business!
- **Business Directory:** *100+ businesses*  
Our growing directory includes contact information (including live e-mail and URL links), descriptions, maps and photos
- **Forums:** *3200+ posts*  
Our forums are a great place to exchange information about life in Osaka. People discuss upcoming events, music and where to eat, drink and shop downtown

#### Quick Fact

Since January 2005, BikeClub has had more than **1,300,000** page views. The current average is over 4,000 page views a day.

<sup>1</sup> As of August 1, 2006



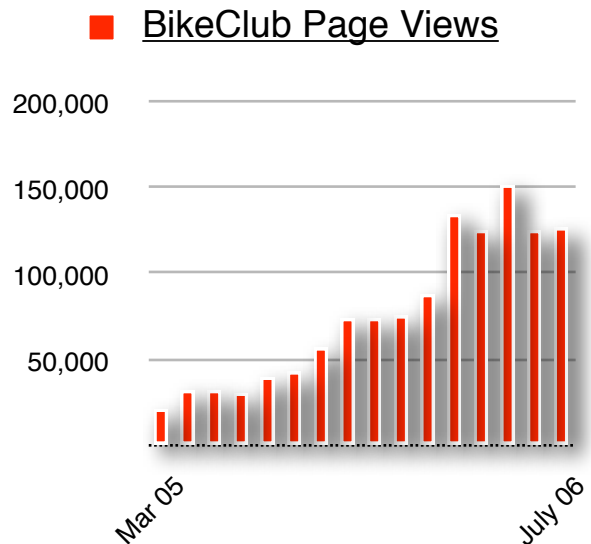
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How do we know our community model works? The proof is in our growth. Since its inception, BikeClub has enjoyed solid growth and a consistently high number of page views every month.

With new promotions and upgrades constantly being developed, *BikeClub* is working hard to keep growing. That means more customers to see your banners, photos and business profile.

### How's Traffic? <<<



### Quick Fact

Type "Osaka nightlife" or two dozen+ other key words into Google ([www.google.com](http://www.google.com)) and BikeClub comes up at the top of the page.

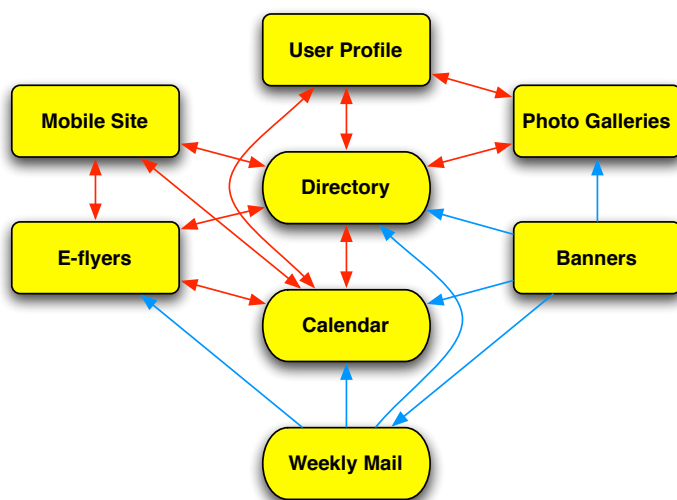


Find *BikeClub* on your cell phone too. *BikeClub's* mobile site will soon have every event in *BikeClub's* calendar available on-line. With photo galleries and a forum coming soon, our mobile and PC sites will be seamlessly integrated.

### Bike Club Mobile <<<

### Looking to the Future <<<

*BikeClub* is not just growing rapidly, it is evolving rapidly. *BikeClub* 2.0 is currently in development. With a custom-designed interface and plenty of new features, it's going to offer our users a lot more.



It will also offer our advertisers more. We'll be able to help you target your audience better than ever before by age, sex, language, location and more.

For example, put some keywords on your banners - e.g. "Shinsaibashi" - and see your banners come up when users browse through Shinsaibashi-related content.



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## The Right Package <<<

With 4 different packages, we're confident we have something to meet your needs.

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Monthly Package	Features
¥5000	<ul style="list-style-type: none"> <li>Premium Directory listing</li> </ul>
¥20000	<ul style="list-style-type: none"> <li>Premium Directory listing</li> <li>Calendar + event search</li> <li>6000 banners</li> </ul>
¥50000	<ul style="list-style-type: none"> <li>Premium Directory listing</li> <li>Calendar + event search</li> <li>15000 banners</li> <li>Own photo gallery</li> <li>1 event per week listed in mail</li> </ul>
¥80000	<ul style="list-style-type: none"> <li>Premium Directory listing</li> <li>Calendar + event search</li> <li>25000 banners</li> <li>Own photo gallery</li> <li>2 events per week listed in mail</li> </ul>



## Five Options <<<

The packages include 5 different options:

### Quick Fact

BikeClub reviews:

"Best of Japan on the Web"  
-Japanzine 2006 web issue

"Don't Miss!"  
-Kansai Time Out

### #1: The Directory <<<

Our fully-searchable directory currently has over 100 businesses. The directory is sortable by either name or location.

A premium listing includes contact information (including live e-mail and homepage links), a full description, a map and up to 3 photos.

Your directory listing can include a search feature customized to display *all of your* upcoming events in the calendar and a link to your own photo gallery.



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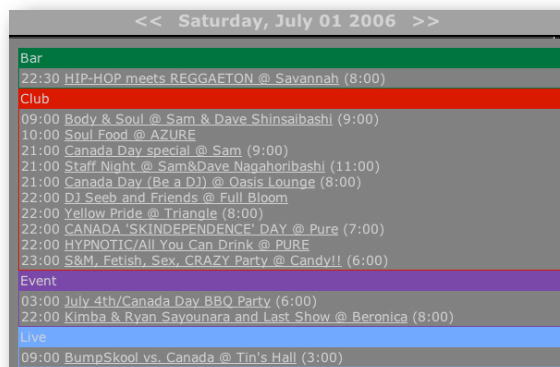
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Our calendar has extensive listings for many different kinds of events around Osaka and beyond - more than **200** different events a month.

Just e-mail us your flyers and we'll upload them with your event information!

All events listed in the calendar will also be available on our mobile site, so people can find out what's happening anytime, anywhere.

### #2: The Calendar <<<



### #3: Banner ads <<<

Add some banner ads to your package and see your presence grow. Displayed prominently at the top of every page, banner ads are your chance to brand your name and logo anywhere on BikeClub.

Run several different banners - at *no extra charge*. Link them to different areas of your own website or link them to places on BikeClub, e.g. to your directory listing, your photo gallery, or to specific events in our calendar. It's easy!

Every month, you will receive a report with data on how often your banners were viewed and clicked on. Use this information to update your designs and improve your ads. Update your banners at any time - it's free!

### #4: Weekly mail <<<

Every Wednesday, BikeClub sends out our "BikeClub News" e-mail to every registered user. We include information about new content (e.g. articles, DJ mixes, photos) and this weekend's events. Get your own reserved space to list your event!

Every listing is linked to the event our calendar and to your information in our business directory.

Want to give an event some extra push? Get one of your banners included in our weekly mail to all of our members! See *Special Promotions (p. 5)* below.

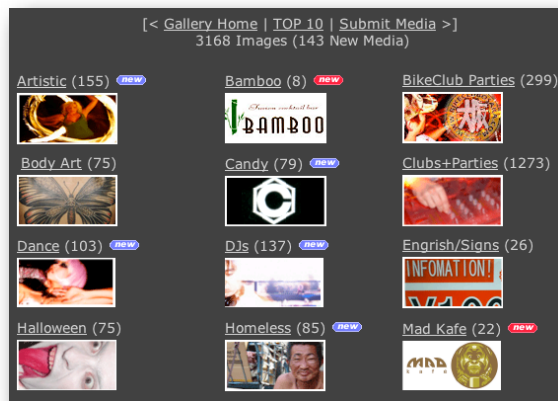


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Get your own gallery included in our photo section. With more than 3,700 pictures already in the galleries - and growing weekly - make *your* pictures easy to find! Your directory listing will include a link directly to your gallery.

### #5: Own Photo Gallery <<<



### Special Promotions <<<

Want to give something an extra push? No problem. We have 3 powerful ways to help you:

#### Quick Fact

BikeClub's photo galleries are hot! The galleries have logged more than 250,000 hits in the last 12 months.



### #1: Mail Banners <<<

Put a banner in our weekly mail. Sent directly to more than 600 members, mail banners are a great way to grab attention.

Each mail has *only one* banner space - make sure it's *your* banner there! Mail banner spaces can be reserved for only ¥5000 per week. Book your spaces soon!

### #2: Special Campaigns <<<

2. Run a special banner campaign for a limited time, e.g. for just one week before your big event. We can set banners to start and stop at any time.

Use some of the banner views that you've already signed up for or buy extra ones so you can keep showing all your other banners just as often - *plus* your special campaign. Contact us to find out more!

### #3: E-Flyers <<<

E-flyers are coupons that people can access on their cell phones any time, anywhere; stop paying for paper flyers that go in the trash!

Arrange an E-flyer with us and we'll include it in the mail and promote it on the site. 100% convenient, we've had a great response to this feature. Use it to promote your business!



## Advertiser's Package

### Advertiser Reports <<<

You want to know what you get for your money. Our monthly advertising report provides detailed information.

If you have banners, you will receive a report showing exactly how many times each of your banners were shown and how many times they were clicked on. If you have your own photo gallery, your report will include how many photos you have and how many hits your gallery has received.

When BikeClub 2.0 is released, your report will also include how many hits your directory and calendar listings get.

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### Ad Specs <<<

Still images, animated GIFs, Flash animations - we can run every major format. Get in touch with us for more technical details.

Banners are 375 pixels wide by 75 pixels tall.



#### Quick Fact

Banners that get updated regularly get **more** hits. Banner updates are *free!*

### Payment Options <<<

BikeClub bills monthly. At the beginning of each month, we'll send you a report with statistical information on your previous month's banners and photos. Then you can simply transfer the funds into our account or meet with us personally to settle your bill.

### Find Out More <<<

Don't wait - contact us today! Find out how BikeClub can help you connect with your market:

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