

Why Advertise

This hyperlocal blog focuses on Indian people in Tri Valley area of San Francisco Bay Area - outer east bay.

Trivalleydesi.com reaches every second or third Indian family in the Tri Valley area (see in-set above) - helping them connect to each other in matters of child care, household help, education, events, etc.

Having your name/logo/message reach these many eyeballs is a great opportunity for awareness, brand building, and simply for steering traffic to your business/website.

Content and Reach

As of Dec 2016 it has 2,370 Registered Users, 2,350 Posts, 3,150 Comments, 190,000 Words in Posts and 83,000 Words in Comments, and 150 Categories. Another 700 subscribe to RSS feeds. There are average 1000 Daily page loads, 400 daily visitors, and 80 repeat visitors (based on Web Analytics software Statcounter), and growing.

On average there are 15 posts every week, which are emailed as a digest to all registered members once a week, and 2-3 times a week to RSS subscribers.

About the site

Trivalleydesi was created in 2009, and over past many years it has served as a very active, one-of-its-kind message board that has really helped the small and home based businesses connect with residents who have been in turn looking for services.

It is a top result site for many search queries when it comes to Indians and services in Trivalley area.

Just browse through the pages/blogs through years to get a better idea.

Thank you for your interest in advertising on www.trivalleydesi.com.

The site only allows content that is local, that is then curated, and properly categorized. It also keeps spam and frivolous comments away. It creates an experience which is serious, purposeful and useful for the local community. In the last seven years, it has helped foster a good people to people connection, as well as has helped many small businesses to bring forth their services in front of the community at large.

As a business or service provider, you now have an option to advertise on this site to give some continuous exposure to your name/logo, and stay in front of it's growing visitors.

The \$s partly go towards supporting the hosting costs (the site recently moved to it's own dedicated server due to increased user base), and provides a way for you to engage further with the community (there is a limit on how often you can normally post).

Currently new ad images are being added to the left column (if you see the site on a PC).

To clarify

- If you want to do a post, [click here](#) (free - once in 3 months).
- If you want add to the business directory, [click here](#) (free - limited to directory list).
- If you want to advertise (paid), continue here.

According to **2010 US Census**:

- Dublin has 3,116 Asian-Indians, i.e 6.8% of total population
- Pleasanton has 5,214 Asian-Indians, i.e 7.4% of total population
- Livermore has 1,578 Asian-Indians, i.e 1.9% of total population
- San Ramon has 8,179 Asian-Indians, i.e 11.3% of total population
- Danville has 745 Asian-Indians, i.e 1.8% of total population

Total about 20,000 - and anecdotally going by how many more have moved to this area in last six years, the figures are now closer to 30,000.

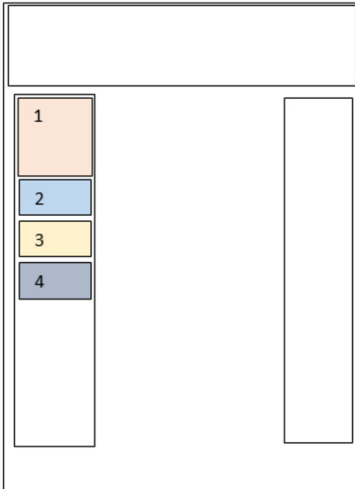
TrivalleyDesi has 2350 registered users - about 700 people subscribe to the RSS feed, and many still have just commented (and follow the posts) or are active readers. With an average family size of 4, this easily represents that the reach of this site easily is every second or third Indian family in the Tri-Valley area



Thank you admin@trivalleydesi.com. Your interest has been noted.

Advertising on the site gives your business and brand the following benefits:

- (1) Build Awareness
- (2) Influence Consideration, like visit your website, engage with your content
- (3) Call your business, visit your business, take an action on your website or buy on your website (these really depend on your website)



Ad Position: Currently you will be given a random position on the left side column, as seen on a PC screen. Additionally on most mobile devices (and also PCs) you will see the ads as a popup (once a session, on any page). See the red boxes on the image. The ads rotate upside down in order, every week or two. As per the current set up, all the ads are visible on all pages on the PC, giving a high exposure to your message - but that is not guaranteed. As an administrator I keep experimenting to find an ideal way to be fair to all the advertisers. If the page loads keep increasing, the ads may start undergoing a rotation, and not stay visible on all pages all the time. However, rest assured that the total impressions would only increase.

The Ad placement policy could change depending on the interest from local community/businesses. For example, the ads would gradually be expanded to both left and right columns on the site. There is no limit on the number of ads that will be accepted, or from same business type, as everyone in the community should get the fair opportunity.

The cost of the ad would be:

- USD 100 for 3 months.
- USD 360 for 12 months.
- USD 30 for a sponsored post.
- or please contact if you would like to discuss a custom plan

<https://www.google.com/search?q=child+care&tbm=isch&source=Int&tbs=isz:ex,iszw:200,ish:100>

You will supply the image of the ad in the size of 200 by 100 pixels. [See some samples.](#)

Developing the image needs some graphic skills, like Photoshop, GIMP, etc. As a favor, we can help you develop a simple version once you have signed up.

FAQ:

- Can I get a header banner? => No, not at this time
- Can I get a larger size? => It will cost more, and can be discussed.
- What is the minimum duration? => Three months
- How often can I change the Ad image? => Once every six weeks, if provided ready to be uploaded. No design discussions.
- How many clicks will I get? => Depends on your message/call to action.
- Do you provide any statistics on clicks? => Not at this time. You can measure it on your own site landing page - we do provide links with a 'utm' code.
- Is the ad visible on all pages, or only home page? => All pages. The placement is dependent on the device being used.
- What is a sponsored post? => If you want to put in a post sooner than three months for a specific reason, you can. Just create a post as usual, and if you pay to make it a sponsored post, it will be posted on the top of the batch, and will show up on the top in the weekly email or rss feed.
- What if there is more than one Sponsored post in a weekly cycle? => Usually the first sponsored post goes on the top, and so on. But it could change based on the type of the post, and its usability to community as decided by the Administrator.
- Can I do regular Sponsored Posts? => Only once in two months.

If you have further questions, please contact admin@trivalleydesi.com, or just move to the next [step](#):

I acknowledge these terms and conditions:

- (1) I am authorized to act on the behalf of the entity/business that the ad, its content and link pertain to.
- (2) The ad will be active for period selected above from the date when it first goes live
- (3) I understand that the ad placement/rotation policy may change from time to time based on site design, community interest, etc.
- (4) The ad will run continuously for the said period, and I can request it to be taken off, but with no refunds or pro-rated refunds
- (5) I will supply the image and link within a reasonable time (not to exceed 7 days)
- (6) My ad content adheres to these general site [terms and conditions](#).
- (7) The Ad Blocker software in user browsers may block an Ad. We would work with you to fix the issue, but there is no guarantee as it depends on your keywords. It does not effect this agreement.
- (8) I understand that all rights are with TriValleyDesi.com Administrator, and in interest of members and the site, any Ad can be declined at any time without any reason needed to be provided.
- (9) I agree to the above and promise to pay the amount by choosing the option and clicking on the button below.

Options

3 months \$100.00 USD
3 months \$100.00 USD
12 months \$360.00 USD
Sponsored Post \$25.00 USD

You will be taken to Paypal to process the payment using any major credit card. Your payment information is only used by Paypal to process the payment, and is not available to us.

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What to expect next:

- * The Paypal invoice will be emailed to you once the payment is received.
- * We will contact you within next 24 hours and start working with you on the ad image. Hopefully you can provide one, or as a favor, will work with you to create a simple copy based on the information/content provided by you from website/brochure.

Aug 11, 2017