



The World Wide Connection In Bowling Service
Since 1997

Thank you very much for your interest in Bowl-Tech.

Bowl-Tech has been online since 1997 and is the World Wide Web leader in bowling service. Currently Bowl-Tech receives thousands of visits per day and is growing each day. There are many different groups who visit within the industry such as mechanics, proprietors, managers, service companies, parts distributors, parts manufacturers, lane maintenance persons, pro shop owners, instructors, and marketing managers, just to name a few.

Bowl-Tech is essentially a large World Wide Web bowling center maintenance library. Many mechanics and proprietors from all over the world contribute their experience and expertise to Bowl-Tech in many ways. Included in this information packet is a picture of the main Bowl-Tech online menu. There you will see how to navigate to the different features on Bowl-Tech.

By far the most popular feature of the site are the online forums. The forums allow up to the minute communications with people involved in our business all over the world. Bowl-Tech forums are divided up into several topics making it easier to find what you are looking for. The forums also have a search option for looking information up in our archived messages as well, so you do not miss a thing. There are new contributions to the site daily.

The Bowl-Tech mission.

Bowl-Tech will provide FREE of charge to our visitors the means to share information and ideas. Since the beginning of modern day bowling there have been no publications or any kind of media that has allowed us to connect as bowling service persons. Bowl-Tech is changing that now.

Our industry is filling up with high tech equipment and ultra modern facilities. I see Bowl-Tech as a tool to help us face up to and take care of the needs of our facilities old and new, keeping first and foremost our customers' needs in mind as we start the 21st century.

Bowl-Tech will be maintained with integrity by people involved in our industry. The site will grow to fit the needs of our visitors and will always keep an open ear to ideas for new features or services.

I hope you will drop by for a visit. Just point your World Wide Web browser at <http://www.bowltech.com>

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Bowl-Tech Graphical Advertising Options



The World Wide Connection For
Bowling Service Since 1997



Bowl-Tech » Forums Welcome Mike Wilson. [Log out]

Control Panel Portal Page Forum List My Stuff User List Calendar Active Topics Search FAQ

Shout Box

[loevnss] good evening everyone

[mrpinspotter] hey joey

[A2nut] hey chuck!

[A2nut] wuzup ekel!

[A2nut] anyone out here?

[Mike Wilson] Good Morning Everybody !!

[junkmonkey] good mornin

[Bowler4Ever] 'ello all!

Shout Reset

Bowl-Tech General Chit Chat
Forums for general discussion, off topics

Forums	Threads	Posts	Last Post
Bowl-Tech General Discussion (3 viewing) General Discussion	6688	88742	Re: My kind of woman (Mike Wilson) - 14 minutes 12 seconds ago
Tools of the Trade (1 viewing) Tools of the Trade	17		Re: ... (Mike Wilson) - 2007 05:55 PM
Bowl-Tech Visitors Job Bowl-Tech Visitors	34		Ball Ideas... (Mike Wilson) - May 08, 2007 09:34 PM
Safety Safety in our Bowling	30		... (Mike Wilson) - Today at 06:16 AM
Completed Polls Previous polls held on Bowl-Tech	10	417	Re: Smoking allowed or NOT... (Bob) - May 07, 2007 07:15 PM
New Products This is a New Product Release Area. Posts by Subscription Only.	1	1	Welcome New Products Forum (Mike Wilson) - 40 minutes 26 seconds ago

New Product Forum

Classic Banner 468 x 60 Pixels On Every Page

Featured

Felix Erickson Company

Pinsetting Equipment Forums
Pinsetting equipment forums

Forums	Threads	Posts	Last Post
Pinspotters AMF (3 viewing) Discussion of AMF Pinspotting Equipment		35222	Re: New Super Clutch (*70*PinMonkey) - Today at 12:24 PM
Pinspotters AMF 82-30 Discussion of AMF 82-30 Pinspotters		5990	Re: Counter balance weight... (the_blue_dragon) - May 06, 2007 08:21 AM
Pinsetters Brunswick (6 viewing) Discussion of Brunswick Pinsetting Equipment	198	37023	Re: lift rod covers 101 (EdFox) - Today at 12:05 PM

Featured 164 x 164 pixels Above or Below Shout Box

Who's Online
11 registered ([junkmonkey](#), [jdwl977](#), [Wes Link](#), [murphyman](#), [Tall Paul](#), [JB1975](#), 1 invisible) and 32 anonymous users online
[details](#)

Product Showcase
[Rinker Sales Pro shop displays](#)

Site Navigation
[Vendor Showcase](#)
[Check Your E-Mail](#)
[Training Classes](#)

Automatic Scoring Systems Forums
Automatic scoring equipment

A picture of a pinspotter stop will be posted here each month. At discussion will be opened up on possible causes and remedy for th

Forums
AMF Scoring Systems Discussion AMF scorer and related equipment
Brunswick Scoring Systems Discussion Discussion of Brunswick Scoring Systems and related equipment
Qubica Scoring Systems Discussion Discussion of Qubica Scoring Systems and related equipment
Steltronic Scoring System Steltronic Scoring Systems Discussion.
Vantech Scoring Vantech Scorer systems discussion

Product Showcase


Menu
Bowl-Tech
Yellow Pages Main
Submit Listing
Compare
M
N
O
P
Q
R
S
T
U
V
W
X
Y
Z
Site

Featured banners are displayed here at random

Search	
Keyword	Category
<input type="text"/>	Select Category
City	Zip
<input type="text"/>	<input type="text"/>
<input type="button" value="Search"/>	

Classic banners are displayed here at random

Featured Products



Pro shop slat wall bowling ball display holder
Please contact Rinker for details, pricing and availability

Product image will display here at random just like a banner.

Much less friction between stop blades & roller

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

- [Billiard Supplies \(0\)](#)
- [Bowling Parts \(9\)](#)
- [Electronics \(2\)](#)
- [Equipment Installers \(0\)](#)
- [Lane Supplies and Equipment \(1\)](#)
- [Mini Golf \(0\)](#)
- [Pro Shop Supplies \(1\)](#)
- [Pin Suppliers \(1\)](#)
- [Scorer Equipment and Repairs \(2\)](#)
- [Software \(0\)](#)
- [Technical Support \(1\)](#)
- [Trophies, Awards & Apparel \(0\)](#)
- [No Category Yet ! \(0\)](#)

Company name and listing will show here at random

- Featured Listings**
- [Goldstar Scoring](#)
Mechanicsburg, Ohio, United States
Home of the TS2
 - [Murrey International](#)
Los Angeles, Texas, United States
Murrey International Bowling Products
 - [Felix Erickson Company](#)
Mount Holly, New Jersey, United States
Felix Erickson Company has been serving the
 - [The Kegel Company](#)
Lake Wales, Florida, United States
The Home of Bowling Solutions

Recent Listings
Bowl-Mart Supply Springfield, Oregon, United States Parts and Consumer Supplies 09-06-2008
Goldstar Scoring Mechanicsburg, Ohio, United States Home of the TS2 09-06-2008

Featured

Image size is 164 x 164 pixels approximately 1.7 inches square (4.3 cm)
Displayed on every page below the shout box

Product Showcase

Image size 164x40

Displayed between in left hand column of very page. Links to your contact info and 1 picture
In the product showcase forum. This is a non discussion forum.

Classic Banner

Image size is 468 x 60 approximately 4.9 x .6 inches (12.3 x 1.6 cm)

Displayed at top of every page next to Bowl-Tech logo

BowlingYellowPages.com

For a limited time if you purchase a Featured, Showcase or Classic banner you get a free “Advanced” listing in the BowlingYellowPages.com

Advanced BowlingYellowPages Listing

Up to 10 categories that your company can be listed under

Side box featured product listing

3 Product image uploads

3 Regular image uploads

3 Document uploads

Your company listed at random in the “Feature Listings” column

New Product Listing Forum

This is **YOUR** own forum in the New Products Group that allows posting of new product information. In this forum graphics images and information on your new product and company can be listed. Including links to your web site, downloadable documents and even a poll that visitors can take. You have a choice of being able to allow public comments or Q&A that can be moderated by your company. Or you can just keep it a public announcement with details and no discussion. Your forum will be active for 30 days.

Bowl-Tech graphic advertising rates as of October 1, 2008

Bowl-Tech web site advertising does something that not all magazines do; they get into the hands of the mechanics.

Banner and graphics advertising is by far the most popular means of advertising on the Internet today. A banner on Bowl-Tech appears in just about all pages on the site.

When a Banner, Featured or Showcase ad is clicked it can direct a visitor to your web site or a web page set up on Bowl-Tech. All banners can be remotely hosted be in .gif, .jpg or flash file types.

Featured

Month to Month rate \$50

3 Months prepaid \$135 10% Savings

12 Months prepaid \$510 15% Savings

Product Showcase

Month to Month rate \$15

3 Months prepaid \$40.50 10% Savings

12 Months prepaid \$153.00 15% Savings

Classic Banner (most popular)

Month to Month rate \$65

3 Months prepaid \$175.50 10% Savings

12 Months prepaid \$663.00 15% Savings

New Product Forum

1 Month rate \$150 (30 days)

Multiple months not available at this time.

BowlingYellowPages Advanced Listing Only (No Banners)

6 Month Rate \$150

1 Year Rate \$250

Banner design fee if Bowl-Tech Inc. Makes your banner \$75

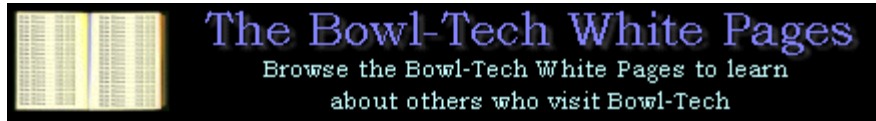
For payments online using credit cards and Paypal visit www.bowltech.com/payments

You can also visit our online payment and upload page if you have designed and have a banner ready to go

Visit www.bowltech.com/banners

When we design a banner or graphic we put it online for your private viewing for your approval. Bowl-Tech will charge nothing until you approve a banner.

When your banner is clicked it can take your potential customer to your web site or a specials advertising page that can be set up on Bowl-Tech. If your company would like to set up an advertising page on the Bowl-Tech server please let us know and we can forward cost information and details to you.



If you have your own graphics design person design and create your banner some things they need to keep in mind, it is being displayed on the internet and should load in a reasonable amount of time.

There are no design or set up fees if a banner is supplied by your company providing Bowl-Tech does not have to make any adjustments to the file to make it fit our size format.

All you have to do is attach the banner to an email you send to us and you are all set. We will invoice you for your advertising based on the fee's listed above. Online payment is now available just ask Mike where to go for that.

If you are interested please send us a note at btbusiness@bowltechinc.com or you can call 817-938-7078

WWW. BOWLTECH.COM
Bowl-Tech Inc.

You can view your live banner statistics by logging into your banner control panel.

Monthly Breakdown

Month	Uniq. Impress.	Uniq. Clicks	CTR	Raw Impress.	Raw Clicks	CTR
July 2008	798	4	200:1 (or 0.5%)	1008	0	0:1 (or 0%)
June 2008	389	1	389:1 (or 0.26%)	495	0	0:1 (or 0%)

Day-by-Day Breakdown

Filter Dates

From 06 / 24 / 2008 To 07 / 08 / 2008 [View](#)

* Last 14 Days Shown by default

Date	Uniq. Impress.	Uniq. Clicks	CTR	Raw Impress.	Raw Clicks	CTR
July 08	6	0	0:1 (or 0%)	1	0	0:1 (or 0%)
July 07	111	0	0:1 (or 0%)	143	0	0:1 (or 0%)
July 03	17	0	0:1 (or 0%)	13	0	0:1 (or 0%)
July 02	338	1	338:1 (or 0.3%)	435	0	0:1 (or 0%)
July 01	326	3	109:1 (or 0.92%)	416	0	0:1 (or 0%)
June 30	309	0	0:1 (or 0%)	430	0	0:1 (or 0%)
June 29	80	1	80:1 (or 1.25%)	65	0	0:1 (or 0%)

Statistics by Targeting Zone

Target Zone	Uniq. Impress.	Uniq. Clicks	CTR	Raw Impress.	Raw Clicks	CTR
bowl-tech_classic	1187	5	237:1 (or 0.42%)	1503	0	0:1 (or 0%)

Bowl-Tech Graphic Advertising Tips

There are a few simple but effective ways to keep your banner advertising fresh and capturing web site visitor's attention.

Change Often

Change your banner often. If you update your banner on a monthly basis you are sure to catch visitor's eyes with the changes. We tend to get used to things we see all the time and tune them out after awhile. Some advertisers have 3 or 4 banners made, and rotate them every 3 to 4 weeks or have all of them rotating at the same time.

Eye Candy

Use colors that are appealing to the eye, use company colors, logos and even humor to drive your point home. Banners that use animation get attention quicker than static banners. 3 to 5 changes in a banner is about right with a smooth flow from one change to the next.

Bigger is NOT better

Keep your banner file size down as small as possible to cut down on delay of loading the ad. If a person is using dialup to access the internet a 468 x 60 pixel banner designed in 256 colors graphics having a size of 57,000 bytes in size can take up to 11 seconds to load on the viewers page if they are connected at 56K. You can loose a potential customer in that time.

Proper Link

Make sure your advertiser is given the correct location for visitors to go when the banner is clicked, visitors can be frustrated if they click a banner and not get to caught their eye to begin with.

Keep Pages Fresh

When a visitor clicks your banner make sure the pages they will see are up to date and well organized so they can find exactly what they are looking for.

A Reason to Click

Give them enough information in the banner to make them think about learning more. Vague or misleading banner content could cause can cause visitor frustration. Get right to the point when you have them on your site.

Freebies

People can not resist a free offer, if you do so in your banner make sure you live up to what you are offering. Your banner advertisement should be a reflection of how you do business.

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