

**NEW
2011**

FREE Benefit
For Our Visitor Marketing Program Clients!

visitor**tips**.com

Expands Brochure Distribution to the Internet with Online Display Racks



- **Display Your Brochure Online**
- **Drive Traffic to Your Website and Business**
- **Share Your Brochure on Social Networks**
- **Increase Your Exposure with Optional Add-Ons**

Now...Travelers can access your **Brochure ANYWHERE, ANYTIME!**



From their Computer



From Brochure Racks



From their Mobile Devices

CERTIFIED
FOLDER DISPLAY
SERVICE, INC.
SINCE 1990

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Destination Page



Content Page

Certified created the NEW visitor tips.com to benefit YOU!

All we need from you is a little bit of information...

Studies show that a combination of brochure distribution and Internet exposure creates the MOST impact on travel decisions.

(Center for Marketing Technology, Bentley Univ., MA, July 2010)

So now, Certified brings you the best of both worlds – traditional brochure distribution and online display racks, at no extra cost!

For example, when you purchase brochure distribution in our Visitor Marketing program in San Diego, your brochure will also appear in the San Diego online display rack for **FREE!** (See sample above)

You can also increase your exposure with optional banner ads, quick links and Hot Deal feature ads. (See back page)

Starting in 2011, travelers can:

- ▶ Access your brochure before, during and after their trip
- ▶ Access your brochure from computers, mobile devices and onsite display racks
- ▶ Share your brochure on social networks and via email
- ▶ Link directly to your website or social media sites for your most current information

AND you'll receive VisitorTips reports for tracking website traffic and clicks on your links!

Your Free Content Page includes:

- ▶ Brochure image (Front and Back)
- ▶ Company description
- ▶ Map to your location
- ▶ Address and contact info
- ▶ Direct links to website, reservations page and social media sites

We get this information during the distribution contracting process, so that your online presence corresponds directly with your brochure distribution schedule – automatically!

We value our relationship with you, and continue to strive to increase your visitor business through our Certified programs.

COMING SOON
iPhone App

visitor tips.com works on most mobile devices with an Internet connection. ▶



NEW 2011

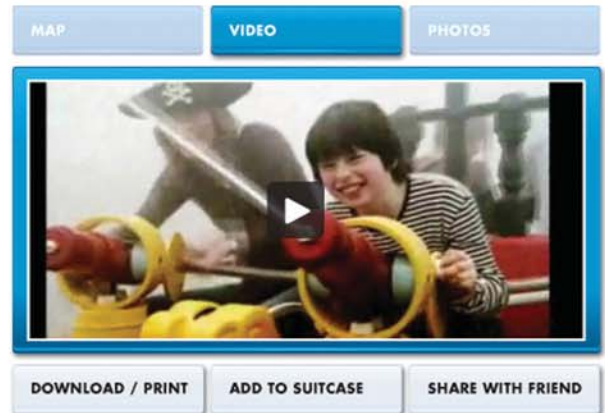
OPTIONAL Add-Ons



- **Increase Your Exposure** and Drive More Traffic to Your Website
- **Ask About Purchasing** Destination Page Backgrounds



➤ **SLIDESHOW** – Enhance Content Page with Flickr images
 22-VT-15-LPP **\$15/month**
 Set-up fee – **\$50**



➤ **VIDEO** – Enhance Content Page with YouTube video
 22-VT-15-LPV **\$15/month**
 Set-up fee – **\$50**



➤ **HOT DEALS** – Promote a discount or special offer
 2-VT-HD **\$30-\$50/month**
 Set-up fee – **\$50**



➤ **ONLINE DISPLAY ADS & LINKS** – Space limited

- 1 2-VT-TB **Top Banner \$100-\$300/month**
- 2 2-VT-SB1 **Side Banner \$50-\$150/month**
- 3 2-VT-QL **Quick Link \$15/month**