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PROFESSIONAL BROCHURE DISTRIBUTION

# Reach Millions of Visitors



## The **Most Extensive Coverage** – **21,000 Locations in North America**

Our locations include major hotels, motels, car rental offices, visitor centers, airports, restaurants, RV parks, campgrounds, chambers of commerce, interstate service stations, corporate/industrial offices, and ski and sporting goods stores.

### **We also offer the following special programs:**

Printing • Design • Visitor Guides • Direct Mail

Co-op Advertising Opportunities – Budget Travel, Conde Nast and National Geographic Traveler



**VICTORIA SALES OFFICE:**  
225 Russell Street, Victoria B.C. V9A 3X1  
**(888) 697-5557**

**VANCOUVER SALES OFFICE:**  
#45-13320 78th Avenue, Surrey, B.C. V3W 0H6  
**(866) 572-9203**



**Pt. Townsend /  
Coupeville Route**  
Started 11/15/10!

## Washington State Ferries

# ADVERTISING OPPORTUNITIES

Effective January 1, 2011 (Canadian Rates)



Brochure and Magazine Distribution > Digital Media Advertising

Over 24 Million Passengers Annually





## Reach Millions of residents and visitors who ride Washington State's #1 attraction each year.

Since 1992, Certified Folder Display Service, Inc. has provided display advertising opportunities in terminals and onboard Washington State Ferries.

This summer, new displays will combine digital media with brochure and magazine distribution! All displays will include 42" monitors allowing advertisers to showcase their message and encourage prospects to pick-up a brochure or magazine!

Washington State Ferries advertising provides a tremendous opportunity for any business or organization interested in reaching the nearly 24 Million residents and visitors who ride Washington State Ferries each year!



### BROCHURE DISTRIBUTION

Distribution Area (Red type indicates Terminal locations)	Terminals Included	2006 Annual Passengers	MONTHLY FEE		
			12 Month	6 Month	3-5 Month
5-BR-11-WF/FS Full System (includes all runs/excludes Seattle Terminal)	5	23,937,546	\$432.00	\$564.00	\$690.00
5-BR-11-WF/NS North Sound	3	10,134,536	\$264.00	\$336.00	\$396.00
5-BR-11-WF/EK Edmonds / Kingston	1	4,337,350	\$132.00	\$162.00	\$192.00
5-BR-11-WF/MCP Mukilteo / Clinton & Pt. Townsend / Coupeville	1	4,080,87	\$114.00	\$150.00	\$180.00
5-BR-11-WF/ASJ Anacortes / San Juan Islands	1	1,718,314	\$132.00	\$180.00	\$222.00
5-BR-11-WF/SS South Sound	2	12,103,574	\$288.00	\$384.00	\$450.00
5-BR-11-WF/SB Seattle / Bremerton	1	2,415,43	\$114.00	\$150.00	\$180.00
5-BR-11-WF/SW Seattle / Bainbridge Island	1	6,459,302	\$162.00	\$228.00	\$288.00
5-BR-11-WF/FV Fauntleroy / Vashon / Southworth		3,228,334	\$78.00	\$114.00	\$150.00
5-BR-11-WF/SET Seattle Terminal / Pier 52	1	8,875,240	\$30.00	\$42.00	\$60.00
5-BR-11-WF/BCT Sidney Terminal / WA bound	1	(April-Dec.)	n/a	\$30.00	\$42.00

### MAGAZINE DISTRIBUTION

Distribution Area (Red type indicates Terminal locations)	Terminals Included	2006 Annual Passengers	MONTHLY FEE		
			12 Month	6 Month	3-5 Month
5-MG-11-WF/FS Full System (includes all runs/excludes Seattle Terminal)	5	23,937,546	\$1080.00 high \$840.00 low	\$1350.00 high \$1080.00 low	\$1620.00 high \$1350.00 low
5-MG-11-WF/NS North Sound	3	10,134,536	\$510.00 high \$420.00 low	\$570.00 high \$480.00 low	\$660.00 high \$540.00 low
5-MG-11-WF/EK Edmonds / Kingston	1	4,337,350	\$283.20 high \$220.80 low	\$315.60 high \$252.00 low	\$346.80 high \$283.20 low
5-MG-11-WF/MCP Mukilteo / Clinton & Pt. Townsend / Coupeville	1	4,080,872	\$234.00 high \$192.00 low	\$258.00 high \$217.20 low	\$284.40 high \$258.00 low
5-MG-11-WF/ASJ Anacortes / San Juan Islands	1	1,718,314	\$283.20 high \$232.80 low	\$315.60 high \$265.20 low	\$346.80 high \$315.60 low
5-MG-11-WF/SS South Sound	2	12,103,574	\$730.80 high \$535.20 low	\$856.80 high \$661.20 low	\$1071.60 high \$819.60 low
5-MG-11-WF/SB Seattle / Bremerton	1	2,415,438	\$220.80 high \$189.60 low	\$283.20 high \$252.00 low	\$346.80 high \$315.60 low
5-MG-11-WF/SW Seattle / Bainbridge Island	1	6,459,302	\$409.20 high \$314.40 low	\$504.00 high \$409.20 low	\$598.80 high \$504.00 low
5-MG-11-WF/FV Fauntleroy / Vashon / Southworth		3,228,334	\$220.80 high \$157.20 low	\$283.20 high \$252.00 low	\$346.80 high \$315.60 low
5-MG-11-WF/SET Seattle Terminal / Pier 52	1	8,875,240	\$78.00 high \$60.00 low	\$108.00 high \$90.00 low	\$138.00 high \$120.00 low
5-MG-11-WF/BCT Sidney Terminal / WA bound	1	(April-Dec.)	n/a n/a	\$60.00 high \$48.00 low	\$78.00 high \$66.00 low

## DIGITAL MEDIA ADVERTISING



**Full-Motion Video with Sound** › 42" State-of-the-Art LCD Monitors  
**Limited Participation** › Ads Repeat an Average of Once Every 15 Minutes  
**Complete Flexibility** › Run Same or Different Ads on Rotating Basis  
**Changes At No Additional Cost** › Change Your Ad as Often as You Like

**Featured Ad** › Static JPEG Image Rotates every 9 Seconds

\*WSF policy limits participation in Digital Media Advertising programs to brochure and/or magazine distribution advertisers only.



	Screens	Digital Ad 15 sec.	Digital Ad 30 sec.	Digital Ad 60 sec.	Featured Ad 9 sec.
Seattle / Bremerton	2	\$120	\$210	\$360	\$30
Seattle / Bainbridge Island	2	\$240	\$420	\$600	\$30
Fauntleroy / Vashon / Southworth	3	\$120	\$210	\$360	\$30
Edmonds / Kingston	2	\$120	\$210	\$360	\$30
Mukilteo / Clinton & Pt. Townsend / Coupeville	2	\$180	\$300	\$510	\$30
Anacortes / San Juan Islands	4-5	\$180	\$300	\$510	\$30



	Screens	Digital Ad 15 sec.	Digital Ad 30 sec.	Digital Ad 60 sec.	Featured Ad 9 sec.
Seattle	1	\$180	\$300	\$510	\$30
Bremerton	1	\$120	\$210	\$360	\$30
Bainbridge	1	\$120	\$210	\$360	\$30
Edmonds	1	\$120	\$210	\$360	\$30
Clinton	1	\$120	\$210	\$360	\$30
Anacortes	1	\$120	\$210	\$360	\$30

Rates for both Routes and Terminals quoted are gross per month based on 12 month buy. Less than 12 months, add \$100 per month to all routes and ad lengths.

### GENERAL STATISTICS

Nearly 24 million riders in 2008

40% of all riders are commuters

60% of all riders are pleasure travelers

70% of all riders are from Washington

### COMMUTER & VISITOR STATISTICS

70% of commuters are in the 25-54 age group

64% of pleasure travelers are in the 25-54 age group

50% have a household income in excess of \$40,000

Average number of persons per household is 2.7

70% of all riders are from Washington

For more information, call:

**(206) 870-2470**

**REGIONAL SALES OFFICE:**

2407 South 200th Street, SeaTac, WA 98198