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Here's what Clients Say

"I wanted to let you know how well the Fearn's Traveler Information Guide is working out for us. It has proven to be a great outlet for some of our advertising dollars!"

Lisa Flick – *Hard Rock Cafe Dallas*

"The Dallas/Fort Worth edition of the Fearn's Traveler Info Guide has been the most popular brochure in the Certified display rack. It has been very helpful to our guests in finding things to do and see around the Dallas/Fort Worth area."

John Reilly – *Concierge Dallas/Fort Worth Hyatt Regency*

"People would bring the map to the desk to use the coupon and that made it very easy to track our advertising... The ad more than paid for itself!"

Mary Hagemeyer – *Yellowstone Super 8 Motel*

"Can't keep them in stock... We give them out to all the people that stay here."

Kate Marco – *El Pueblo Lodge*

"We give lots away - very informative, colorful... People get the map out of the rack at the Chamber and bring it over to me to use as an information piece to get to where they want to go."

Al Collins – *Taos Chamber of Commerce*

"We send the map out with all our sales packages... They are picked up from the rack so fast we have to keep extras on hand to give out."

Vernetta Steele – *Big Western Pine Motel*

"We owe a lot of our business activity to Certified."

Greg Smith – *Graveline Tours*

Choose from a variety of ad sizes designed to fit every budget.

For as little as \$375 per year, you can be included in one of our many visitor publications. Depending on the issue, we print at least 100,000 copies annually. If you need help with the design of your ad, our award winning staff of designers will do so for only \$35 to \$100 depending on the size of your ad.

CERTIFIED
FOLDER DISPLAY SERVICE, INC.
SINCE 1999

1-800-799-7373
certifiedfolder.com

1120 Joshua Way • Vista, CA 92081 • (760) 727-5100 • FAX (760) 727-1583

"A" Size – \$625
3 1/2" (w) x 1 7/8" (h)
(Horizontal or Vertical)
Design Cost \$50

"C" Size – \$1,150
3 3/4" (w) x 4 3/4" (h)
Design Cost \$75

"SP" Size – \$375
3 1/2" (w) x 7/8" (h)
Design Cost \$35

"B-SP" Size – \$800
3" (w) x 2 1/2" (h)
Design Cost \$70

"B" Size – \$1,000
3 1/2" (w) x 3 1/2" (h)
Design Cost \$70

"D" Size – \$2,750
4" (w) x 9" (h)
Design Cost \$100

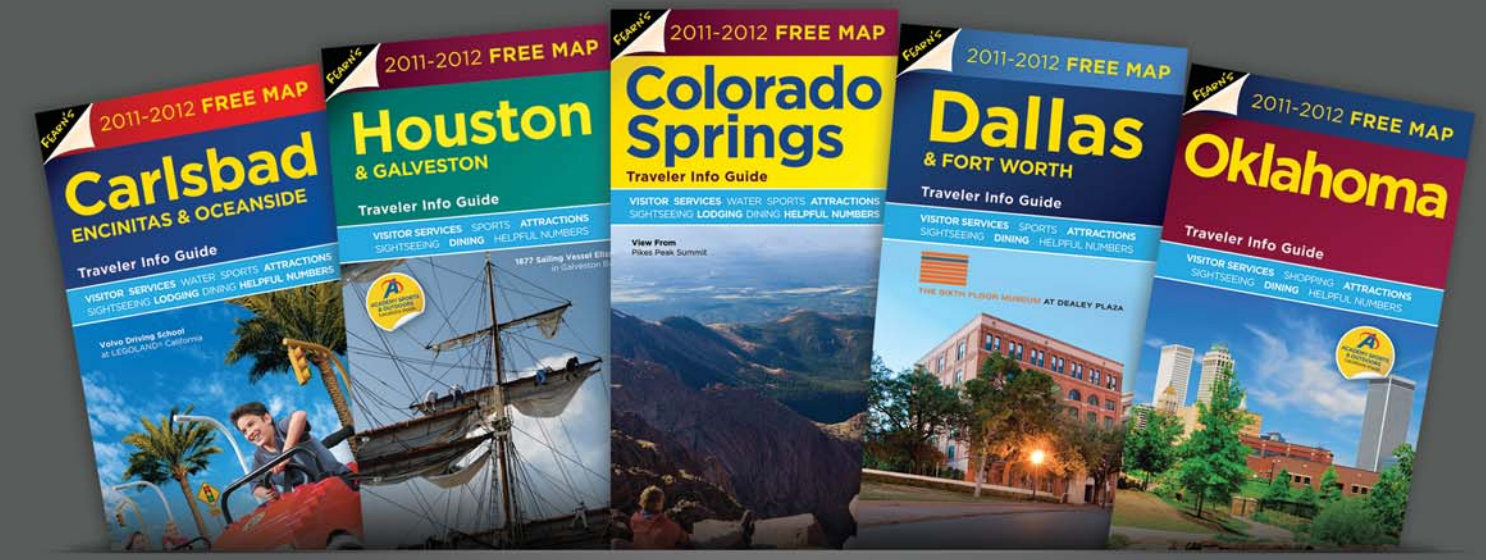
AD PRICE BREAKDOWN						
PUBLICATION QUANTITIES	"SP" Size	"A" Size	"B-SP" Size	"B" Size	"C" Size	"D" Size
100,000	\$375	\$625	\$800	\$1,000	\$1,150	\$2,750
125,000	-	-	-	-	-	\$2,200
150,000	\$450	\$750	\$1,000	\$1,200	\$1,400	\$3,300

See PUBLICATION BREAKDOWN on the inside for specific information on each publication

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LET US PUT YOU ON THE MAP!

We Get Their Attention So You Can Get Their Business.



Reach Potential Visitors For
AS LITTLE AS \$375!

- Reliable Distribution
- Low Cost – High Impact
- Visitor Friendly



visitorstips.com

Expand Your Distribution to the Internet with the following **FREE** features:

- **FREE** digital representation of the entire publication available for download or print on visitorstips.com
- **FREE** direct link to your website

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SINCE 1999

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Reach the Important Visitor Market

For As Little As \$375 – Guaranteed.

Fearn's Traveler Info Guides are published by Certified Folder Display Service, Inc. Our readers are visitors who are traveling in your area looking for entertainment, places to dine, shopping and lodging.

Our guides can be found at:

- Hotels
- Motels
- RV Parks
- Visitor Centers
- Airports
- Chambers of Commerce
- Restaurants
- Car Rental Offices
- Campgrounds
- Military Bases

In today's market, our Traveler Info Guides are one of the most popular brochures in the racks. Each guide includes and guarantees:

- Local and regional maps
- Area points of interests
- Important local telephone numbers
- Mileage and distance charts
- Circulation of at least 100,000 copies
- Your ad will be seen by thousands of visitors in your area

Now Travelers Can Access Your Ad Anywhere, Anytime!

visitortips.com



Expand Your Distribution to the Internet for FREE!

PUBLICATION BREAKDOWN

ISSUE	DISTRIBUTION PERIOD	QUANTITIES	AD COSTS	DISTRIBUTION AREA
NORTHWEST/CANADA				
Victoria	May – April	350,000	\$1,186 - \$11,320	BC Ferries, Victoria Express Passenger Ferry, Bellingham Star Passenger Ferry, Coho Ferry, Victoria, Vancouver Island, Vancouver, Seattle, Olympia Peninsula, Corporate: Seattle, Portland, Silicon Valley, San Diego
Boise	TBD	100,000	\$375 - \$2,750	Boise, McCall, Twin Falls/Magic Valley, Pocatello, Northern Oregon, N. Nevada/I-80, Salt Lake City, WSF - South Sound
CALIFORNIA				
101 Fun Things To Do At Lake Tahoe	May – Oct.	325,000	\$725 - \$3,818	N. Lake Tahoe area, Chambers CWCs (17), Stalene, S. Lake Tahoe area, N. CA, N. NV, Reno/Carson City
Ski Tahoe	Nov. – April	250,000	\$750 - \$3,588	Lake Tahoe/Truckee, Reno/Carson City, Reno Int'l Airport, CWCs (17), Reno Sports
Santa Barbara	Aug. – July	100,000	\$375 - \$2,750	San Luis Obispo, Santa Barbara/Ventura
Carlsbad	April – March	100,000	\$375 - \$2,750	San Diego, Orange County/South, CWC Oceanside, San Diego International Airport
OC Coastal - Laguna Beach Newport Beach, Dana Point...	Sept. – Aug.	100,000	\$375 - \$2,750	Orange County, CWC Oceanside, John Wayne Int'l Airport
NEVADA / UTAH				
Utah	Jan. – Dec.	125,000	\$450 - \$2,200	Salt Lake City, N. Nevada/I-80, Southern Utah, Las Vegas, Park City, Page (Arizona)
MONTANA / WYOMING / SOUTH DAKOTA				
Yellowstone	May – Oct.	100,000	\$375 - \$2,750	Butte/I-15, Yellowstone, Billings, Cody, Salt Lake City
Glacier	May – Oct.	100,000	\$375 - \$2,750	Glacier, Missoula, Helena/Great Falls, Coeur d'Alene, Spokane
South Dakota Coupon Guide	May – Oct.	60,000	\$395 - \$995	Over 300 visitor locations throughout South Dakota, including State Information Centers
ARIZONA / NEW MEXICO				
Arizona Vacation Guide	July – June	150,000	\$2,500 (4" x 9" ad)	Las Vegas, Palm Springs, CWC Barstow, Yuma/I-8, Southern Utah, Gallup/I-40, Deming/Silver City, Phoenix Corporate, Blythe/Quartzsite
Phoenix & Scottsdale	Jan – Dec.	150,000	\$450 - \$3,300	Phoenix Metro Area
Tucson	Mar. – Feb.	150,000	\$450 - \$3,000	Tucson/Nogales, Phoenix Corporate, Picacho/Casa Grande, Benson/Willcox, Deming/Silver City
TEXAS / LOUISIANA				
Dallas/Fort Worth	July – June	100,000	\$375 - \$2,750	Dallas, Arlington, Fort Worth
San Antonio	June – May	150,000	\$450 - \$3,300	San Antonio, Austin, Kerrville
Houston & Galveston	June – May	150,000	\$450 - \$3,300	Houston, N. Houston, Galveston, Galveston Cruise Ship Terminals
New Orleans	TBA	150,000	\$450 - \$3,300	New Orleans, Baton Rouge, Slidell, Dallas Corporate
COLORADO / OKLAHOMA				
Colorado Vacation Activity Guide	April – Aug.	125,000	\$2,200 (4" x 9" ad)	Albuquerque/I-40, Santa Fe, Taos, Red River Arizona I-40/Grand Canyon, Lubbock, Amarillo, Dallas, Arlington, Fort Worth, Houston, N. Houston, San Antonio, Western & Eastern Kansas/I-70
Colorado Springs	July – June	100,000	\$375 - \$2,750	Denver, Colorado Springs, Canon City/Pueblo
Denver	Aug. – July	100,000	\$375 - \$2,750	Denver, Northeast Colorado, Limon/I-70, Sterling/I-76
Southwest Colorado	April – March	100,000	\$375 - \$2,750	Durango, Cortez, Pagosa Springs, Silverton, Telluride, Farmington/Aztec, Alamosa, Montrose/Delta/Ouray, Gunnison, Crested Butte, Grand Junction, Arizona I-40/Grand Canyon
Oklahoma	June – May	100,000	\$375 - \$2,750	Oklahoma City, Tulsa, Wichita, Dallas Corporate

See AD PRICE BREAKDOWN on back page

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