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The Most Extensive Coverage Throughout North America



Millions of Visitors and Travelers use Certified's 21,000 Brochure Display Racks



Frequent Service

Our well-trained staff services each Certified brochure display rack personally, as often as three times per week, to assure your brochure will always be on display.



Effective Display Sites

We secure only the best possible locations for our brochure display racks. At each location, we maintain a personal relationship with location management to ensure good exposure for our clients' brochures and publications.



Rack Management System

Our Service Representatives collect a digital date/time/location scan each time a display rack is serviced – your "Certified" assurance of effective and reliable brochure distribution and display service.



Our logo is derived from the International Code of Signals semaphore meaning:

"Stop, I have a message for you!"

Certified's trademark is our commitment to you that your brochure will be displayed continuously and effectively in the market areas you select.



Post Your FREE Basic Listing On Certified's VisitorTips.com Travel Website!



As a Certified advertiser or display rack location, you are entitled to post a FREE Basic Listing on our travel information website! Now you can reach prospects before they ever leave home.

- Over 40% of travelers use the Internet for travel planning\*
- Over 81% of travelers use brochure racks while traveling\*\*

The message is clear...

Certified Brochure Racks + VisitorTips.com = More Business for You!

Go to [www.visitortips.com/members](http://www.visitortips.com/members) to sign up today!

\*Travel Industry Association of America Travel Survey 2001

\*\*Brochure Effectiveness Study conducted by San Francisco State University 2001

1-800-799-7373  
www.certifiedfolder.com



PROFESSIONAL BROCHURE DISTRIBUTION SERVICE



WORKING FOR YOU 24/7  
**TEAM CERTIFIED**

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## DISTRIBUTION PROGRAMS

### Visitor Marketing Program

Our most popular plan designed to reach both visitors and business people while they are traveling! Display racks are located in high-traffic locations including hotels, motels, car rental offices, visitor centers, airports, chambers of commerce, restaurants, RV parks, campgrounds and military bases.

Whether you need to reach visitors in a particular city, state or region, this program allows you to select, target and saturate your market! Options available for both brochure and publication distribution. Over 20,000 locations available!



### Corporate Industrial Program

Target thousands of employed adults in key western markets at some of America's best known companies including Boeing, Intel, AT&T, Northrop Grumman, Callaway and TaylorMade. Our display racks are located in employee cafeterias and recreation areas so your information is always at hand when employees are planning their next outing, company meeting or family vacation. Options available for both brochure and publication distribution. Over 600 locations available!

### Sports Marketing Program

Connect with sports-oriented individuals through distribution at major sporting goods stores or ski shops. This time-proven and effective program allows you to reach your best prospects year-round or seasonally (winter or summer). During winter months, this program is ideal for promoting ski resorts, lodges and condominium rental services. In the summer, program emphasis changes to whitewater rafting, fishing, camping, and outdoor adventure. Options available for both brochure and publication distribution. Over 900 locations available!



### Super Site Program

Selected high-traffic locations are now available for distribution of your brochure or publication on an individual location basis! These locations include major airports and visitor information centers. At each location, display racks are positioned for maximum exposure. Most locations are serviced 2-3 times per week; some receive daily service. Current airport locations include Seattle, San Jose, San Diego, Orange County, Ontario, Burbank, Missoula and Vancouver.

## SPECIAL PROGRAMS

### Washington State Ferries

Reach 24 million passengers each year through Certified's new Media Rack System that combines digital media (LCD screens) with traditional publication display racks that allow advertisers to showcase their product or service and encourage literature pick-up! Our new systems are in place and operating on 18 ships and in 6 terminals. Participation is limited. Options available for brochure distribution, publication distribution and digital media advertising.

### BC Ferries

Our publication display racks are located onboard 20 ships and in 4 terminals, allowing advertisers to reach over 17 million passengers each year who travel coastal British Columbia via BC ferries. Target your best prospects by selecting the route or routes that best suit your promotional needs! Options available for both brochure and publication distribution.



### California Welcome Centers

Reach over 1.25 million visitors with an average annual household income of \$94,000 who stop each year at one of 13 official California Welcome Centers to get information on things to see and do. 67% are visiting from outside California, and stay an average of 7 nights!

Using Certified's new Media Rack System that combines digital media (LCD screens) with traditional publication display racks, you can showcase your product or service, and encourage literature pick-up!

### Design, Printing and Publications

Our award-winning in-house print and multimedia design department provides creative solutions and great service, at very affordable rates! We design rack cards, multi-panel brochures, magazines, catalogs, websites, even company identity packages. Benefit from fast, quality printing at substantial discounts using one of our print partners.

Certified also publishes and distributes regional visitor publications including Fearn's Traveler Info Guides, Ski Tahoe and 101 Fun Things to Do in Lake Tahoe. Last year, we printed over 4 million copies of our various publications! This program offers advertisers an inexpensive yet effective way to reach visitors without the expense of producing and distributing a brochure.



### Custom Publishing - The West's Best

Target frequent travelers through affordable and effective regional advertising sections in *National Geographic Traveler*, *Condé Nast Traveler*, *Budget Travel*, and *Gourmet*. Print sections are heavily promoted on the Internet through publication-sponsored web pages and email blasts that drive additional traffic to your website! Advertisers also benefit directly from leads generated by reader service requests for more information, both nationally and online! In addition, advertising sections are promoted at [www.thewestsbest.com](http://www.thewestsbest.com).