

Your friends at Certified Folder Display Service, Inc. bring you...

# visitortips.com

Your Internet Source For Travel Information

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



As a Certified advertiser or display rack location, you are entitled to a **FREE Basic Listing** on our new 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** (Internet) = More Business for You!

\*Travel Industry Association of America Travel Survey - 2001

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

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

Get online and add your **FREE** listing today: [www.visitortips.com/members](http://www.visitortips.com/members)

**VisitorTips.com** is a travel resource website. Visitors can easily find information on accommodations, attractions, activities, shopping, dining, entertainment, tours, transportation, visitor services – anything related to travel and tourism!

By simply selecting a destination, visitors have an easy way to find out about things to see and do in a particular city or town! All of the information is now available through one website – **visitortips.com**.

In addition to gathering information, visitors can also shop for the best travel deals, make on-line reservations, and pay for travel services including air, accommodations, cruises and car rentals!

It's fast, it's easy and best of all, a Basic Listing is **FREE** to Certified advertisers and display rack locations!

Don't miss a great opportunity - sign up today at [www.visitortips.com/members](http://www.visitortips.com/members)

## Key Features

- 1) **FREE** Basic Listing for Certified advertisers and display rack locations!
- 2) On-line access enables you to post, update and review the activity of your own listing!
- 3) Low-cost option to upgrade or enhance your listing to include a direct link to your email and website, "Hot Deals" to feature any specials you are offering and "Hot Jobs" to list any employment opportunities!
- 4) Extensive campaign to promote **visitortips.com** including –
  - Distribution of over 2 million **visitortips.com** brochures at 18,000 high-traffic visitor locations in the US and Canada!
  - Advertisements in key travel magazines including Sunset and Travel and Leisure
  - Feature listing with top search engines
  - Targeted email and banner advertising campaign
  - Extensive affiliate reciprocal advertising program
  - Featured advertisements in over 3 million Traveler Info Guides
  - Promotional graphics on over 100 delivery trucks throughout major U.S. and Canadian cities

**Don't delay - sign up today - it's absolutely FREE OF CHARGE\***

\*Basic listing for Certified Advertiser or display rack location



# BASIC Listing - FREE\*

\*free to Certified advertisers or display rack locations (\$150 per year for others).

Includes name, address, telephone number, brief description, "Tips Basket" and a customized map showing your exact location.

## Your Listing Here

1234 Main St.  
Anytown, CA 55555

(555) 555-555

Map

Tips Basket

In this area you can offer a brief description of your establishment, pricing, atmosphere, etc. in 250 words or less.

...Or...

# UPGRADE Listing-Only \$100 A Year\*

\*for Certified advertisers or display rack locations (\$250 per year for others).

Includes all of the above plus email and website links, "Hot Deals," "Hot Jobs," "More Info" and "Book It." With so many standard features, an **Upgrade Listing** is an excellent way to showcase your property or attraction and give visitors all the information they need!

Upload your logo or your own photo or choose from our galleries.

"Tips Basket" enables visitors to save search results and request more information directly from you.

Post any Hot Deals and Hot Jobs you may have available.

The screenshot shows a listing for 'Best Western' with the following elements: a logo, contact information (1234 Main St., Anytown, CA 55555, (555) 555-555), and buttons for 'Book It!', 'Email', and 'Website'. A 'Tips Basket' section contains a text area for a description and a 'Map' button. Callouts from the surrounding text point to the logo, the 'Book It!' button, the 'Email' and 'Website' buttons, the 'Map' button, and the 'Tips Basket' section.

Email and website links put visitors directly in touch with you and your website.

If your website has booking capabilities, visitors can jump directly to the Booking/Reservation section of your website.

The More Info section allows for up to 4 photos which click to enlarge. You can also add up to 4 sections of more detailed information.

**Upgrade Listing** package features include added pages of information for your property, direct email link to your property, direct hyperlink to your website, information request, announcements of job openings and special events, discounts, offers and much more.

**Best of all, visitortips.com will help drive more traffic to your property or attraction!**

The screenshot shows the 'More Info' section of a listing. It features a navigation bar with buttons for 'Map', 'More Info', 'Tips Basket', 'Hot Deals', and 'Hot Jobs'. Below this is the listing details (1234 Main St., Anytown, CA 55555 USA, Phone: (555) 555-555, Fax: (555) 555-555) and buttons for 'Email' and 'Website'. There are four photo thumbnails, each with a 'Click to enlarge.' label. Below the photos are sections for 'Location', 'Accommodations', and 'Facilities'. A 'Location' section contains a text area for a more extensive description.

More Info section from the Upgrade Listing

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

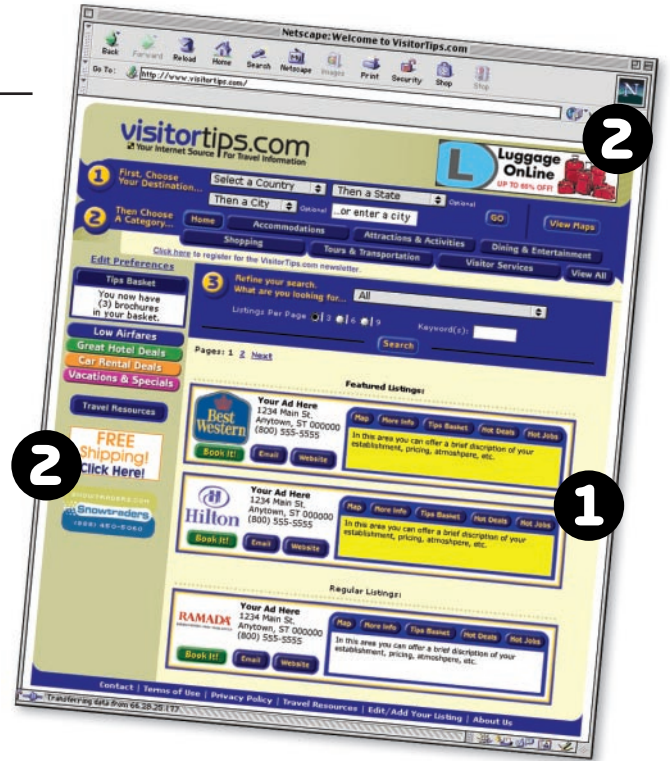
# Options...

## 1 Featured Listing

Have your **Upgrade Listing "Featured"** as one of the first listings a visitor will see when searching for specific information. The cost is only \$250.00 per year for Certified advertisers or display rack locations. (\$500.00 per year for others).

## 2 Banner Ad

We offer two Banner Ad locations - Top and Side. The Top Banner size is 234 x 60 pixels. The Side Banner size is 120 x 60 pixels. All Banner Ads rotate randomly throughout the site. See below for pricing.



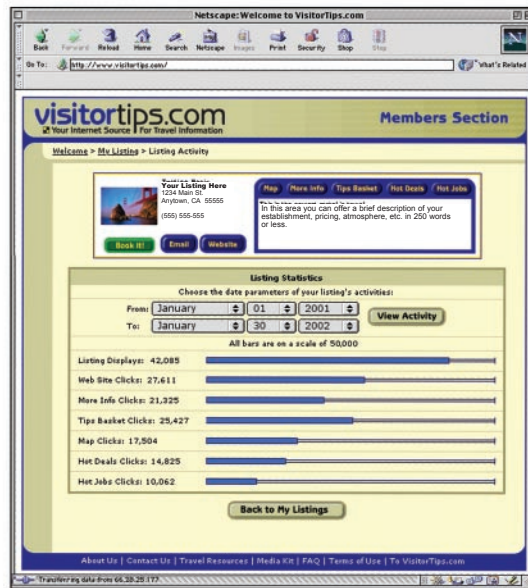
# Members Section

Online access to our Members Section allows you to post, update and check the activity of your listing any time you want!

Sample screen from the Edit Your Listing Section



Sample Listing Activity screen



### Listing Prices

### Banner Prices

	Basic	Upgrade	Featured Upgrade
<b>Certified Advertiser or Rack Location</b>	<b>FREE</b>	\$100 Per Year	\$250 Per Year
Others	\$150 Per Year	\$250 Per Year	\$500 Per Year

	Top	Side
	\$2400 Per Year	\$1200 Per Year
	\$3600 Per Year	\$1800 Per Year

\*Canadian currency accepted at par.

Supply your Banner Ad on Zip disk or email it to info@visitortips.com. Contact us for more information or help in designing your ad.

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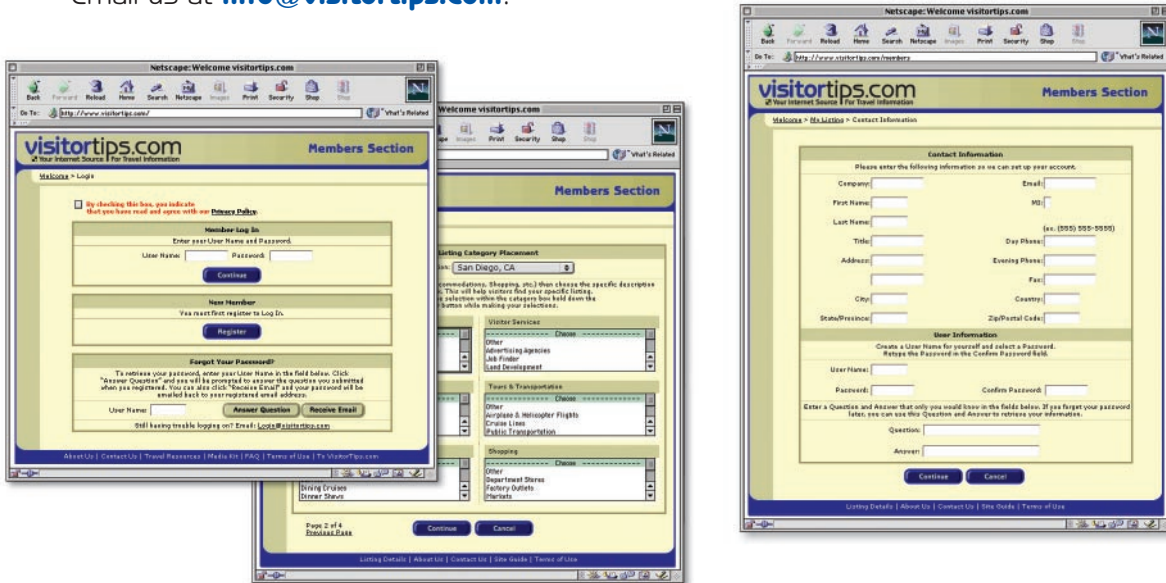
# Win A Free Palm Pilot...



Sign up before July 31, 2002 and you will be automatically entered into a drawing to win one of three Palm Pilots! Random drawing will be held on August 1, 2002.

Posting your listing is quick and easy. Log on to [www.visitortips.com/members](http://www.visitortips.com/members) and follow the simple, step by step instructions. Remember, you can edit your listing at any time by entering the "My Listings" section. If your destination has more than one location you can post more than one listing.

If you have questions at any time please contact us at **1-800-799-7373** or email us at [info@visitortips.com](mailto:info@visitortips.com).



Don't Delay - Sign Up Today:  
[www.visitortips.com/members](http://www.visitortips.com/members)

For those who do not have on-line access to register, contact us at 1-800-799-7373 and request a visitortips.com registration package to be sent to you via mail. Once you have completed the forms, simply return to our office and we will enter the information for you!

Please note, there is a \$25.00 processing fee using this method

For more information call:

# 800-799-7373

(from Canada & USA)

email: [info@visitortips.com](mailto:info@visitortips.com)



[www.certifiedfolder.com](http://www.certifiedfolder.com)

Corporate Office: 1120 Joshua Way, Vista CA 92083  
Tel: 760-727-5100

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