# CALIFORNIA WELCOME CENTER MAP LOCATIONS

**ANDERSON** 

80

(50)

EL DORADO TRUCKEE

**AUBURN** 

SANTA ROSA

SAN FRANCISCO

Anderson

1699 Highway 273 Anderson, CA 96007

#### Auburn

1103 High Street Auburn, CA 95603

#### **Barstow**

2796 Tanger Way Suite 106 Barstow, CA 92311

#### **Buena Park**

6601 Beach Boulevard Buena Park, CA 90621

#### **El Dorado Hills**

2085 Vine Street Suite 105 El Dorado Hills, CA 95762

# Mammoth Lakes

2510 Main Street / Hwy. 203 Mammoth Lakes, CA 93546

#### Merced

710 West 16th Street Suite A Merced, CA 95340

#### **Oceanside**

928 North Coast Highway Oceanside, CA 92054

#### **Oxnard**

2786 Seaglass Way Oxnard, CA 93036

#### **Pismo Beach**

c/o Prime Outlets -Pismo Beach 333 Five Cities Drive #100 Pismo Beach, CA 93449 **Salinas** (Not Available) 1213 North Davis Road Salinas, CA 93907

#### **San Francisco**

Pier 39, Building "P" Second Level Suite 214-B San Francisco, CA 94133

#### **Santa Rosa**

9 Fourth Street Santa Rosa, CA 95401

#### Truckee

10065 Donner Pass Road Truckee, CA 96161

#### **Yucca Valley**

56711 Twentynine Palms Hwy. Yucca Valley, CA 92284



# DIGITAL MEDIA AD SPECS

# **VIDEO ADS**

Acceptable Media Formats: MPG2, MPG4 • Quicktime Move (.mov)

**Preferred Formats:** MPG4 or Quicktime Movie (.mov) – MPG2 or MPG4 files do not require any conversion. Quicktime Movie (.mov) files have to be exported to the MPG2 or MPG4 format.

Pixel Size: 800 (w) x 600(h) Resolution / 29.97 fps (Frames Per Second)

Video Compression: DIVX (preferred) or XVID

#### **FEATURED ADS**

Requirements: 224 (w) x 552 (h) pixel resolution at 72 ppi/dpi (pixels per inch/dots per inch). Saved in RGB.

• We can accept images in .jpg, .ai, .eps, or .psd format.

#### Certified Design Services can handle all of your ad production needs

Video Ads from \$250 - \$500 depending on length • Featured Ads from \$35 - \$100

For more information, contact William Herring at **1-800-799-7373** or email williamlh@certifiedfolder.com



Effective January 1, 2018

# **DIGITAL MEDIA ADVERTISING**



42" LCD Monitors Showcase Your Message • Full-Motion Video with Sound
Limited Participation – Ads Repeat Once Every 10 Minutes

**Over 1.5 Million Visitors Annually** 



Corporate Office | 1120 Joshua Way | Vista, CA 92081 | (760) 727-5100 | Fax (760) 727-1583 | certifiedfolder.com

# MAKE SURE YOUR MESSAGE IS SEEN & HEARD!



#### **Full-Motion Video with Sound**

> 42" State-of-the-Art LCD Monitors

#### **Limited Participation**

> Ads Will Repeat an Average of Once Every 10 Minutes.

#### **Complete Flexibility**

> Run Same or Different Ads on Rotating Basis.

#### **Changes At No Additional Cost**

> Change Your Ad Monthly, Weekly, or Once Each Day.

#### **VIDEO AD RATES**

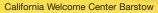
(Rates per month per welcome center)

|                   | 12 Months            | 6 Months               |
|-------------------|----------------------|------------------------|
| 10-15 second spot | \$100 <b>-</b> \$175 | \$1 <b>25</b> - \$200  |
| 30 second spot    | <b>\$125 - \$200</b> | \$150 - \$ <b>22</b> 5 |
| 60 second spot    | \$175 - \$250        | \$200 - \$275          |

\* Featured ad included at no additional cost with every video ad.









California Welcome Center San Mateo



California Welcome Center Oxnard

#### **Available Discounts**

Buy 2 CWC's - Save 10% > Buy 3 CWC's - Save 15% > Buy 4 CWC's - Save 20% > Buy 5 CWC's - Save 25% > Buy all 16 CWC's - Save 35%

#### **ANDERSON**

Shasta Cascade

#### **AUBURN**

Gold Country

# **BARSTOW**

#### **BUENA PARK**

Orange County

#### **EL DORADO HILLS**

Gold Country

#### **MAMMOTH LAKES**

High Sierra

#### MERCED

Central Valley

#### **OCEANSIDE**

San Diego County

## **OXNARD**

# **PISMO BEACH**

Central Coast

#### SAN FRANCISCO

San Francisco Bay Area

#### **SANTA ROSA**

North Coast

#### TRUCKEE

High Sierra

#### YUCCA VALLEY

Deserts

# **FEATURED AD RATES**

(Rates per month per welcome center)

|                   | 12 Months                   | 6 Months                    |
|-------------------|-----------------------------|-----------------------------|
| 10-15 second spot | \$30 - \$40                 | \$45 - \$55                 |
| 30 second spot    | \$40 - \$50                 | \$ <b>55 -</b> \$ <b>65</b> |
| 60 second spot    | \$ <b>60 -</b> \$ <b>70</b> | \$ <b>75 -</b> \$ <b>85</b> |
|                   |                             |                             |

\* Featured ad included at no additional cost with every video ad.