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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.

**"A" Size**  
3 1/2" x 1 7/8"  
Design Cost \$50

**"C" Size**  
3 3/4" x 4 1/4"  
Design Cost \$75

**"SP" Size**  
3 1/2" x 7/8"  
Design Cost \$35

**"B-SP" Size**  
3" x 2 1/2"  
Design Cost \$70

**"B" Size**  
3 1/2" x 3 1/2"  
Design Cost \$70

**"D" Size**  
4" x 9"  
Design Cost \$100

**CERTIFIED**  
FOLDER DISPLAY SERVICE, INC.  
SINCE 1899  
1120 Joshua Way, Vista, CA 92081  
**1-800-799-7373**  
www.certifiedfolder.com  
(760) 727-5100 Fax (760) 727-1583

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

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# Let Us Put You On The Map!

We Get Their Attention So You Can Get Their Business.

## For As Little As \$375!

Reliable Distribution  
Low Cost – High Impact  
Visitor Friendly



For more information or to place an order call:  
**1-800-799-7373**  
**CERTIFIED**  
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1120 Joshua Way, Vista, CA 92081

# Reach the Important Visitor Market

For As Little As \$375 — Guaranteed.

Fearn's Traveler Info Guides are published by Certified Folder Display Service, Inc., the nation's largest professional brochure distribution and display service. Because we own and maintain all of the visitor information display racks through which the Traveler Info Guides are distributed and displayed, **we guarantee your advertisement will be seen by thousands of visitors to your area!**

Our display sites include better hotels, motels, car rental offices and visitor information centers — exactly the places you want to be seen!

Each edition has a guaranteed circulation of at least 100,000 copies. That's less than 1/2 cent per copy (based on a \$375 ad purchase). **You cannot find a better way to reach so many potential customers for so little investment.** Compared to other forms of advertising such as television, radio, newspaper or magazines, our visitor publications are a real bargain, and provide you with the best opportunity to focus your advertising dollars on the visitor market.

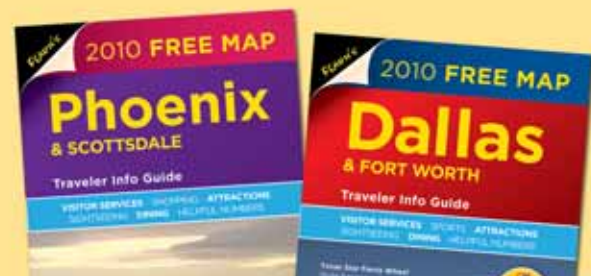
In today's marketplace, our Traveler Info Guides are one of the most popular brochures in the racks. Why?

### Each Traveler Info Guide includes helpful visitor information like:

- Local and Regional Maps
- Area Points of Interest
- Important Local Telephone Numbers
- Mileage and Distance Charts

Our readers are visitors who are traveling in the marketplace looking for entertainment, dining, and lodging values in your area. Don't miss the chance to reach these important prospects.

**Ad space is limited — let them know who you are — place your advertisement today!**



**LOCATOR DOTS**  
show your exact location on the map

**LOOK ON BACK PAGE FOR FREE OFFERS & DISCOUNTS!**

**ADVERTISERS**

- 7 Holiday Inn Express—Monterey Bay  
1400 Del Monte Boulevard, Seaside  
(831) 394-5335 or (800) 995-7666  
www.holidayinn.com/montereybayca
- 8 Howard Johnson Inn & Suites  
860 Dennett Street, Pacific Grove  
(831) 373-8777 or (800) 221-9323  
www.hjmonterey.com
- 15 National Steinbeck Center  
One Main Street, Salinas  
(831) 796-3833 or (831) 775-4721
- 19 Segway by the Sea  
125 Ocean View Boulevard  
American Tin Cannery  
Suite 110, Monterey  
(831) 238-7044  
www.segwaybythesea.com
- 20 The Steinbeck House  
132 Central Avenue  
Salinas  
(831) 424-2735  
www.steinbeckhouse.com
- 21a Turtle Bay Taque  
www.fishwife.com/turtle

## PUBLICATION BREAKDOWN

ISSUE	DISTRIBUTION PERIOD	QUANTITIES	AD COSTS	DISTRIBUTION AREA
<b>NORTHWEST/CANADA</b>				
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
<b>CALIFORNIA</b>				
101 Fun Things To Do At Lake Tahoe Ski Tahoe	May – Oct. Nov. – April	425,000 225,000	\$725-\$3,818 \$750-\$3,588	N. Lake Tahoe area, Chambers, CWCs (17), Stalene, S. Lake Tahoe area, N. CA, N. NV, Reno/Carson City Lake Tahoe/Truckee, Reno/Carson City, Reno Int'l Airport, CWCs (17), Reno Sports
Santa Barbara San Bernardino Mountains	Aug. – July June – May	100,000 100,000	\$375-\$2,750 \$375-\$2,750	San Luis Obispo, Santa Barbara/Ventura Inland Empire, Palm Springs, S. California Sports, San Diego County Corporate, Las Vegas Sports, Ontario Int'l Airport, Orange County Int'l Airport, Burbank Airport, San Diego Airport, CWCs Barstow, Yucca Valley, Oceanside, Beverly Center
Carlsbad	April – Mar.	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, CWCs Oceanside, John Wayne Int'l Airport
<b>NEVADA/UTAH</b>				
Utah	Jan. – Dec.	125,000	\$425-\$3,000	Salt Lake City, N. Nevada/I-80, Southern Utah, Las Vegas, Page, AZ
<b>MONTANA/WYOMING/SOUTH DAKOTA</b>				
Yellowstone Glacier South Dakota Coupon Guide	May – Oct. May – Oct. May – Oct.	100,000 100,000 60,000	\$375-\$2,750 \$375-\$2,750 \$395-\$995	Butte/I-15, Yellowstone, Billings, Cody, Salt Lake City Glacier, Missoula, Helena/Great Falls, Coeur d'Alene, Spokane Over 300 visitor locations throughout South Dakota, including State Information Centers
<b>ARIZONA/NEW MEXICO</b>				
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 Tucson	Jan. – Dec. Mar. – Feb.	150,000 150,000	\$450-\$3,300 \$450-\$3,300	Phoenix Metro Area Tucson/Nogales, Phoenix Corporate, Picacho/Casa Grande, Benson/Willcox, Deming/Silver City
Colorado River	June – May	100,000	\$375-\$2,750	Colorado River Area, Blythe/I-10, Southern California Sports, Las Vegas Sports, Arizona I-40/Grand Canyon, Phoenix Corporate, CWCs Barstow, Yucca Valley, San Bernardino
<b>TEXAS/LOUISIANA</b>				
Dallas/Fort Worth San Antonio Houston & Galveston	July – June June – May June – May	100,000 150,000 150,000	\$375-\$2,750 \$450-\$3,300 \$450-\$3,300	Dallas, Arlington, Fort Worth San Antonio, Austin, Kerrville Houston, N. Houston, Galveston, Galveston Cruise Ship Terminals
<b>COLORADO/OKLAHOMA</b>				
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, W. & E. Kansas/I-70
Colorado Springs Denver Southwest Colorado	July – June Aug. – July April – Mar.	125,000 100,000 100,000	\$450-\$3,300 \$375-\$2,750 \$375-\$2,750	Denver, Colorado Springs, Canon City/Pueblo Denver, Northeast Colorado, Limon/I-70, Sterling/I-76 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

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See AD PRICE BREAKDOWN on back page