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Reach Millions of Travellers Who Ride the BC Ferries System Each Year!

Certified Folder Display Service, Inc. offers several advertising opportunities to reach the millions of visitors and local residents who travel on BC Ferries routes each year. All programs have been designed to allow you, our advertiser, to target your market. Our program includes brochure distribution and display service through high profile display racks onboard 22 of BC Ferries ships. Select individual routes, or from specially designed packages which combine several routes at a substantial cost savings. Both 12 and 6 month distribution programs are available. Certified offers you a cost effective marketing opportunity to reach your target market!



FAST FACTS

*(based on Route 1, the most frequently traveled Ferry)

GENERAL STATISTICS

20.7 Million riders in 2008/09
71% of riders are from Vancouver Island or the Lower Mainland

TRIP PURPOSE

19% are business commuters
32% are visiting friends/family
32% are on vacation/recreation
17% are shopping/other

RESIDENCE

36% from Vancouver Island
35% from Lower Mainland
9% from other BC and Canada
12% from USA • 9%—other

OCCUPATION

Managerial/ Professional—54%
Service/ Clerical—16%

HOUSEHOLD INCOME

\$39,999 or less—26%
\$40,000 to \$59,999—23%
\$60,000 to \$99,999—33%
\$100,000 or more—8%

AGE TRIP DURATION

19 to 34 years—31%	1 to 2 days—61%
35 to 54 years—41%	3 to 6 days—22%
55 & older—28%	7 or more—17%

EMPLOYMENT STATUS

Full-time work—49%
Retired—17%

PARTY SIZE

1—27%
2 to 3—50%
4 or more—23%

GENDER

Male—55%
Female—45%

Advertising on the BC Ferries' System allows you to target your best prospects while they are headed your way and have the time to spend with your advertising message.

Call Certified Folder Display Service, Inc. today!

When in US call: Toll Free 800-799-7373

www.certifiedfolder.com

BC Ferries

ADVERTISING PROGRAMS



FREQUENT SAILS... INCREASE SALES

- Brochure Distribution
- Magazine Distribution
- Digital Media Advertising

Effective January 1, 2012

CERTIFIED
FOLDER DISPLAY
SERVICE, INC.
SINCE 1899

www.certifiedfolder.com

2012 US RATES

ONBOARD DISTRIBUTION

Route	Destination	BROCHURE		MAGAZINE		2009/2010 Passenger Count
		12 Month Prog. (monthly rate)	6 Month Prog. (monthly rate)	12 Month Prog. (monthly rate)	6 Month Prog. (monthly rate)	
1	Victoria to Vancouver (Swartz Bay to Tsawwassen)	\$60.00	\$72.50	\$240.00	\$289.00	5,792,613
2	Nanaimo to Vancouver (Departure Bay to Horseshoe Bay)	\$47.25	\$57.00	\$188.75	\$227.25	3,523,252
3	Sunshine Coast to Vancouver (Langdale to Horseshoe Bay)	\$29.00	\$34.75	\$115.00	\$138.50	2,585,014
4	Victoria to Salt Spring Island	\$19.50	\$23.50	\$77.00	\$93.00	643,386
5/5a	Victoria to Gulf Islands (Swartz Bay to Pender, Saturna, Mayne & Galiano Island)	\$23.75	\$28.75	\$94.25	\$113.75	501,629
7	Earls Cove to Saltery Bay	\$21.50	\$26.00	\$85.75	\$103.50	359,163
8	Bowen Island to Horseshoe Bay	\$15.25	\$18.25	\$60.00	\$72.50	1,132,295
9/9a	Vancouver to Gulf Islands (Tsawwassen to Galiano, Mayne, Pender & Salt Spring Island)	\$30.00	\$36.25	\$120.00	\$144.75	470,280
10	Northern Inside Passage (Port Hardy/Prince Rupert)	\$32.25	\$38.75	\$128.75	\$155.00	42,802
11	Prince Rupert to Skidegate	(seasonal-n/a)	\$18.25	(seasonal-n/a)	\$72.50	37,670
17	Vancouver Island to Sunshine Coast (Comox/Powell River)	\$19.50	\$23.50	\$77.00	\$93.00	394,167
30	Nanaimo to Tsawwassen (Duke Point to Tsawwassen)	\$45.25	\$54.50	\$180.00	\$216.75	1,488,970
40	Discovery Coast Passage (Port Hardy/Bella Coola-summer)	(seasonal-n/a)	\$23.50	(seasonal-n/a)	\$93.00	7,718

SAVE MONEY - CHECK THESE PACKAGES!

Package	Destination	BROCHURE		MAGAZINE		2009/2010 Passenger Count
		12 Month Prog. (monthly rate)	6 Month Prog. (monthly rate)	12 Month Prog. (monthly rate)	6 Month Prog. (monthly rate)	
A	Best Value Package Routes 1-2-3-9-10-17-30	\$233.75	\$281.50	\$827.50	\$997.00	14,297,098
B	Best Value Package Routes 1-2-3-9-30	\$170.25	\$205.00	\$680.00	\$819.50	13,860,129
C	Mainland Connector Routes 1-2-10-17-30	\$195.50	\$235.75	\$691.50	\$833.50	11,241,804
D	Major Routes Package Routes 1-2-30	\$135.00	\$162.75	\$539.75	\$650.25	10,804,835
E	Main Routes Package Routes 1-2	\$100.75	\$121.50	\$402.75	\$485.00	9,315,865
F	Mid-Island Special Routes 2-30	\$85.75	\$103.50	\$342.75	\$413.00	5,012,222
G	Gulf Island Package Routes 4-5/5a-9	\$55.75	\$67.50	\$222.75	\$268.50	1,615,295
H	Sunshine Coast Package Routes 3-7-17	\$58.50	\$70.50	\$233.00	\$280.75	3,338,344
I	Northern Package Routes 10-11	\$43.00	\$52.00	\$171.25	\$206.50	80,472
X	All Inclusive Routes 1-2-30-3-4-5/5a-7-8-9-10-11-17-40	\$257.00	\$309.50	\$1,027.75	\$1,238.50	16,978,959

TERMINAL DISTRIBUTION

Route	Destination	BROCHURE		MAGAZINE	
		12 Month Prog. (monthly rate)	6 Month Prog. (monthly rate)	12 Month Prog. (monthly rate)	6 Month Prog. (monthly rate)
1	Tsawwassen	\$25.75	\$31.25	\$102.50	\$123.75
1	Swartz Bay	\$25.75	\$31.25	\$102.50	\$123.75
2	Horseshoe Bay	\$17.25	\$21.00	\$76.25	\$91.75
2	Departure Bay	\$17.25	\$21.00	\$76.25	\$91.75
7	Saltery Bay	Coming Soon	Coming Soon	Coming Soon	Coming Soon
10	Port Hardy	Coming Soon	Coming Soon	Coming Soon	Coming Soon
10	Prince Rupert	Coming Soon	Coming Soon	Coming Soon	Coming Soon
17	Comox	Coming Soon	Coming Soon	Coming Soon	Coming Soon
17	Powell River	Coming Soon	Coming Soon	Coming Soon	Coming Soon
30	Duke Point	Coming Soon	Coming Soon	Coming Soon	Coming Soon

DIGITAL MEDIA ADVERTISING

Route	Destination	Screens	DIGITAL AD			FEATURED AD
			15 second	30 second	60 second	
1	Victoria to Vancouver	3-4	\$210.00	\$290.00	\$375.00	\$25.00
2	Nanaimo to Vancouver	2-3	\$125.00	\$187.50	\$250.00	\$25.00
3	Sunshine Coast to Vancouver	1-2	\$105.00	\$170.00	\$230.00	\$25.00
30	Nanaimo to Tsawwassen	1-2	\$85.00	\$125.00	\$170.00	\$25.00

BUY MULTIPLE DIGITAL MEDIA ROUTES & SAVE - 2 Routes > Save 10% • 3 Routes > Save 15% • 4 Routes > Save 20%

Rates are quoted in US funds, and are subject to change without notice. GST is applicable to the above rates. Rates effective 1/1/12.

EXCITING NEW OPPORTUNITY! On Selected Routes

DIGITAL MEDIA ADVERTISING

Limited Participation

> Ads Repeat Once Every 15 Minutes

Full-Motion Video With Sound

> 37" State-of-the-Art LCD HDTV Screens

Complete Flexibility

> Run Same or Different Ads on Rotating Basis

Changes At No Additional Cost

> Change Your Ad as Often as You Like

Featured Ad

> Static JPEG Image Rotates Every 9 Seconds



Video Ads

Featured Ads

DIGITAL MEDIA AD SPECS

Video Ads

Acceptable Media Formats: AVI (.avi) • 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

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