



# THE WEST'S BEST

WWW.THEWESTSBEST.COM

## Presents Arthur Frommer's Budget Travel "Vacations for Real People"

Welcome to a New World of Travel. *Arthur Frommer's Budget Travel* has become a must-read among consumers seeking value in their vacations. *Budget Travel's* approach to servicing the travel mass market with affordable, practical and timely travel ideas and advice has been the key to success. *Arthur Frommer's Budget Travel*, edited by Arthur Frommer himself – "The Dean of American Travel" – has experienced explosive circulation growth since its acquisition by *Newsweek* in December 1999.

### THE WEST'S BEST

#### Special Sections

**Pacific/Mtn. States + Canada:**  
**140,000 Circulation**

CA, WA, OR, AK, HI, CO, AZ, NV, MT, ID,  
WY, NM, UT + Canadian Subscribers

#### 2006 Insertions:

- February
- March
- April
- May
- June
- July/August
- September
- October
- November
- December 06 / January 07

National Editorial focus to be determined,  
and is always subject to change without notice

For More Information, Please Contact:

**Shawn Fisher**  
**(800) 799-7373**

shawnf@certifiedfolder.com

Space closes on a "first come, first served" basis, and cannot be cancelled after the materials deadline.

For Materials deadlines and more details, please see the Materials Specifications and Schedule on the back.

For additional sections, please see the Media Planning Guide, or ask your sales representative.

### THE WEST'S BEST Rates 2006 (NET):

**1/4 page (4-color): \$ 3,215**

**1/2 page (4-color): \$ 5,985**

**Full page (4-color): \$ 11,915**

#### THE WEST'S BEST Rates include:

Section Listing(s) on NATIONAL Reader Service Page: **1.66 Million Readers**

Section Website Exposure / Link(s) via BudgetTravelOnLine.com

Production of formatted ads

UPGRADE Listing / Link on VisitorTips.com

Listing / Link on TheWestsBest.com

### Compare to National 4-Color Ad Rates (2005):

**1/6 page (4-color): \$10,250 • 1/3 page (4-color): \$15,050**

**1/2 page (4-color): \$20,950 • Full page (4-color): \$34,700**

### National Demographics and Circulation\*

- Median Age: . . . . . **48%**
- Male: . . . . . **36.4%**
- Female: . . . . . **64%**
- Took domestic trip last 12 months: . . . . . **63%**
- National Circ. / Rate Base: . . . . . **550,000**

\*Based on MRI Spring 2005



A DIVISION OF CERTIFIED FOLDER DISPLAY SERVICE, INC.

1120 Joshua Way, Vista, CA 92081 • (760) 727-5100 Fax (760) 727-9783 • (800) 799-7373

www.certifiedfolder.com

V-070105

# THE WEST'S BEST

## MATERIALS SPECIFICATIONS

Client must supply **photo, logo and copy** for each ad. Ads are formatted by the publisher, and produced on a Macintosh computer using Quark Express (4.1 or greater), Adobe Photoshop (5.0 or greater) and Illustrator (8.01 or greater). Certified Custom Publishing formats all ads *except full-page ads*, in order to retain consistency in our sections.

➤ **Full-Page Ad Size (Trim Size):** 8.25" (w) x 10.875" (h) – [Call For Details](#)

### Formatted Ads: Photo Specifications

Please use high-resolution images (300 dpi or higher).

- **Image Sizes:** (sizes are approximate)
  - **Quarter-Page Photo:** 3.75" (w) x 2.5" (h)
  - **Half-Page Photo:** 7.25" (w) x 2.75" (h)
- **Formats:** TIFF or EPS. 300 dpi at size. JPG ok, but must be 300 dpi at size. All images will be converted to CMYK via Photoshop if supplied in RGB. If electronic files are unavailable, we can also accept color slides, transparencies or positives, but please allow an extra 1-2 days for processing.

### Formatted Ads: Logo Specifications

Vector File (Illustrator or Freehand) PREFERRED. Hi-Res CMYK or B&W TIFF or EPS acceptable.

### Formatted Ads: Copy Specifications

Include phone number, website, property location (city/state). Maximum 30 words for 1/6-page, 70 words for 1/4-page, 120 words per 1/2-page. Email, ship on CD, or fax legible copy to: (760) 727-9783.

### Proofing Contact

Be sure to indicate on the ad agreement the name, phone number & email address of the person who should receive the proof to approve within 48 hours. Proofs not returned to us within 48 hours are deemed "approved as presented."

**\*Certified Custom Publishing reserves the right to create ad materials for contracted space if materials are not received by the due date shown above.**



## THE WEST'S BEST

### Special Sections

#### Material Deadlines\*

- **February**  
..... October 20, 2005
- **March**  
..... December 1, 2005
- **April**  
..... December 19, 2005
- **May**  
..... January 26, 2006
- **June**  
..... March 2, 2006
- **July/August**  
..... March 30, 2006
- **September**  
..... May 25, 2006
- **October**  
..... June 29, 2006
- **November**  
..... August 3, 2006
- **December/January**  
..... August 31, 2006

### Delivery Instructions

Email to [shawnf@certifiedfolder.com](mailto:shawnf@certifiedfolder.com), OR send on Macintosh-formatted CD to Attn. Shawn Fisher at:



1120 Joshua Way • Vista, CA 92081  
(760) 727-5100

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