

THE WEST'S BEST...

helping you pinpoint and reach your best prospects through cooperative advertising! Our programs are designed to create name recognition, promote special offers and increase website traffic!

- ▶ **Special Advertising Sections** in national travel magazines designed to reach primary geographic feeder markets with no wasted circulation.
- ▶ **Direct Marketing Programs** using co-op direct mailers to hit key niche markets for less than 25¢ a piece!
- ▶ **Specialty Publications** designed, printed and distributed to help advertisers increase market share and awareness.

Also, ask about internet options including website design, multimedia show production and internet distribution!

THE WEST'S BEST® and Certified Custom Publishing – specialists in creating effective cooperative advertising programs for:

- Convention and Visitors Bureaus
- Independently Owned Hotels
- Attractions and Destinations
- Resorts, Casinos, Golf Courses
- Regional Hotel Clusters
- Group-Managed Properties

PROFESSIONAL BROCHURE DISTRIBUTION



North America's largest professional brochure distribution service with over 21,000 display racks on location.

Programs designed to reach visitors, residents and sports enthusiasts!

EXCLUSIVE DISTRIBUTOR FOR



CALIFORNIA WELCOME CENTERS



WASHINGTON STATE FERRIES



BRITISH COLUMBIA FERRIES

Corporate Office:

1120 Joshua Way | Vista, CA 92081 | 1-800-799-7373

www.certifiedfolder.com | www.VisitorTips.com

TARGET MARKET ADVERTISING



(800) 799-7373

1120 JOSHUA WAY | VISTA, CA 92081

WWW.THEWESTSBEST.COM

ADVERTISEMENT

THE BEST OF CARMEL

CARMEL HIGHLANDS, CA

CARMEL-BY-THE-SEA, CA

COASTAL CHARM BY THE BEACH
One of Carmel's original accommodations, The Colonial Terrace Inn is just steps from the beaches of Carmel Bay and close to nearby shops and restaurants of the downtown village. The Inn's seven buildings are situated alongside award-winning terraced gardens. Newly renovated, each room offers its own charm and personality, with most rooms offering views of the ocean. An expanded continental breakfast is served in the comfort of the lobby while fresh ground coffee is available in your room.

831-624-2741 or 800-345-8220
13th & San Antonio
Carmel, CA 93921
WWW.THECOLONIALTERRACE.COM

GRACIOUS ELEGANCE BY THE SEA
With a name to remember and a view you'll never forget, The Tickle Pink Inn offers luxurious rooms perched high atop rugged cliffs, overlooking the majestic Pacific Ocean. Uncompromised beauty is set amidst the lush canopy of the Carmel Highlands. A selection of rooms featuring wood burning fireplaces and in-room spa tubs await your arrival. Combine these romantic amenities with complimentary champagne, an attentive staff, expanded continental breakfast, and cozy evening wine and cheese receptions to experience the ultimate in relaxation.

For more information or reservations, call: 800-635-4774
WWW.TICKLEPINKINN.COM

THE COLONIAL TERRACE
at Carmel-by-the-Sea

TICKLE PINK INN
at Carmel Highlands

CARMEL, CA

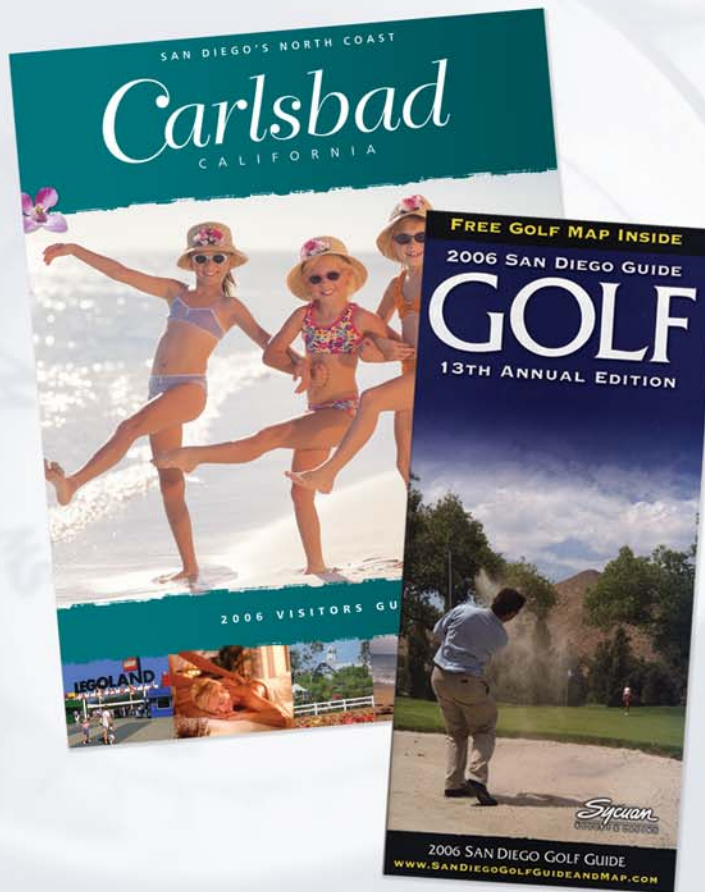
CARMEL-BY-THE-SEA, CA



Certified Custom Publishing also creates niche-market specialty publications, designed to help clients drive new business to their property or destination.

Current specialty publications include golf maps, area visitor guides and golf tournament guides, and are we happy to help you turn your publishing ideas into reality.

Our services also include online promotions and electronic distribution programs.



THE WEST'S BEST® branded sections are recognized by travel readers throughout the Western U.S. and Canada, and make co-op advertising benefits available to most advertisers.

Promote your property, website or destination **regionally** in the top national travel publications, including:

- ▶ **Condé Nast Traveler**
- ▶ **Arthur Frommer's Budget Travel**
- ▶ **National Geographic Traveler**

Targeted circulation by geographic regions allows you to reach the most avid travelers in your primary feeder markets with no waste – for a fraction of the cost of national advertising!

Sections appear only in selected copies of the magazines, while travel directory listings are promoted nationally in all domestic copies and on publication websites. Reader requests for more information are emailed directly to each advertiser, and average 700-800 leads per listing!

Destination specific pages can be promoted with custom banners that feature both specific websites and logos.

In addition all sections are posted online at www.TheWestsBest.com, with hyperlinks to each advertiser's own website!



FOR MORE INFORMATION CALL
(800) 799-7373
 ASK FOR CUSTOM PUBLISHING

THE WEST'S BEST® brand direct mailers are four-color, glossy pieces that reach the participants' best prospects. Selected by regions, zip codes, income levels or other demographic data, we reach only those consumers most pertinent to our advertisers.

- ▶ **Reach 15,000 avid travelers** in your best drive-markets or specialty niches for less than 25¢ per piece!
- ▶ Concurrent **Google AdWords Campaigns** are included to drive additional traffic to your website and provide ROI tracking capabilities.

Promote special offers, off-season sales and peak-season advance reservations without the time and costs involved in direct mail design, printing, mailing lists, mail house service fees and postage!

Participants are listed on the cover for better exposure, and sponsored-link click-throughs are trackable to your specified web pages and beyond.

All mailers are also posted online at www.TheWestsBest.com, with hyperlinks to each advertiser's website.