



THE WEST'S BEST

WWW.THEWESTSBEST.COM

Presents Condé Nast Traveler "Truth in Travel"

The *Condé Nast Traveler* reader is the most frequent leisure and business traveler, and these jet-setters consistently outspend non-travelers in every single luxury category -- and are therefore your very best customers for food and wine, spa treatments, golf, clothing, gifts, jewelry and other amenities. They are most likely to pay full rate, book the high-end rooms and suites, and stay longer than the average traveler.

THE WEST'S BEST

Special Sections

TWO CIRCS. AVAILABLE:

Southern CA Circ: (120,000)

Southern CA, AZ, Southern NV
Subscribers + Newsstands

OR

Northern CA Circ: (120,000)

Northern CA, OR, WA, UT,
Northern NV, Western Canada
Subscribers + Newsstands

2006 Insertions:

► **January**

Gold List (Resorts/Hotels & Cruises)
& Travel Planner*

► **March**

► **April**

Readers' Choice Awards: Best Spas*

► **June**

Readers' Choice Awards: Best Golf Resorts*

► **September**

► **November**

Readers' Choice Awards: Best Hotels*

► **December**

Readers' Choice Awards: Best Ski Resorts*

*National Editorial Focus 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): \$3,555

1/2 page (4-color): \$6,850

Full page (4-color): \$13,500

THE WEST'S BEST Rates include:

Section Listing(s) on NATIONAL Reader Service Page to **3.168 Million Readers**

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

Production of formatted ads

UPGRADE Listing / Link on VisitorTips.com

Listing / Link on TheWestsBest.com

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

1/3 page (4-color): \$30,765 • 1/2 page (4-color): \$49,995

Full page (4-color): \$76,910

Demographics and Circulation (MRI DB 2004)

- Median Household Income (MMR): **\$131,147**
- Took 3+ Domestic Trips / year **42%**
- Member of a Frequent Flyer Program **52%**
- Took 3+ Dom Trips AND 2+ Foreign Trips / 3 yrs: . . . **22%**
- National Circulation / Rate Base: **750,000**
- Total Audience: **3.168 Million**



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

V062205

THE WEST'S BEST MATERIALS SPECIFICATIONS



THE WEST'S BEST Special Sections

Material Deadlines*

- **January**
..... October 10, 2005
- **March**
..... December 6, 2005
- **April**
..... January 4, 2006
- **June**
..... March 8, 2006
- **September**
..... June 7, 2006
- **November**
..... August 9, 2006
- **December/January**
..... September 6, 2006

Delivery Instructions

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



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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" (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.**



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