



FREQUENCY DISCOUNT SCHEDULE

Rates are Net – NO Agency Discounts

3+ Full-Panel Insertions = **4% OFF**

6+ Full-Panel Insertions = **8% OFF**

For More Information, Please Contact:

Shawn Fisher, Program Sales Manager
(800) 799-7373

shawnf@certifiedfolder.com

or contact your Certified sales rep directly.

TERMS & CONDITIONS

- Space is reserved by signed contract, and cannot be cancelled after the materials due date.
- Advertiser can supply their own ads, or we will build an ad to our format at no charge, *except* where noted on individual mailer FACT SHEETS or otherwise noted by salesperson or production staff.
- Certified Custom Publishing reserves the right to create ad materials if not supplied by the materials due date.
- Proofs must be returned within 48 hours or they will be considered "approved as presented."
- Prices subject to change unless signed contract is on file.
- Target mail dates are estimates. If a date is given, we reserve the right to mail up to 14 days in advance of or after the date stated. If your ad contains a specific deadline, you will be given the opportunity to change the deadline prior to printing the piece if the mail date moves outside the 28-day date range.

CUSTOM DIRECT MAILER AND ON-LINE MULTI-MEDIA DIRECT MARKETING PROGRAM

15,000 printed direct-mail pieces to travel magazine subscribers in your key market(s)
+ Google AdWords® Sponsored-Links Campaigns to capture the internet audience

- The direct mail list consists of subscribers to the top National travel magazines, such as *Condé Nast Traveler*, *Arthur Frommer's Budget Travel*, *National Geographic Traveler*, plus *Sunset* and others. Subscribers selected by zip codes (or SCFs) in target markets.
- TRACKABLE internet responses generated by Google AdWords® or other online pay-per-click services, as needed to generate maximum lead response in minimum time frame. Click-throughs connect directly to a dedicated webpage showcasing each participant, with live links to their site or show.
- 30-second, streaming multi-media EZ Show® (including audio/voiceover/music, images/video) is available to all participants for optional \$500 to provide additional tracking capabilities, and to increase traffic share to your website.

PRINT PIECES TO Northern California / Pacific Northwest Residents

Month	Circulation	Markets Reached	Rates	Deadline
January	15,000 + GOOGLE	Frequent Travelers residing in the San Francisco Bay area (from subscribers to the nation's top travel magazines)	Full-Panel Rate = \$3,750	December 15
March	15,000 + GOOGLE	Frequent Travelers residing in greater San Francisco Bay area (from subscribers to the nation's top travel magazines). Especially focused for properties in Tahoe, Reno, Monterey, Half Moon Bay, Sonoma County, etc.	Full-Panel Rate = \$3,750	February 17
September	15,000 + GOOGLE	Frequent Travelers residing in the San Joaquin Valley area – Sacramento to Fresno (from subscribers to the nation's top travel magazines and the region's top lifestyle magazine).	Full-Panel Rate = \$3,750	August 18
October	15,000 + GOOGLE	Frequent Travelers residing in Washington/Oregon, at least 2-hours drive from Seattle (from subscribers to the nation's top travel magazines). Recommendations: HOTELS IN SEATTLE/TACOMA WITH HOLIDAY SHOPPING PACKAGES.	Full-Panel Rate = \$3,750	September 20
November	15,000 + GOOGLE	Upscale Leisure Travelers residing in Seattle/Tacoma Metro areas (from subscribers to the nation's top travel magazines). Especially good for any hotel, attraction or destination who draws their business from Seattle/Tacoma.	Full-Panel Rate = \$3,750	October 20

PRINT PIECES TO Southern California / Desert Residents

Month	Circulation	Markets Reached	Rates	Deadline
January	15,000 + GOOGLE	Frequent Leisure Travelers residing in the L.A. Metro Area (from subscribers to the nation's top travel magazines)	Full-Panel Rate = \$3,750	December 15
March	15,000 + GOOGLE	Frequent Leisure Travelers residing in the L.A. Metro Area (from subscribers to the nation's top travel magazines)	Full-Panel Rate = \$3,750	February 17
April	15,000 + GOOGLE	Frequent Travelers residing in the Deserts (Palm Springs, Las Vegas, Phoenix) (from subscribers to the nation's top travel magazines)	Full-Panel Rate = \$3,750	March 17
May	15,000 + GOOGLE	Frequent Leisure Travelers residing in the L.A. Metro Area (from subscribers to the nation's top travel magazines)	Full-Panel Rate = \$3,750	April 14
September	15,000 + GOOGLE	Frequent Leisure Travelers residing in the L.A. Metro Area (from subscribers to the nation's top travel magazines)	Full-Panel Rate = \$3,750	August 18
October	15,000 + GOOGLE	Holiday Shoppers & Travelers residing at least 2-hours drive from Los Angeles (from subscribers to the nation's top travel magazines). Recommendations: HOTELS IN LA/ORANGE COUNTY WITH HOLIDAY SHOPPING PACKAGES.	Full-Panel Rate = \$3,750	September 20

In addition to the above, we can customize direct mail / marketing programs to fit the specific needs of your destination, co-operative partnership, hotel chain or special promotion package.
Call your Custom Publishing account rep for quotes and options.