

TARGET MARKET ADVERTISING

THE WEST'S BEST

SPECIAL ADVERTISING SECTIONS
TRAVEL / LIFESTYLE MAGAZINES 2007



FREE! Please circle the number corresponding to these products and services about which you would like to learn more.

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| 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 |
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| 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 |
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| 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 | 69 | 70 |
| 71 | 72 | 73 | 74 | 75 | 76 | 77 | 78 | 79 | 80 |
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| 111 | 112 | 113 | 114 | 115 | 116 | 117 | 118 | 119 | 120 |
| 121 | 122 | 123 | 124 | 125 | 126 | 127 | 128 | 129 | 130 |
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| 141 | 142 | 143 | 144 | 145 | 146 | 147 | 148 | 149 | 150 |
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Offer expires August 1, 2006

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Your Opinion Matters!
Please join our Reader Panel today and tell us what you think.

Membership includes eligibility for monthly prizes, a \$50 to spend anywhere in the United States!

For Details, log on: www.ngtravelerpanel.com

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- Reader / Website Requests for more information are emailed directly to each advertiser
- Average Responses per Listing= 700-800
Based on 2005 / 2006 responses as of 7/31/2006

TERMS & CONDITIONS

- Space is reserved by signed contract, and cannot be cancelled after the materials due date.
- Publisher formats all ads (except full pages) to retain section consistency.
- 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.
- Due dates may also change.

For more information, please contact your Custom Publishing account representative, the Certified Folder Display Service office nearest you, or contact our corporate office for referral information.



Shawn Fisher | PROGRAM SALES MANAGER
(800) 799-7373 | shawnf@certifiedfolder.com

THE WEST'S BEST Special Advertising Sections - Travel / Lifestyle Magazines 2007

| 2007 | Publication | Circulation | Markets Reached | Net Rates | National Editorial Features* | Space Close Matls. Due |
|---------------------------|--------------------------------|-------------|---|--------------------------|---------------------------------|---|
| February | Arthur Frommer's Budget Travel | 135,000 | CA, WA, OR, AZ, NV, NM, UT, ID + Canada | 1/6: n/a 1/4: \$3,685 | 1/2: \$6,885 Full: \$13,705 | 10/25/06 |
| April | Arthur Frommer's Budget Travel | 135,000 | CA, WA, OR, AZ, NV, NM, UT, ID + Canada | 1/6: n/a 1/4: \$3,685 | 1/2: \$6,885 Full: \$13,705 | 1/8/07 |
| May | Arthur Frommer's Budget Travel | 135,000 | CA, WA, OR, AZ, NV, NM, UT, ID + Canada | 1/6: n/a 1/4: \$3,685 | 1/2: \$6,885 Full: \$13,705 | 2/5/07 |
| June | Arthur Frommer's Budget Travel | 135,000 | CA, WA, OR, AZ, NV, NM, UT, ID + Canada | 1/6: n/a 1/4: \$3,685 | 1/2: \$6,885 Full: \$13,705 | 3/12/07 |
| July/Aug. Double Issue | Arthur Frommer's Budget Travel | 135,000 | CA, WA, OR, AZ, NV, NM, UT, ID + Canada | 1/6: n/a 1/4: \$3,685 | 1/2: \$6,885 Full: \$13,705 | 4/9/07 |
| September | Arthur Frommer's Budget Travel | 135,000 | CA, WA, OR, AZ, NV, NM, UT, ID + Canada | 1/6: n/a 1/4: \$3,685 | 1/2: \$6,885 Full: \$13,705 | 6/1/07 |
| October | Arthur Frommer's Budget Travel | 135,000 | CA, WA, OR, AZ, NV, NM, UT, ID + Canada | 1/6: n/a 1/4: \$3,685 | 1/2: \$6,885 Full: \$13,705 | 7/9/07 |
| Dec./Jan. Double Issue | Arthur Frommer's Budget Travel | 135,000 | CA, WA, OR, AZ, NV, NM, UT, ID + Canada | 1/6: n/a 1/4: \$3,685 | 1/2: \$6,885 Full: \$13,705 | 9/10/07 |
| January | Condé Nast Traveler-N | 124,000 | N. Cal, N. NV, W. Can, OR, WA, UT | 1/6: n/a 1/4: \$3,910 | 1/2: \$7,535 Full: \$14,850 | GOLD LIST: Hotels and Cruises 10/13/06 |
| January | Condé Nast Traveler-S | 117,000 | S. Cal, S. NV (Las Vegas), AZ | 1/6: n/a 1/4: \$3,910 | 1/2: \$7,535 Full: \$14,850 | GOLD LIST: Hotels and Cruises 10/13/06 |
| April | Condé Nast Traveler-N | 124,000 | N. Cal, N. NV, W. Can, OR, WA, UT | 1/6: n/a 1/4: \$3,910 | 1/2: \$7,535 Full: \$14,850 | Readers' Choice Awards: Best Spas 1/12/07 |
| April | Condé Nast Traveler-S | 117,000 | S. Cal, S. NV (Las Vegas), AZ | 1/6: n/a 1/4: \$3,910 | 1/2: \$7,535 Full: \$14,850 | Readers' Choice Awards: Best Spas 1/12/07 |
| June | Condé Nast Traveler-N | 124,000 | N. Cal, N. NV, W. Can, OR, WA, UT | 1/6: n/a 1/4: \$3,910 | 1/2: \$7,535 Full: \$14,850 | Readers' Choice Awards: Best Golf Resorts 3/16/07 |
| June | Condé Nast Traveler-S | 117,000 | S. Cal, S. NV (Las Vegas), AZ | 1/6: n/a 1/4: \$3,910 | 1/2: \$7,535 Full: \$14,850 | Readers' Choice Awards: Best Golf Resorts 3/16/07 |
| September | Condé Nast Traveler-N | 124,000 | N. Cal, N. NV, W. Can, OR, WA, UT | 1/6: n/a 1/4: \$3,910 | 1/2: \$7,535 Full: \$14,850 | All-Star Issue 6/15/07 |
| September | Condé Nast Traveler-S | 117,000 | S. Cal, S. NV (Las Vegas), AZ | 1/6: n/a 1/4: \$3,910 | 1/2: \$7,535 Full: \$14,850 | All-Star Issue 6/15/07 |
| November | Condé Nast Traveler-N | 124,000 | N. Cal, N. NV, W. Can, OR, WA, UT | 1/6: n/a 1/4: \$3,910 | 1/2: \$7,535 Full: \$14,850 | Readers' Choice Awards: Best Hotels 8/17/07 |
| November | Condé Nast Traveler-S | 117,000 | S. Cal, S. NV (Las Vegas), AZ | 1/6: n/a 1/4: \$3,910 | 1/2: \$7,535 Full: \$14,850 | Readers' Choice Awards: Best Hotels 8/17/07 |
| December | Condé Nast Traveler-N | 124,000 | N. Cal, N. NV, W. Can, OR, WA, UT | 1/6: n/a 1/4: \$3,910 | 1/2: \$7,535 Full: \$14,850 | Readers' Choice Awards: Best Ski Resorts 9/14/07 |
| December | Condé Nast Traveler-S | 117,000 | S. Cal, S. NV (Las Vegas), AZ | 1/6: n/a 1/4: \$3,910 | 1/2: \$7,535 Full: \$14,850 | Readers' Choice Awards: Best Ski Resorts 9/14/07 |
| Jan./Feb. Double Issue | National Geographic Traveler | 125,000 | CA, WA, OR, AZ, NM | 1/6: n/a 1/4: \$3,535 | 1/2: \$6,585 Full: \$13,105 | Best Photos 10/10/06 |
| March | National Geographic Traveler | 125,000 | CA, WA, OR, AZ, NM | 1/6: n/a 1/4: \$3,535 | 1/2: \$6,585 Full: \$13,105 | Las Vegas, Napa/Sonoma 11/29/06 |
| May/June Double Issue | National Geographic Traveler | 125,000 | CA, WA, OR, AZ, NM | 1/6: n/a 1/4: \$3,535 | 1/2: \$6,585 Full: \$13,105 | Family Summer Travel Planner 2/21/07 |
| July/Aug. Double Issue | National Geographic Traveler | 125,000 | CA, WA, OR, AZ, NM | 1/6: n/a 1/4: \$3,535 | 1/2: \$6,585 Full: \$13,105 | 25 Places to Have Fun 4/11/07 |
| September | National Geographic Traveler | 125,000 | CA, WA, OR, AZ, NM | 1/6: n/a 1/4: \$3,535 | 1/2: \$6,585 Full: \$13,105 | Walking Tours: New Orleans 6/6/07 |
| Nov./Dec. Double Issue | National Geographic Traveler | 125,000 | CA, WA, OR, AZ, NM | 1/6: n/a 1/4: \$3,535 | 1/2: \$6,585 Full: \$13,105 | Historic Sites 8/22/07 |
| April | Sunset Magazine | 375,000 | So. California | 1/6: n/a 1/4: \$6,000 | 1/2: \$11,000 Full: \$20,000 | San Diego CONVIS Special Section 1/5/07 |

* Annual issues generally remain unchanged, but all national editorial is subject to change without notice.

➤ 5% renewal discount available for returning clients ➤ Rates are NET – NO agency discounts

FREQUENCY DISCOUNT SCHEDULE

3-5x = 4% ➤ 6-9x = 6% ➤ 10+ = 8%

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Shawn Fisher | PROGRAM SALES MANAGER
(800) 799-7373 | shawnf@certifiedfolder.com

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