

Here's what clients say

"I wanted to let you know how well the Fearn's Traveler Information Guide is working out for us. It has proven to be a great outlet for some of our advertising dollars!"

Lisa Flick – Hard Rock Cafe Dallas

"The Dallas/Fort Worth edition of the Fearn's Traveler Info Guide has been the most popular brochure in the Certified display rack. It has been very helpful to our guests in finding things to do and see around the Dallas/Fort Worth area."

John Reilly – Concierge Dallas/Fort Worth Hyatt Regency

"People would bring the map to the desk to use the coupon and that made it very easy to track our advertising...the ad more than paid for itself!"

Mary Hagemeyer – Yellowstone Super 8 Motel

"Can't keep them in stock...we give them out to all the people that stay here."

Kate Marco – El Pueblo Lodge

"We give lots away...very informative...colorful...people get the map out of the rack at the Chamber and bring it over to me to use as an information piece to get to where they want to go."

Al Collins – Taos Chamber of Commerce

"We send the map out with all our sales packages...they are picked up from the rack so fast we have to keep extras on hand to give out."

Vernetta Steele – Big Western Pine Motel

"We owe a lot of our business activity to Certified."

Greg Smith – Graveline Tours

Choose from a variety of ad sizes designed to fit every budget.

For as little as \$375 per year, you can be included in one of our many visitor publications. Depending on the issue we print at least 100,000 copies annually. If you need help with the design of your ad, our award winning staff of designers will do so for only \$35 to \$100 depending on the size of your ad.



1-800-799-7373

www.certifiedfolder.com

1120 Joshua Way, Vista, CA 92081

(760) 727-5100 Fax (760) 727-1583

PUBLICATION QUANTITIES	AD PRICE BREAKDOWN					
	"SP" Size	"A" Size	"B-SP" Size	"B" Size	"C" Size	"D" Size
100,000	\$375	\$625	\$800	\$1,000	\$1,150	\$2,750
125,000	—	—	—	—	—	\$2,200
150,000	\$450	\$750	\$1,000	\$1,200	\$1,400	\$3,300

See PUBLICATION BREAKDOWN on the inside for specific information on each publication

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"A" Size
3 1/2" x 1 7/8"
Design Cost \$50

"C" Size
3 3/4" x 4 1/4"
Design Cost \$75

"SP" Size
3 1/2" x 7/8"
Design Cost \$35

"B-SP" Size
3" x 2 1/2"
Design Cost \$70

"B" Size
3 1/2" x 3 1/2"
Design Cost \$70

"D" Size
4" x 9"
Design Cost \$100

Let Us Put You On The Map!

We Get Their Attention So You Can Get Their Business.

For As Little As \$375!

Reliable Distribution
Low Cost – High Impact
Visitor Friendly



For more information or to place an order call:

1-800-799-7373



1120 Joshua Way, Vista, CA 92081

Reach the Important Visitor Market

For As Little As \$375 — Guaranteed.

Fearn's Traveler Info Guides are published by Certified Folder Display Service, Inc., the nation's largest professional brochure distribution and display service. Because we own and maintain all of the visitor information display racks through which the Traveler Info Guides are distributed and displayed, *we guarantee your advertisement will be seen by thousands of visitors to your area!*

Our display sites include better hotels, motels, car rental offices and visitor information centers — exactly the places you want to be seen!

Each edition has a guaranteed circulation of at least 100,000 copies. That's less than 1/2 cent per copy (based on a \$375 ad purchase). *You cannot find a better way to reach so many potential customers for so little investment.* Compared to other forms of advertising such as television, radio, newspaper or magazines, our visitor publications are a real bargain, and provide you with the best opportunity to focus your advertising dollars on the visitor market.

In today's marketplace, our Traveler Info Guides are one of the most popular brochures in the racks. Why?

Each Traveler Info Guide includes helpful visitor information like:

- Local and Regional Maps
- Area Points of Interest
- Important Local Telephone Numbers
- Mileage and Distance Charts

Our readers are visitors who are traveling in the marketplace looking for entertainment, dining, and lodging values in your area. Don't miss the chance to reach these important prospects.

Ad space is limited — let them know who you are — place your advertisement today!



LOCATOR DOTS show your exact location on the map

PORT THESE ADVERTISERS

- 19 **Holiday Inn Express—Monterey Bay**
1400 Del Monte Boulevard, Seaside
(831) 394-5335 or (800) 995-7666
www.hiexpress.com/montereybayca
- 8 **Howard Johnson Inn & Suites**
660 Dennett Street, Pacific Grove
(831) 373-8777 or (800) 221-9323
www.hojomonterey.com
- 9 **Indian Summer**
220 Oliver Street, Monterey
(831) 372-4744
www.IndianSummer.com
- 15 **National Steinbeck Center**
One Main Street, Salinas
(831) 796-3833 or (831) 775-4721
www.steinbeck.org
- 16 **Old Fisherman's Grotto**
Fisherman's Wharf #1
- 18 **Segway by the Sea**
125 Ocean View Boulevard
American Tin Cannery
Suite 110, Monterey
(831) 238-7044
www.segwaybythesea.com
- 20 **The Steinbeck House**
132 Central Avenue
Salinas
(831) 424-2735
www.steinbeckhouse.com
- 21a **Turtle Bay Taqueria**
www.fishwife.com/turtlebay.ht
431 Tyler, Monterey
(831) 333-1500
- 21b **Turtle Bay Taqueria**
1301 Fremont, Seaside
(831) 899-1010

PUBLICATION BREAKDOWN

ISSUE	DISTRIBUTION PERIOD	QUANTITIES	AD COSTS	DISTRIBUTION AREA
NORTHWEST/CANADA				
San Juan Islands	May – April	150,000	\$450-\$3,300	WA State Ferry Anacortes/San Juan Islands, Blaine/I-5 Corridor
Pike Place Market	May – April	150,000	\$750-\$3,300	Seattle/Eastside, Seattle/Southside, Bellingham/I-5, Tacoma/Olympic, Seattle/Bainbridge Island, Seattle/Bremerton, WA State Ferry Pier 52, SeaTac Airport, Seattle Convention Center, Bell Harbor-Pier 66
Vancouver	May – Dec.	300,000	\$1,425-\$8,550	Greater Vancouver, Vancouver Int'l Airport, Fraser Valley, Kamloops, Okanagan Valley, Whistler, USA, Seattle/I-5 Corridor, Vancouver Cruise Ship Terminal, B.C., Gray Line, BC Ferries
Victoria	May – April	350,000	\$1,186-\$11,320	BC Ferries, Victoria Express Passenger Ferry, Bellingham Star Passenger Ferry, Coho Ferry, Victoria, Vancouver Island, Vancouver, Seattle, Olympia Peninsula, Corporate: Seattle, Portland, Silicon Valley, San Diego
CALIFORNIA				
Monterey Bay Area	April – Mar.	100,000	\$375-\$2,750	Monterey Bay Area, Santa Cruz, San Jose/Santa Clara, CWCs Pier 39, Merced, Pismo Beach
Redwood Empire	May – April	100,000	\$375-\$2,750	S. Oregon Coast, Medford, Redwood Empire, Mt. Shasta/I-5, Redding, Lake County, Marin/Sonoma Counties, Mendocino Coast, CWCs Rohnert Park, Arcata, Anderson, Pier 39
Santa Barbara	July – June	100,000	\$375-\$2,750	San Luis Obispo, Santa Barbara/Ventura
San Bernardino	Jan. – Dec.	100,000	\$375-\$2,750	Inland Empire, Palm Springs, S. California Sports, San Diego County Corporate, Las Vegas Sports, Ontario Int'l Airport, Orange County Int'l Airport, Burbank Airport, San Diego Airport, CWCs Barstow, Yucca Valley, Santa Ana, Oceanside, Beverly Center
Carlsbad	Sept. – Aug.	100,000	\$375-\$2,750	San Diego, Orange County/South, CWCs Oceanside, Santa Ana, San Diego International Airport
Laguna Beach	Sept. – Aug.	100,000	\$375-\$2,750	Orange County, CWCs Santa Ana, Oceanside, John Wayne Int'l Airport
NEVADA/UTAH				
Utah	June – May	125,000	\$425-\$3,000	Salt Lake City, N. Nevada/I-80, Southern Utah, Las Vegas, Page, AZ
MONTANA/WYOMING/SOUTH DAKOTA				
Yellowstone	May – Oct.	100,000	\$375-\$2,750	Butte/I-15, Yellowstone, Billings, Cody, Salt Lake City
Glacier	May – Oct.	100,000	\$375-\$2,750	Glacier, Missoula, Helena/Great Falls, Coeur d'Alene, Spokane
South Dakota Coupon Guide	May – Sept.	60,000	\$395-\$995	Over 300 visitor locations throughout South Dakota, including State Information Centers.
ARIZONA/NEW MEXICO				
Arizona Vacation Guide	July – June	150,000	\$2,500 (4"x9" ad)	Las Vegas, Palm Springs, CWC Barstow, Yuma/I-8, Southern Utah, Gallup/I-40, Deming/Silver City, Phoenix Corporate, Blythe/Quartzsite
Phoenix & Scottsdale	Nov. – Oct.	150,000	\$450-\$3,300	Phoenix Metro Area
Tucson	Dec. – Jan.	150,000	\$450-\$3,300	Tucson/Nogales, Phoenix Corporate, Picacho/Casa Grande, Benson/Willcox, Deming/Silver City
Southern New Mexico & El Paso	Dec. – Jan.	100,000	\$375-\$2,750	El Paso/Juarez, Las Cruces, Deming/Silver City, Alamogordo, Carlsbad, Lubbock, Midland/Odessa
TEXAS/LOUISIANA				
Dallas/Fort Worth	June – May	100,000	\$375-\$2,750	Dallas, Arlington, Fort Worth
Southern New Mexico & El Paso	Dec. – Jan.	100,000	\$375-\$2,750	El Paso/Juarez, Las Cruces, Deming/Silver City, Alamogordo, Carlsbad, Lubbock, Midland/Odessa
San Antonio	June – May	150,000	\$450-\$3,300	San Antonio, Austin, Kerrville
Houston & Galveston	April – Mar.	150,000	\$450-\$3,300	Houston, N. Houston, Galveston, Galveston Cruise Ship Terminals
COLORADO/OKLAHOMA				
Colorado Vacation Activity Guide	April – Aug.	125,000	\$2,200 (4"x9" ad)	Albuquerque/I-40, Santa Fe, Taos, Red River, Arizona I-40/Grand Canyon, Lubbock, Amarillo, Dallas, Arlington, Fort Worth, Houston, N. Houston, San Antonio, W. & E. Kansas/I-70
Colorado Springs	April – Mar.	125,000	\$450-\$3,300	Denver, Colorado Springs, Canon City/Pueblo
Denver	May – April	100,000	\$375-\$2,750	Denver, Northeast Colorado, Limon/I-70, Sterling/I-76
Southwest Colorado	April – Mar.	100,000	\$375-\$2,750	Durango, Cortez, Pagosa Springs, Silverton, Telluride, Farmington/Aztec, Alamosa, Montrose/Delta/Ouray, Gunnison, Crested Butte, Grand Junction, Arizona I-40/Grand Canyon
Oklahoma	Mar. – Feb.	100,000	\$375-\$2,750	Oklahoma City, Tulsa, Wichita, Dallas Corporate

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See AD PRICE BREAKDOWN on back page

