

CALIFORNIA WELCOME CENTER MAP LOCATIONS

Alpine

5005 Willows Road
Suite H110
Alpine, CA 91901

Anderson

1699 Highway 273
Anderson, CA 96007

Arcata

1635 Heindon Road
Arcata, CA 95521

Auburn

1103 High Street
Auburn, CA 95603

Barstow

2796 Tanger Way
Suite 106
Barstow, CA 92311

Buena Park

6601 Beach Boulevard
Buena Park, CA 90621

El Dorado Hills

2085 Vine Street
Suite 105
El Dorado Hills, CA 95762

Mammoth Lakes

2510 Main Street / Hwy. 203
Mammoth Lakes, CA 93546

Merced

710 West 16th Street
Suite A
Merced, CA 95340

Oceanside

928 North Coast Highway
Oceanside, CA 92054

Oxnard

2786 Seaglass Way
Oxnard, CA 93036

Pismo Beach

c/o Prime Outlets -
Pismo Beach
333 Five Cities Drive #100
Pismo Beach, CA 93449



Salinas

1213 North Davis Road
Salinas, CA 93907

San Francisco

Pier 39, Building "P"
Second Level
Suite 214-B
San Francisco, CA 94133

San Mateo

Hillsdale Shopping Center
Hillsdale Blvd.
San Mateo, CA 94403

Santa Rosa

9 Fourth Street
Santa Rosa, CA 95401

Truckee

10065 Donner Pass Road
Truckee, CA 96161

Yreka

I-5 just south of the Oregon border
Collier Rest Area / Exit 786
Yreka, CA 96044

Yucca Valley

56711 Twentynine Palms Hwy.
Yucca Valley, CA 92284

DIGITAL MEDIA AD SPECS

VIDEO ADS

Acceptable Media Formats: AVI (.avi) • MPG2, MPG4 • Quicktime Move (.mov)

Preferred Formats: MPG4 or Quicktime Movie (.mov) – MPG2 or MPG4 files do not require any conversion. Quicktime Movie (.mov) files have to be exported to the MPG2 or MPG4 format.

Pixel Size: 800 (w) x 600(h) Resolution / 29.97 fps (Frames Per Second)

Video Compression: DIVX (preferred) or XVID

FEATURED ADS

Requirements: 224 (w) x 552 (h) pixel resolution at 72 ppi/dpi (pixels per inch/dots per inch). Saved in RGB.

- We can accept images in .jpg, .ai, .eps, or .psd format.

Certified Design Services can handle all of your ad production needs

Video Ads from \$250 - \$500 depending on length • Featured Ads from \$35 - \$100

For more information, contact William Herring at **1-800-799-7373** or email williamh@certifiedfolder.com



CALIFORNIA WELCOME CENTER

Effective January 1, 2014

DIGITAL MEDIA ADVERTISING



SPECIAL LIMITED TIME OFFER

Buy distribution at all California Welcome Centers and add a 30 second Video ad for only \$25 per month per Welcome Center! (\$1,200 per month savings!)

42" LCD Monitors Showcase Your Message • Full-Motion Video with Sound

Limited Participation – Ads Repeat Once Every 10 Minutes

Over 1.2 Million Visitors Annually



CERTIFIED
FOLDER DISPLAY
SERVICE, INC.
SINCE 1899

Corporate Office | 1120 Joshua Way | Vista, CA 92081 | (760) 727-5100 | Fax (760) 727-1583 | www.certifiedfolder.com

MAKE SURE YOUR MESSAGE IS **SEEN & HEARD!**



California Welcome Center Auburn

Full-Motion Video with Sound

- › 42" State-of-the-Art LCD Monitors

Limited Participation

- › Ads Will Repeat an Average of Once Every 10 Minutes.

Complete Flexibility

- › Run Same or Different Ads on Rotating Basis.

Changes At No Additional Cost

- › Change Your Ad Monthly, Weekly, or Once Each Day.



California Welcome Center Barstow



California Welcome Center San Mateo



California Welcome Center Oxnard

VIDEO AD RATES

(Rates per month per welcome center)

	12 Months	6 Months
10-15 second spot	\$100 - \$175	\$125 - \$200
30 second spot	\$125 - \$200	\$150 - \$225
60 second spot	\$175 - \$250	\$200 - \$275

* Featured ad included at no additional cost with every video ad.

FEATURED AD RATES

(Rates per month per welcome center)

	12 Months	6 Months
10-15 second spot	\$30 - \$40	\$45 - \$55
30 second spot	\$40 - \$50	\$55 - \$65
60 second spot	\$60 - \$70	\$75 - \$85

* Featured ad included at no additional cost with every video ad.

ALPINE
San Diego County
ANDERSON
Shasta Cascade
ARCATA
North Coast
AUBURN
Gold Country
BARSTOW
Deserts
BUENA PARK
Orange County
EL DORADO HILLS
Gold Country
MAMMOTH LAKES
High Sierra
MERCED
Central Valley
OCEANSIDE
San Diego County
OXNARD
Ventura County
PISMO BEACH
Central Coast
SAN FRANCISCO
San Francisco Bay Area
SAN MATEO
San Francisco Bay Area
SANTA ROSA
North Coast
TRUCKEE
High Sierra
YREKA **New!**
Shasta Cascade
YUCCA VALLEY
Deserts

Available Discounts

Buy 2 CWC's - Save 10% › Buy 3 CWC's - Save 15% › Buy 4 CWC's - Save 20% › Buy 5 CWC's - Save 25% › Buy all 18 CWC's - Save 35%

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