

## CALIFORNIA WELCOME CENTER MAP LOCATIONS

**Anderson**  
1699 Highway 273  
Anderson, CA 96007

**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 (Not Available)**  
1213 North Davis Road  
Salinas, CA 93907

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

**Santa Rosa**  
9 Fourth Street  
Santa Rosa, CA 95401

**Truckee**  
10065 Donner Pass Road  
Truckee, CA 96161

**Yucca Valley**  
56711 Twentynine Palms Hwy.  
Yucca Valley, CA 92284



Effective January 1, 2018

## 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!)

## DIGITAL MEDIA AD SPECS

### VIDEO ADS

- Acceptable Media Formats:** 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 [williamlh@certifiedfolder.com](mailto:williamlh@certifiedfolder.com)

**42" LCD Monitors Showcase Your Message • Full-Motion Video with Sound**  
**Limited Participation – Ads Repeat Once Every 10 Minutes**  
**Over 1.5 Million Visitors Annually**



# 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.



### SPECIAL LIMITED TIME OFFER

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- ANDERSON**  
Shasta Cascade
- 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
- SANTA ROSA**  
North Coast
- TRUCKEE**  
High Sierra
- YUCCA VALLEY**  
Deserts

### 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.



California Welcome Center Barstow



California Welcome Center San Mateo



California Welcome Center Oxnard

### 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 16 CWC's - Save 35%

### 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.

For More Information, Call **1-800-799-7373** or Visit: [certifiedfolder.com](http://certifiedfolder.com)