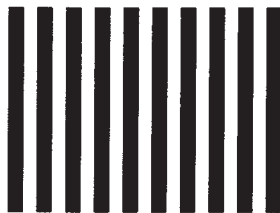


NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 40 CARLSBAD, CA

POSTAGE WILL BE PAID BY ADDRESSEE

CERTIFIED FOLDER DISPLAY SERVICE INC
CORPORATE OFFICE
1120 JOSHUA WAY
VISTA CA 92081-9883



The Most Extensive Coverage Throughout The West

Certified maintains North America's largest network of visitor information display racks and offers a variety of programs designed to reach your best prospects.

Several comprehensive service programs are available, each designed to reach the traveling public, working adults, and sports enthusiasts throughout the areas shown below.

Regional offices and warehouse facilities are located in major cities throughout the western United States and Canada.

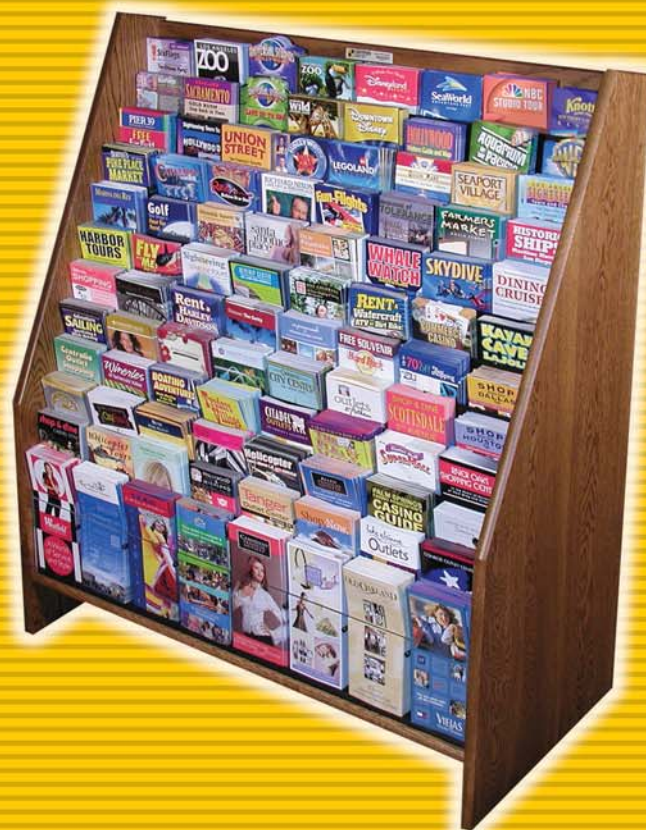


Corporate Offices: 1120 Joshua Way ■ Vista, California 92081
(760) 727-5100 fax (760) 727-1583 www.certifiedfolder.com
1-800-799-7373

Member



PROFESSIONAL BROCHURE DISTRIBUTION SERVICE



Corporate Offices: 1120 Joshua Way ■ Vista, California 92081
1-800-799-7373
www.certifiedfolder.com

"Certified" In Writing



Reliable Staff

Our Service Representative obtains the signature of a location employee with each delivery of your brochure – your "Certified" assurance of effective and reliable brochure distribution and display service.



Our logo is derived from the International Code of Signals semaphore meaning:

"Stop, I have a message for you!"

Certified's trademark is our commitment to you that your brochure will be displayed continuously and effectively in the market areas you select.

Dependable Local Service

Prime Locations

Certified maintains the nation's largest network of over 19,000 visitor information display racks throughout seventeen western states and Canada.

Our Sites Include:

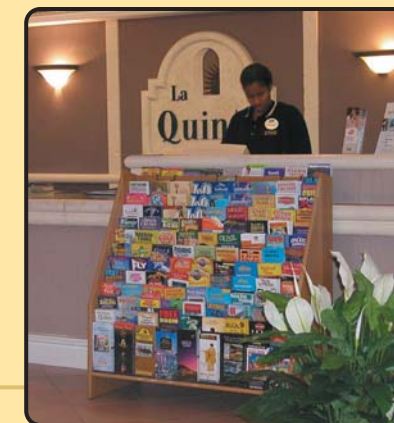
- Better Hotels & Motels
- Car Rental Offices
- Airports and Transportation Centers
- Restaurants
- Visitor Info Centers
- Military Bases
- Chambers of Commerce
- State & National Parks
- Campgrounds/RV Parks
- Interstate Service Stations
- Corporate/Industrial Plants
- Ski Shops/Sporting Goods Stores

Frequent Service

Our well-trained staff services each Certified brochure display rack personally, as often as three times per week, to assure your brochure will always be on display and available.

Effective Display Sites

We secure only the best possible locations for our brochure display racks. At each location, we maintain a personal relationship with location management to ensure good exposure for our clients' brochures and publications.



For information on all our services, please call:
1-800-799-7373

Brochure Distribution Programs

As North America's leading professional brochure distribution and display service, Certified offers a number of different service programs, all of which can be tailored to fit your individual needs. Here are three programs, each designed to reach a specific target audience.

Visitor Marketing Program

Penetrate the growing visitor and tourism market through brochure display at high-traffic visitor-oriented locations. Our display sites include hotels, motels, car rental offices, visitor centers, airports, chambers of commerce, restaurants and interstate service stations.

Whether you need to reach travelers in a specific city, state, or throughout an entire region, this program allows you to target and saturate this market with your brochure message!



Corporate Industrial Program

Target employed adults through effective brochure display at major companies throughout the West. In selected cities, our brochure distribution service provides an opportunity to reach thousands of employees at some of America's best known companies, such as Hewlett-Packard, Motorola, Honeywell, Apple and Boeing. The brochure display racks are located in employee cafeterias and recreation areas to assure ongoing and continuous exposure for our clients' brochures.



Sports Marketing Program

Reach active sports-oriented individuals through proven year-round brochure and magazine display at sporting goods stores and ski shops throughout the West. We offer two seasonal programs:

Winter: Ideal coverage for ski areas, resorts, lodges, condominium rentals, and charter tour companies trying to reach skiers and snowboarders.

Summer: Great for promoting whitewater rafting, camping, hiking, fishing, windsurfing, houseboating, jet skiing and destination resorts.

VisitorTips.com

VisitorTips.com is an international travel resource website. Visitors can easily find information on:



- Accommodations
- Attractions & Activities
- Dining & Entertainment
- Shopping
- Tours & Transportation
- Visitor Services

By simply selecting a destination, visitors have an easy way to find out about things to see and do in a particular city or town!

In addition to gathering information, visitors can also shop for the best travel deals, make on-line reservations, and pay for travel services including air, accommodations, cruises and car rentals!

It's fast, it's easy and best of all, a Basic Listing is **FREE** to Certified advertisers and display rack locations!

Don't miss a great opportunity – sign up today at:



visitortips.com
Your Internet Source For Travel Information

Custom Publishing

Increase your exposure and market share through affordable advertising in national magazines like *Condé Nast Traveler*, *Budget Travel*, *Gourmet* and *T&L Golf*. Our **special advertising sections** are bound into these publications on a regional or target-market basis.



In addition, you can promote time-sensitive special offers through targeted direct mail programs designed to reach the lucrative drive market.

These **promotional mailers**, specific to a city, region or niche market, reach your best prospects!

Plus, there is no additional charge for ad design and production by Certified's award-winning in-house design department.



Call today for a schedule of upcoming special advertising sections and promotional mailers, or let us know what your specific needs are, and we'll create a target-market program just for you!

Design Services

Our award-winning in-house print and multimedia design departments provide creative solutions and great service, all at very affordable rates!

Whether it's a rack card, multi-panel full-color brochure, magazine, catalog, web page design, or a complete identity package (logo, business cards, media kit, stationery), our full-service Mac-based graphic design department has the necessary tools and expertise to meet all of your print design and multimedia needs.



Discount Printing Program

Take advantage of our volume-priced discount printing. Call today for fast and dependable service!

Please send additional information on how I can have my brochures displayed in Certified's racks!

Name of Company: _____
Your Name: _____
Your Title: _____
Address: _____
City/State: _____ Zip: _____
Telephone: _____ Fax: _____
Type of Business/Brochure: _____
Email: _____

Visitor Marketing Program

- | | | |
|--|-------------------------------------|---------------------------------------|
| <input type="checkbox"/> Canada | <input type="checkbox"/> Louisiana | <input type="checkbox"/> Oregon |
| <input type="checkbox"/> Arizona | <input type="checkbox"/> Montana | <input type="checkbox"/> South Dakota |
| <input type="checkbox"/> California (Northern) | <input type="checkbox"/> Nebraska | <input type="checkbox"/> Texas |
| <input type="checkbox"/> California (Southern) | <input type="checkbox"/> New Mexico | <input type="checkbox"/> Utah |
| <input type="checkbox"/> Colorado | <input type="checkbox"/> Nevada | <input type="checkbox"/> Washington |
| <input type="checkbox"/> Idaho | <input type="checkbox"/> Oklahoma | <input type="checkbox"/> Wyoming |
| <input type="checkbox"/> Kansas | | |

Corporate Industrial Program

- | | | |
|--|--------------------------------------|---|
| <input type="checkbox"/> Austin* | <input type="checkbox"/> Las Vegas* | <input type="checkbox"/> San Francisco* |
| <input type="checkbox"/> Dallas/Ft. Worth | <input type="checkbox"/> Phoenix | <input type="checkbox"/> San Jose/Santa Clara |
| <input type="checkbox"/> Denver/Col. Springs | <input type="checkbox"/> Sacramento* | <input type="checkbox"/> Seattle/Portland |
| <input type="checkbox"/> Houston | <input type="checkbox"/> San Diego | (*Coming Soon) |

Sports Marketing Program

- | | | |
|--|---|-------------------------------------|
| <input type="checkbox"/> Arizona | <input type="checkbox"/> Colorado/Wyoming | <input type="checkbox"/> Nevada |
| <input type="checkbox"/> California (Northern) | <input type="checkbox"/> Oregon | <input type="checkbox"/> Washington |
| <input type="checkbox"/> California (Southern) | <input type="checkbox"/> Texas/Oklahoma | <input type="checkbox"/> New Mexico |

Special Programs

- | | |
|---|---|
| <input type="checkbox"/> visitortips.com | <input type="checkbox"/> Washington State Ferries |
| <input type="checkbox"/> Custom Publishing | <input type="checkbox"/> BC Ferries |
| <input type="checkbox"/> California Welcome Centers | |

Design Services

- | | |
|--|--|
| <input type="checkbox"/> Print Design | <input type="checkbox"/> Web Page Design |
| <input type="checkbox"/> Multimedia Design | <input type="checkbox"/> Discount Printing Program |

Contact Me

Please have a local Certified sales representative contact me!
 ASAP After (Date) _____ Best Time (Hour) _____

For information on all our services, please call: **1-800-799-7373**
www.certifiedfolder.com