



PROMOTIONAL MAILERS

# THE WEST'S BEST

WWW.THEWESTSBEST.COM

**Frequency Discounts Available**

“

I am happy to share with you the success of our WEST'S BEST mailing that we participated in last year. Our response was quite immediate and we recognized over \$85,000 in revenue from the packages that we offered. We plan to participate in the same mailing this fall and are looking forward to similar results!

– Charlotte Morgan Wayte  
Director of Marketing  
Kimpton Group Seattle

Here are the results of the mailers we have done so far.

- ▶ Marriott's Desert Springs  
..... 217 room nights
- ▶ Marriott's Rancho Las Palmas  
..... 56 room nights

Thanks,

– Britton Alvic  
Data Promotions Manager  
Marriott's Southwest Desert Resorts

”

For More Information, Please Call:  
**1-800-799-7373**

Space closes on a "first come, first served" basis, and cannot be cancelled after the materials deadline.

For additional mailers, please see the Media Planning Guides, or ask your sales representative.

SPRING 2004 CUSTOM PROMOTIONAL MAILER

## Reach 20,000 Upscale Travelers Residing in the Los Angeles Metro Area

**Our unique list is compiled from a database of subscribers to national travel and lifestyle magazines who reside in the L.A. Metro area**

- ▶ Our rate for 20,000 pieces is less than the cost of first-class postage!
- ▶ THE WEST'S BEST promotional mailer is a 4-color, 8-panel accordion-fold enclosed in a 6"x9" envelope. Prominently printed on the outside of the envelope is a **listing of the properties included in the piece**, and a message such as:

**"Special Offers from THE WEST'S BEST Hotels and Resorts"**

### 4-Color NET Rates:

**Full Panel (8.5"x5.5") . . . 19¢ per piece . . . . . \$3,750**

**Half Panel (4.25"x5.5") . . 10¢ per piece . . . . . \$1,975**

Includes **FREE** upgrade listing on **www.visitortips.com** for one year (value \$100)

- ▶ **Ads promoting a SPECIAL OFFER or PACKAGE are preferred, and we recommend tracking your ad results!**

**Space closes on a "first come, first-served" basis.**

**Materials Due: April 2, 2004**

**\*Target Mail Date: Late April 2004**

\*Target Mail Dates cannot be guaranteed until all materials are received from all clients. Certified Custom Publishing reserves the right to create ad materials for contracted space if materials are not received within one week of the listed due date.



1120 Joshua Way, Vista, CA 92081 • (760) 727-5100 Fax (760) 727-9783 • (800) 799-7373

[www.certifiedfolder.com](http://www.certifiedfolder.com)

# THE WEST'S BEST

## MATERIALS SPECIFICATIONS

### ► Ad Materials Options:

- Agency-designed display ads are acceptable, OR
- Certified's award-winning, in-house design department can design a custom ad for you, at very reasonable rates (please call for pricing), OR
- We can create a formatted ad – at no charge –from materials supplied by you (photo, logo and copy).

### ► Specs:

- **1/2-Panel Trim Size:** 4.25" (w) x 5.5" (h)
- **Full-Panel Trim Size:** 8.5" (w) x 5.5" (h)
- **Live Area:** Please keep all logos, text, and critical elements at least 1/8" away from the trim on all four sides.

- **To ship:** Save to MacIntosh-formatted CD-ROM or Email to: shawnf@certifiedfolder.com.

### Formatted Ads

For no charge, you can supply image(s), logo, and text, and our design department will place your ad into one of several design formats – whichever format is best suited for your needs.

For formatted ads, text is limited to approximately 80 words for a 1/2-panel ad, and 160 words for a full-panel ad. Be sure to provide phone number and website. Image sizes will vary, depending on the format. Please call for details/format options.

### File Specifications

Please provide display ads as either Quark files (4.1 or greater) – with hi-res images and all fonts – or as a Photoshop (5.0 or greater) EPS file.

For Certified-designed display ads or formatted ads, all image and logo files must be at least 300 dpi, CMYK, TIFF or EPS files, compatible with Photoshop (5.0 or greater). Text can be emailed or sent on disk.

### Proofing Contact

Be sure to indicate on the ad agreement the name, phone & fax or email address of the person who should receive the proof to approve within 48 hours. Proofs not returned to us within 48 hours are deemed "approved as presented." Certified Custom Publishing reserves the right to create ad materials for contracted space if materials are not received within one week of the due date shown on the data sheet for each piece.

### Shipping Instructions

Please use a delivery service that provides tracking information, and include a printout of the ad and file names.

### Ship Materials To:



A DIVISION OF CERTIFIED FOLDER DISPLAY SERVICE, INC.

1120 Joshua Way • Vista, CA 92081  
(760) 727-5100

For More Information, Please Call:

**Shawn Fisher**

shawnf@certifiedfolder.com

**1-800-799-7373**



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