

## REACH MILLIONS OF TRAVELLERS WHO RIDE THE BC FERRIES' SYSTEM EACH YEAR!



Brochure distribution with 6 & 12 month programs.



Onboard/terminal poster and coupon advertising.



Brochure rack program professionally maintained.



Various unique advertising opportunities that work (hand towel dispenser ad shown.)

Certified Folder Display Service Canada, Inc. offers several advertising opportunities to reach the millions of visitors and local residents who travel on BC Ferries' routes each year. All programs have been designed to allow you, our advertiser, to target your market. Our programs include the following:

- Brochure distribution and display service** through high profile display racks onboard 22 of BC Ferries' ships. Select individual routes, or from specially designed packages which combine several routes at a substantial cost savings. Both 12 and 6 month distribution programs are available.
- Onboard & terminal poster advertising** available onboard many of BC Ferries' ships and in major terminal locations. In addition, options available to add a take-one coupon dispenser to each poster display as an added incentive/offer.
- Ferry schedule advertising** provides the opportunity to advertise in the official BC Ferries' major route schedules. Four schedules (summer, fall, winter, spring) are published and distributed each year to millions of ferry travelers. Schedules are distributed onboard 22 of the ships, in all BC Ferries' terminal locations, to visitor locations throughout British Columbia and to thousands of mail inquiries received from around the world.
- Hand towel dispenser advertising** available on selected routes. Dispensers are located in the restroom areas onboard each Ferry. Advertisements are prominently displayed through a secure opening on front of each dispenser.



Each of these programs offers you a cost effective marketing opportunity to reach your target market!

Call Certified Folder Display Service Canada, Inc. today at **(250) 382-4207** or visit our web site at **www.certifiedfolder.ca**

### Fast Facts

\*Based on Route 1, the most frequently traveled Ferry

#### General Statistics

21 Million riders in 1999  
71% of riders are from Vancouver Island or the Lower Mainland

#### Trip Purpose

19% are business commuters  
32% are visiting friends/family  
32% are on vacation/recreation  
17% are shopping/other

#### Residence

36% from Vancouver Island  
35% from Lower Mainland  
9% from other BC and Canada  
12% from USA  
9%-other

#### Occupation

Managerial/Professional-54%  
Service/Clerical-16%

#### Household Income

\$39,999 or less-26%  
\$40,000 to \$59,999-23%  
\$60,000 to \$99,999-33%  
\$100,000 or more-8%

#### Age

19 to 34 years-31%  
35 to 54 years-41%  
55 & older-28%

#### Trip Duration

1 to 2 days-61%  
3 to 6 days-22%  
7 or more-17%

#### Employment Status

Full-time work-49%  
Retired-17%

#### Party Size

1-27%  
2 to 3-50%  
4 or more-23%

#### Gender

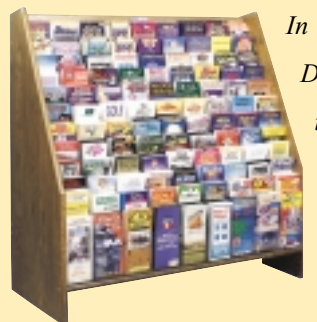
Male-55%  
Female-45%

Advertising on the BC Ferries' System allows you to target your best prospects while they are headed your way and have the time to spend with your advertising message.

"Frequent sails increase sales!"



## THE MOST EXTENSIVE COVERAGE IN WESTERN CANADA



In addition to providing service throughout the BC Ferries' System, Certified Folder Display Service Canada, Inc. maintains Canada's largest network of visitor information display racks and offers service to approximately 1,000 locations throughout British Columbia and Alberta! In addition to Canada, Certified maintains over 18,000 locations throughout the Western United States, offering a variety of programs which can be tailored to reach your best prospect!

**In Victoria :**  
**(Vancouver Island)**

**Certified Folder Display Service Canada, Inc.**  
666 Sumas Street, Victoria BC V8T 4S6  
Telephone: (250) 382-4207 Fax: (250) 382-4264  
www.certifiedfolder.ca

**In Vancouver:**  
**(Lower Mainland)**

**Certified Folder Display Service Canada, Inc.**  
13290 78th Avenue, Unit 32, Surrey, BC V3W 0H6  
Telephone: (604) 572-9203 Fax: (604) 599-6206  
www.certifiedfolder.ca

**In the US:**

**Certified Folder Display Service, Inc.**  
1120 Joshua Way, Vista, CA 92083  
Telephone: (760) 727-5100 Fax: (760) 727-1583  
www.certifiedfolder.com



# BC FERRIES ADVERTISING PROGRAMS



Frequent sails  
increase sales

BROCHURE DISTRIBUTION  
FERRY SCHEDULE ADVERTISING  
ONBOARD & TERMINAL  
POSTER ADVERTISING



www.certifiedfolder.ca

EFFECTIVE JANUARY 1, 2002



### ONBOARD & TERMINAL POSTER ADVERTISING

(Rates are subject to change without notice)

Route	Destination	Passengers	Annual Rate (1 poster/ship on route)	Coupon Option
1	Victoria to Vancouver (Swartz Bay to Tsawwassen)	6,291,343	\$3,900	\$604.44
2	Nanaimo to Vancouver (Departure Bay to Horseshoe Bay)	3,468,746	\$2,100	\$477.48
30	Nanaimo to Tsawwassen (Duke Point to Tsawwassen)	1,406,244	\$1,800	\$449.88
3	Sunshine Coast to Vancouver (Langdale to Horseshoe Bay)	2,479,318	\$1,500**	\$289.80
5	Victoria to Gulf Islands (Swartz Bay to Pender, Saturna, Mayne and Galiano Island)	420,558	\$ 800	\$184.92
7	Earls Cove to Saltery Bay	359,900	\$ 700**	\$126.96
8	Bowen Island to Horseshoe Bay	1,121,771	\$1,250	\$135.24
9	Vancouver to Gulf Islands (Tsawwassen to Galiano, Mayne, Pender & Salt Spring Island)	491,080	\$ 900	\$292.56
10	Inside Passage (Port Hardy/Prince Rupert)	70,085	\$1,000	\$317.40
17	Vancouver Island to Sunshine Coast (Comox/Powell River)	345,262	\$ 725**	\$168.36
19	Nanaimo to Gabriola Island	916,651	\$ 800	n/a
40	Discovery Coast Passage (Port Hardy/Bella Coola-summer)	7,419	\$ 500	\$184.92
**	Special Sunshine Coast 3-Route Package:	3,184,480	\$2,500	\$532.68

Terminals	Foot Passengers	(1 poster/location)	
Tsawwassen	619,000	\$1,000	n/a
Swartz Bay	623,686	\$ 900	n/a
Horseshoe Bay	406,837	\$ 750	n/a
Departure Bay	415,671	\$ 750	n/a

### ADVERTISING MATERIAL SPECIFICATIONS

Advertising frames accept photographic or printed poster material (one piece only), trimmed to 24" wide by 36" high. Because of frame allowance, the image area must not exceed 23 1/2" by 35 1/2". Material any thicker than photographic paper or 100 lb. cover stock cannot be accommodated. Mounted prints are not acceptable. It is the advertiser's responsibility to treat photographic prints with photographic lacquer or coat with thin laminate to protect them from the dampness.

It is the advertiser's responsibility to provide an adequate number of display posters for the desired route or terminal (including one spare) in accordance with poster specifications.

BC Ferries retains the right to refuse any advertising material that it deems to be objectionable, unsuitable, impractical or likely to give offense. It is the responsibility of the advertiser to supply suitable material of a quality and standard of production acceptable to BC Ferries. Submission of a design rough for approval is recommended.

Rates are quoted in Canadian funds, and are subject to change without notice. GST is applicable to the above rates. After initial installation of advertising material, a \$50 service fee is applicable to change-out material. There is no charge for changing advertising material at time of annual contract renewal. Rates effective January 1, 2002.

### CONTRACT TERMS

All contracts are on an annual basis, and run for 12 consecutive months. Payment must be received seven days prior to posting of advertising material. Make cheques payable to the British Columbia Ferry Corporation.

### POSTING

Space will be allocated on a first-come, first-served basis. Advertising can be scheduled on a specific route or in a specific terminal. However, NO GUARANTEE can be given that any advertising will appear on a specific vessel, or in a specific position on a vessel or in a terminal. Displays will not be rotated on a specific vessel or at a terminal.

### SALES AGENT

Certified Folder Display Service Canada, Inc. is the exclusive sales agent for the onboard and terminal poster display program. Ask your sales representative about other advertising opportunities with BC Ferries, including advertising in seasonal schedule brochures and on terminal fencing.

## Call Us Today To Get Your Company En Route To Higher Sales!

For more sales information, please contact us by:



In Victoria:  
(Vancouver Island)

Phone: (250) 382-4207 • Fax: (250) 382-4264  
666 Sumas St., Victoria BC V8T 4S6 • www.certifiedfolder.ca

In Vancouver:  
(Lower Mainland)

Phone: (604) 572-9203 • Fax: (604) 599-6206  
13290 78th Ave., Unit 32, Surrey BC V3W 0H6 • www.certifiedfolder.ca



### 2002 BROCHURE DISTRIBUTION RATES

(Rates include 8% prepayment discount.)

#### INDIVIDUAL ROUTE

Route	Destination	Passengers	12 Month Program	6 Month Program
1	Victoria to Vancouver (Swartz Bay to Tsawwassen)	6,291,343	\$604.44	\$362.94
2	Nanaimo to Vancouver (Departure Bay to Horseshoe Bay)	3,468,746	\$477.48	\$287.04
30	Nanaimo to Tsawwassen (Duke Point to Tsawwassen)	1,406,244	\$449.88	\$270.48
3	Sunshine Coast to Vancouver (Langdale to Horseshoe Bay)	2,479,318	\$289.80	\$173.88
4	Victoria to Salt Spring Island (Swartz Bay to Fulford Harbour)	651,050	\$190.44	\$114.54
5	Victoria to Gulf Islands (Swartz Bay to Pender, Saturna, Mayne and Galiano Island)	420,558	\$184.92	\$110.40
7	Earls Cove to Saltery Bay *	359,900	n/a *	\$126.96
8	Bowen Island to Horseshoe Bay	1,121,771	\$135.24	\$81.42
9	Vancouver to Gulf Islands (Tsawwassen to Galiano, Mayne, Pender and Salt Spring Island)	491,080	\$292.56	\$175.26
10	Inside Passage (Port Hardy to Prince Rupert)	70,085	\$317.40	\$190.44
11	Prince Rupert to Skidegate * *Select Package I for yearly service.	48,509	n/a *	\$136.62
17	Vancouver Island to Sunshine Coast (Comox to Powell River)	345,262	\$168.36	\$100.74
40	Discovery Coast Passage * (Port Hardy to Bella Coola)	7,419	n/a *	\$184.92

\* Seasonal Service

### PACKAGE SELECTION RATES

Package	Destination	Passengers	12 Month Program	6 Month Program
A	Best Value Package: Routes 1-2-3-9-10-17	13,145,834	\$1,700.16	\$1,019.82
B	Best Value Package: Routes 1-2-3-9-30	14,136,731	\$1,686.36	\$1,011.54
C	Mainland Connector: Routes 1-2-10-30	11,236,418	\$1,578.72	\$ 948.06
D	Major Routes Package: Routes 1-2-30	11,166,333	\$1,349.64	\$ 810.06
E	Main Routes Package: Routes 1-2	9,760,089	\$1,010.16	\$ 605.82
F	Mid-Island Special: Routes 2-30	4,874,990	\$ 861.12	\$ 516.12
G	Gulf Islands Package: Routes 4-5-9	1,562,688	\$ 518.88	\$ 311.88
H	Sunshine Coast Package: Routes 3-7-17	3,184,480	\$ 532.68	\$ 320.16
I	Northern Package: Routes 10-11	118,594	\$ 425.04	\$ 255.30
X	All Inclusive: Routes 1-2-30-3-4-5-7-8-9-10-11-17-40	17,161,285	\$2,539.20	\$1,523.52



### 2002 SCHEDULE ADVERTISING

**Advertising with reach!** Get your message to travellers—before they travel, while they travel. A signed contract and full payment is required to confirm space.

#### Ad Dimensions

- Half Panel Ad:**
- Ad size is 3 1/2" wide by 4 1/4" high
  - Image area is 3" by 3 7/8" (If ad includes bleed edges, allow 1/4" on all bleeding sides.)
- Full Panel Ad:**
- Panel size is 3 1/2" wide by 8 1/2" high
  - Image size of ad is 3" by 8"
  - (If ad includes bleed edges, allow 1/4" on all bleeding sides.)



#### Specifications For Schedule Brochure Advertising

Season Schedule	Summer	Fall
Estimated Press Run	1,000,000	400,000
Season Schedule	Winter	Spring
Estimated Press Run	400,000	400,000



### Advertising Rates Do Not Include Ad Production

- The only material acceptable is Macintosh format, to be supplied as electronic files. Supply all type fonts (screen and printer) on high or low density disks, Macintosh format or Syquest disk 44, 88, 200, 135, or 100mb zip disk.
- Preferable programs are QuarkXpress, Adobe Illustrator and Photoshop.
- Black and cyan are used for 2-colour format. Please provide colour printouts and/or separated laser proofs.
- Design and layout services available for additional costs.
- Files can be e-mailed to [doug@bobolodesign.com](mailto:doug@bobolodesign.com)

The secondary ink colour, which is determined by BC Ferries, is available at no extra cost. Custom colours are not available.

The advertiser is responsible for the supply of advertising material in accordance with the specifications noted, by the Material Deadline. **Coupon advertising is not accepted.**

Please consult the "General Conditions" of the advertising contract for the terms and conditions of schedule advertising.

Neither BC Ferries, nor its Agent, Certified Folder Display Service Canada, Inc., can guarantee specific positioning of advertising within the schedules.

