

**Reach California's Important Visitor Market  
Advertise at an Official California Welcome Center  
call 1-800-799-7373 for more information**

**CALIFORNIA WELCOME CENTERS**

**Arcata**

1635 Heindon Road  
Arcata, CA 95521  
**(707) 822-3619**

**Barstow**

2796 Tanger Way, Suite 106  
Barstow, CA 92311  
**(760) 253-4782**

**Anderson**

1699 Highway 273  
Anderson, CA 96007  
**(530) 365-1180**

**Yucca Valley**

56711 Twentynine Palms Highway  
Yucca Valley, CA 92284  
**(760) 365-5464**

**Santa Rosa**

9 Fourth Street  
Santa Rosa, CA 95401  
**(800) 404-7673**

**Santa Ana**

Westfield Shoppingtown Mainplace 2  
800 North Main Street, Suite 112  
Santa Ana, CA 92705  
**(714) 667-0400**

**Auburn**

13411 Lincoln Way  
Auburn, CA 95603  
**(503) 887-2111**

**Oceanside**

928 North Coast Highway  
Oceanside, CA 92054  
**(760) 721-1101**

**San Francisco**

Pier 39, Building "P"  
Second Level, Suite 214-B  
San Francisco, CA 95603  
**(415) 956-3493**

**Merced**

710 West 16th Street, Suite A  
Merced, CA 95340  
**(209) 384-2791**

**Buy 2 Locations and Save 10%**  
**Buy 3 and Save 15%**  
**Buy 4 and Save 20%**  
**Buy 5 or More and Save 25%**  
**Non-profit/government agencies  
save additional 5%**

**Brochure Distribution only**  
**\$25<sup>00</sup> Per Month,**  
**Per Welcome Center!**



**Professional Brochure Distribution**

- Over 20,000 display racks on location throughout the United States and Canada.
- Programs designed to reach visitors, residents and sports enthusiasts.



**Multimedia, Print Design and Custom Publishing**

- Web Pages, Publications, Brochures, Promotional Mailers and Special Advertising Sections.
- **VisitorTips.com** – Certified's Travel Resource Website

**Corporate Office:**

1120 Joshua Way | Vista, CA 92081 | **1-800-799-7373**



EFFECTIVE APRIL 1, 2005

**ARCATA**

Northern California Coast

**ANDERSON**

Northern California Inland

**SANTA ROSA**

Sonoma Wine Country

**AUBURN**

Gold Country

**SAN FRANCISCO**

at Pier 39

**MERCED**

Central California Inland

**BARSTOW**

Southern California Inland

**YUCCA VALLEY**

San Bernardino County

**SANTA ANA**

Orange County

**OCEANSIDE**

San Diego County



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**ARCATA** (Northern California Coast)  
 California Welcome Center Arcata  
 Highway 101 at Giuntoli Lane • Arcata, CA  
**Shipping Instructions**  
 3-BR-11-CWC06 3-MG-11-CWC06  
 Certified Folder Display Service, Inc.  
 c/o Hide-Away Storage #353  
 1375 Giuntoli Lane  
 Arcata, CA 95521



**MERCED** (Central California Inland)  
 California Welcome Center Merced  
 690 West 16th Street • Merced, CA  
**Shipping Instructions**  
 3-BR-11-CWC08 3-MG-11-CWC08  
 Certified Folder Display Service, Inc.  
 c/o Cal Storage  
 2215 East Gerard Avenue #101  
 Merced, CA 95340



**ANDERSON** (Northern California Inland)  
 California Welcome Center Anderson  
 I-5 at Highway 273 • Anderson, CA  
**Shipping Instructions**  
 3-BR-11-CWC02 3-MG-11-CWC02  
 Certified Folder Display Service, Inc.  
 c/o Aspin Storage  
 1845 Aspin Avenue, Space 19A  
 Redding, CA 96003



**BARSTOW** (Southern California Inland)  
 California Welcome Center Barstow  
 I-15 at Lenwood Road • Barstow, CA  
**Shipping Instructions**  
 3-BR-11-CWC04 3-MG-11-CWC04  
 Certified Folder Display Service, Inc.  
 15537 South Blackburn Avenue  
 Norwalk, CA 90650



**SANTA ROSA** (Sonoma Wine Country)  
 California Welcome Center Santa Rosa  
 9 Fourth Street  
 Santa Rosa, CA  
**Shipping Instructions**  
 3-BR-11-CWC05 3-MG-11-CWC05  
 Certified Folder Display Service, Inc.  
 c/o Stor-N-Loc, Unit I-29  
 3047 Santa Rosa Avenue  
 Santa Rosa, CA 95407



**YUCCA VALLEY** (San Bernardino County)  
 California Welcome Center Yucca Valley  
 56711 29 Palms Hwy. • Yucca Valley, CA  
**Shipping Instructions**  
 3-BR-11-CWC11 3-MG-11-CWC11  
 Certified Folder Display Service, Inc.  
 15537 South Blackburn Avenue  
 Norwalk, CA 90650



**AUBURN** (Gold Country)  
 California Welcome Center Auburn  
 13411 Lincoln Way • Auburn, CA  
**Shipping Instructions**  
 3-BR-11-CWC12 3-MG-11-CWC12  
 Certified Folder Display Service, Inc.  
 c/o National Self Storage  
 10651 White Rock Road, B-72/73  
 Rancho Cordova, CA 95670



**SANTA ANA** (Orange County)  
 California Welcome Center Santa Ana  
 Main Place • I-5 at Main Street • Santa Ana, CA  
**Shipping Instructions**  
 3-BR-11-CWC10 3-MG-11-CWC10  
 Certified Folder Display Service, Inc.  
 15537 South Blackburn Avenue  
 Norwalk, CA 90650



**SAN FRANCISCO** (Pier 39)  
 California Welcome Center Pier 39  
 Fisherman's Wharf • San Francisco, CA  
**Shipping Instructions**  
 3-BR-11-CWC01 3-MG-11-CWC01 3-BL-11-CWC01  
 Certified Folder Display Service, Inc.  
 203 Lawrence Avenue  
 South San Francisco, CA 94080



**OCEANSIDE** (San Diego County)  
 California Welcome Center Oceanside  
 I-5 at Coast Highway • Oceanside, CA  
**Shipping Instructions**  
 3-BR-11-CWC09 3-MG-11-CWC09  
 Certified Folder Display Service, Inc.  
 1120 Joshua Way  
 Vista, CA 92081

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**Non-profit/government agencies save additional 5%**

**Advertising Rates** per Welcome Center

(BR) Brochure Distribution  
 (MG) Magazine Distribution

12 months	6 months
\$25.00 / month	\$35.00 / month
\$100.00 / month	\$150.00 / month

**Publication Requirements** per location (estimate)

(BR) Brochure  
 (MG) Magazine

12 months	6 months
5,000	3,000
6,000	3,500

**Plasma Screen Advertising** (Barstow, Santa Ana and Oceanside)

10-15 seconds  
 30 seconds  
 60 seconds

12 months	6 months
\$195.00 / month	\$253.50 / month
\$253.50 / month	\$329.50 / month
\$312.00 / month	\$405.50 / month

**Interesting information regarding CWC visitors:**

Results of a November, 2004 exit interview survey conducted by Lauren Schlaw Consulting, Los Angeles, California. A total of 1,325 random surveys were completed during a two-week period at 11 California Welcome Centers.

- \* **Over 1 million visitors during 2004**
- \* **80%** used CWC's as main source of "during trip" information
- \* **74%** stopped for information on things to see and do
- \* **78%** traveling for pleasure
- \* **5-6 nights** average stay
- \* **66%** staying in hotels and motels
- \* **14%** staying in RV parks or campgrounds
- \* **77%** plan to visit featured attraction as a result of information obtained at a CWC
- \* **79%** from US, **21%** International.  
 Of those from US, **70%** from outside of California

