

# Reach Millions of Travelers Who Ride Washington's #1 Attraction Each Year - the Washington State Ferry System!

**CERTIFIED FOLDER DISPLAY SERVICE, INC.** (parent company of Certified Folder Display Service Canada, Inc.) as the sole advertising sales agent for the Washington State Ferry System, is proud to be providing display advertising opportunities on board the Washington State Ferries.

Ferry Boat Advertising is a highly targeted medium which is effective in reach and frequency. It combines the visual presence of a billboard (backlit display panel advertising) with the effectiveness of brochure and tabloid distribution which allows a prospective customer to take information with them!

Advertising on the Washington State Ferry System provides a tremendous opportunity to any business or organization interested in reaching Washington State visitors and resident commuters. During 1993, over 23 million trips were taken on the WSF System.

This year over 26 million trips will be taken on Washington State Ferries. Over 1.6 million out-of-state riders each year. Over 4 million in-state riders each year.

The Washington State Ferries are the #1 visitor attraction in the State of Washington...“Get on Board”!

**Call Certified Folder Display Service, Inc. today at (800) 799-7373**

## FAST FACTS

### GENERAL STATISTICS

Over 23 Million riders in 1993.  
40% of all riders are commuters.  
60% of all riders are pleasure travelers.  
70% of all riders are from Washington.

### COMMUTER STATISTICS

70% of commuters are in the 25-54 age group.  
50% have a household income in excess of \$40,000.  
Average number of persons per household is 2.7.

### VISITOR STATISTICS

64% of pleasure travelers are in the 25-54 age group.  
50% have a household income in excess of \$40,000.  
Average number of persons per household is 2.7.

*Advertising on the Washington State Ferry System allows you to target your best prospect while they are headed your way and have the time (20-55 minutes) to spend with your advertising message. "Get On Board"*



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

# WASHINGTON FERRY BOAT ADVERTISING

*Get on Board*



**Brochure and Tabloid Distribution**

**Back-Lit Display Panels**

**Direct Dial Phone Board Advertising**



**EFFECTIVE JANUARY 1, 2002**

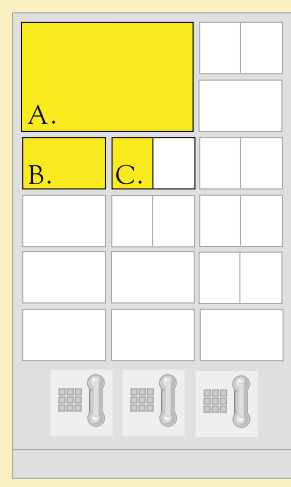


# WASHINGTON FERRY BOAT ADVERTISING

*Get on Board*



## PHONE BOARD ADVERTISING



PH-WF/A

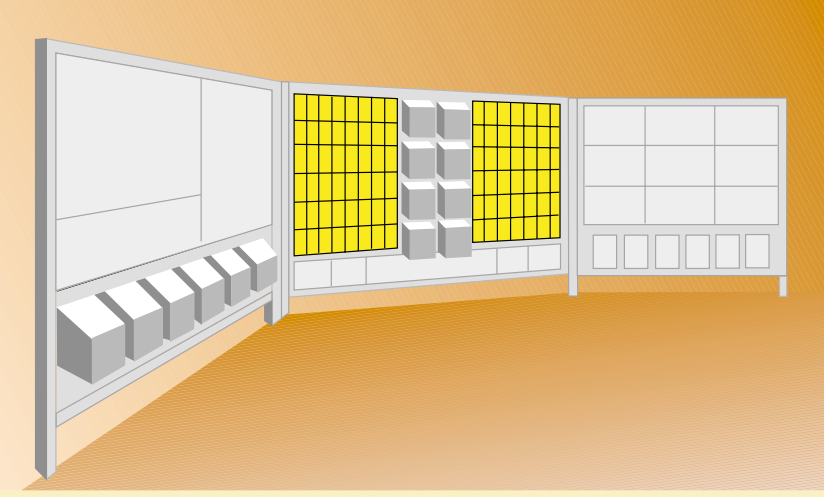
MONTHLY PASSENGERS	Commuter	Pleasure
	26,112	126,769

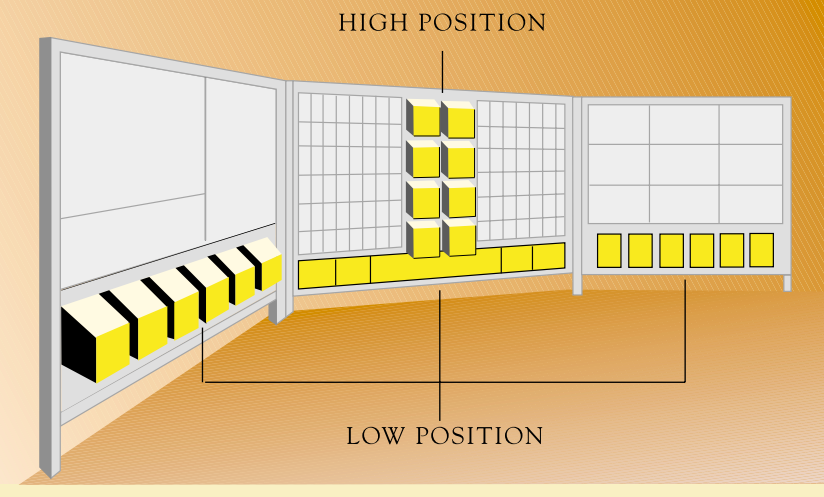
MONTHLY FEE	12 Month	6 Month
A.) Quad Panel	\$577.50	\$770.00
B.) Full Panel	\$192.50	\$269.50
C.) Half Panel	\$115.50	\$154.00

A.) Quad Panel - 23" wide x 14" high  
 B.) Full Panel - 11.5" wide x 7" high  
 C.) Half Panel - 5.25" wide x 7" high

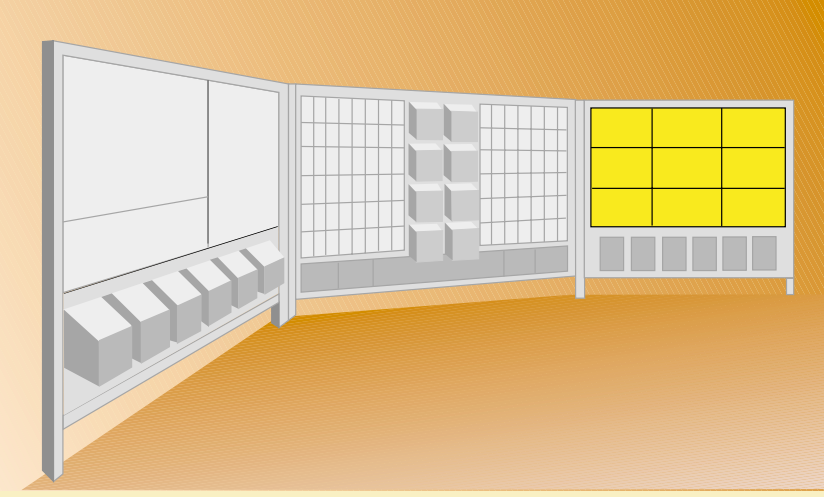
## BROCHURE DISTRIBUTION



## TABLOID DISTRIBUTION



## BACKLIT DISPLAY PANEL ADVERTISING



### NEW SERVICE! DIRECT DIAL PHONE BOARDS

Gives customers free telephone access to your business so they can get immediate information! Ideal for hotels & motels looking to book or confirm reservations for passengers departing the Anacortes Terminal for the San Juan Islands or Vancouver Island!

*This program includes phone service. All advertisers must have a local or "800" number. Minimum contract is 6 months. Rates do not include production costs. All production work can be coordinated by Certified Folder Display Service, Inc.*

(See rates on page to left)



**For More Information Call:**  
**Victoria (250) 382-4207**  
**Vancouver (604) 572-9203**

## BROCHURE DISTRIBUTION

Distribution Area	Terminals Included	MONTHLY PASSENGERS	MONTHLY FEE				
			Commuter	Pleasure	12 Month	6 Month	3-5 Month
5-BR-11-WF/FS	Full System (incl. all runs)	6	730,219	1,050,540	\$462.00	\$616.00	\$770.00
5-BR-11-WF/SS	South Sound	2	472,945	453,560	\$308.00	\$423.50	\$500.50
5-BR-11-WF/SB	<b>Seattle/Bremerton</b>	2	63,015	107,507	\$115.50	\$154.00	\$192.50
5-BR-11-WF/SW	<b>Seattle/Bainbridge</b>	2	257,570	251,634	\$192.50	\$269.50	\$346.50
5-BR-11-WF/FV	Fauntleroy/Vashon		152,360	94,419	\$77.00	\$115.50	\$154.00
5-BR-11-WF/NS	North Sound	3	257,274	596,980	\$308.00	\$385.00	\$462.00
5-BR-11-WF/EK	Edmonds/Kingston	1	82,698	224,103	\$130.90	\$177.10	\$215.60
5-BR-11-WF/MCP	Mukilteo/Clinton & Pt. Townsend/Keystone	1	148,464	246,108	\$130.90	\$177.10	\$215.60
5-BR-11-WF/ASJ	<b>Anacortes/San Juan Islands</b>	1	26,112	126,769	\$154.00	\$192.50	\$231.00

## TABLOID DISTRIBUTION

Distribution Area	Terminals Included	MONTHLY PASSENGERS	MONTHLY FEE				
			Commuter	Pleasure	12 Month	6 Month	3-5 Month
5-MG-11-WF/FS	Full System (includes all runs)	6	730,219	1,050,540	\$1309.00 high	\$1617.00 high	\$1925.00 high
5-ML-11-WF/FS	South Sound	3	472,945	453,560	\$970.20 low	\$1232.00 low	\$1540.00 low
5-MG-11-WF/SS	South Sound	3	472,945	453,560	\$893.20 high	\$1047.20 high	\$1309.00 high
5-ML-11-WF/SS	South Sound	3	472,945	453,560	\$616.00 low	\$770.00 low	\$924.00 low
5-MG-11-WF/SB	<b>Seattle/Bremerton</b>	2	63,015	107,507	\$269.50 high	\$346.50 high	\$423.50 high
5-ML-11-WF/SB	<b>Seattle/Bremerton</b>	2	63,015	107,507	\$231.00 low	\$308.00 low	\$385.00 low
5-MG-11-WF/SW	<b>Seattle/Bainbridge</b>	2	257,570	251,634	\$500.50 high	\$616.00 high	\$731.50 high
5-ML-11-WF/SW	<b>Seattle/Bainbridge</b>	2	257,570	251,634	\$385.00 low	\$500.50 low	\$616.00 low
5-MG-11-WF/FV	Fauntleroy/Vashon		152,360	94,419	\$269.50 high	\$346.50 high	\$423.50 high
5-ML-11-WF/FV	Fauntleroy/Vashon		152,360	94,419	\$192.50 low	\$308.00 low	\$385.00 low
5-MG-11-WF/NS	North Sound	3	257,274	596,980	\$616.00 high	\$693.00 high	\$808.50 high
5-ML-11-WF/NS	North Sound	3	257,274	596,980	\$500.50 low	\$577.50 low	\$654.50 low
5-MG-11-WF/EK	Edmonds/Kingston	1	82,698	224,103	\$346.50 high	\$385.00 high	\$423.50 high
5-ML-11-WF/EK	Edmonds/Kingston	1	82,698	224,103	\$269.50 low	\$308.00 low	\$346.50 low
5-MG-11-WF/MCP	Mukilteo/Clinton & Pt. Townsend/Keystone	1	148,464	246,108	\$308.00 high	\$346.50 high	\$385.00 high
5-ML-11-WF/MCP	Mukilteo/Clinton & Pt. Townsend/Keystone	1	148,464	246,108	\$269.50 low	\$308.00 low	\$346.50 low
5-MG-11-WF/ASJ	<b>Anacortes/San Juan Islands</b>	1	26,112	126,769	\$346.50 high	\$385.00 high	\$423.50 high
5-ML-11-WF/ASJ	<b>Anacortes/San Juan Islands</b>	1	26,112	126,769	\$284.90 low	\$323.40 low	\$385.00 low

## BACKLIT DISPLAY PANEL

Distribution Area	# of Panels Included	MONTHLY PASSENGERS	MONTHLY FEE				
			Commuter	Pleasure	12 Month	6 Month	3-5 Month
5-BL-11-WF/FS	Full System (incl. all runs)	19-22	730,219	1,050,540	\$2310.00	\$2618.00	\$2926.00
5-BL-11-WF/SS	South Sound	10	472,945	453,560	\$1155.00	\$1232.00	\$1309.00
5-BL-11-WF/SB	<b>Seattle/Bremerton</b>	3	63,015	107,507	\$331.10	\$346.50	\$369.60
5-BL-11-WF/SW	<b>Seattle/Bainbridge</b>	2	257,570	251,634	\$462.00	\$539.00	\$616.00
5-BL-11-WF/FV	Fauntleroy/Vashon	3	152,360	94,419	\$462.00	\$492.80	\$539.00
5-BL-11-WF/NS	North Sound	9-12	257,274	596,980	\$1386.00	\$1447.60	\$1578.50
5-BL-11-WF/EK	Edmonds/Kingston	2	82,698	224,103	\$308.00	\$385.00	\$462.00
5-BL-11-WF/MCP	Mukilteo/Clinton & Pt. Townsend/Keystone	4-5	148,464	246,108	\$770.00	\$793.10	\$847.00
5-BL-11-WF/ASJ	<b>Anacortes/San Juan Islands</b>	4-6	26,112	126,769	\$385.00	\$462.00	\$539.00

GENERAL INFORMATION: Advertiser is responsible for providing brochures, tabloids or display panels. All material shipped FREIGHT PREPAID to our Seattle and/or Anacortes warehouse locations. Certified is a concessionaire for the WSF system. In the event Certified is unable to provide advertising space contracted for, contract may be cancelled immediately by either party without penalty. Minimum 3 month contract. A prepayment of the first month's fee is due with signed contract. All rates quoted are per month, due and payable in advance of service. Contract may be cancelled with 30 days written notice. Rate will be adjusted to the actual earned rate. Monthly invoices are due within 30 days of receipt.

Rates Quoted in Canadian Dollars.  
 Rates Effective January 1, 2002. Monthly Passenger counts based on 1993 Traffic Figures.