

WASHINGTON STATE FERRY

Advertising



Get on Board

Brochure and Tabloid Distribution • Back-Lit Display Panels

Direct Dial Phone Board Advertising



Effective January 1, 2005

FAST FACTS

GENERAL STATISTICS

- Over 25 Million riders in 2002
- 40% of all riders are commuters
- 60% of all riders are pleasure travelers
- 70% of all riders are from Washington

COMMUTER & VISITOR STATISTICS

- 70% of commuters are in the 25-54 age group
- 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
- 70% of all riders are from Washington

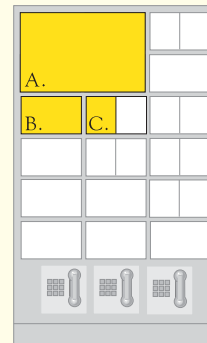
Reach Millions of Travelers who Ride Washington's #1 Attraction each year.

CERTIFIED FOLDER DISPLAY SERVICE, 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 2002, over 25 million trips were taken on the WSF System.

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



PH-WF/A

ANNUAL PASSENGERS = 1,991,724

MONTHLY FEE 12 Month 6 Month

A.) Quad Panel	\$375.00	\$500.00
B.) Full Panel	\$125.00	\$175.00
C.) Half Panel	\$75.00	\$100.00

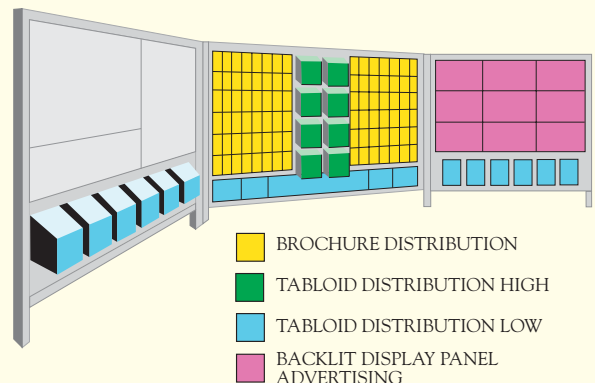
- A.) Quad Panel - 23" wide x 14" high
- B.) Full Panel - 11.5" wide x 7" high
- C.) Half Panel - 5.25" wide x 7" high

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 cost. All production work can be coordinated by Certified Folder Display Service, Inc.

(See rates on page to right)



BROCHURE DISTRIBUTION		Terminals Included	2002 ANNUAL PASSENGERS	MONTHLY FEE		
				12 Month	6 Month	3-5 Month
<i>Distribution Area (Bold type indicates Terminal locations)</i>						
5-BR-11-WF/FS	Full System (includes all runs/excludes Seattle Terminal)	5	24,151,608	\$360.00	\$470.00	\$575.00
5-BR-11-WF/SS	South Sound	2	12,958,064	\$235.00	\$315.00	\$370.00
5-BR-11-WF/SB	Seattle/ Bremerton	1	2,893,980	\$90.00	\$121.00	\$147.00
5-BR-11-WF/SW	Seattle/ Bainbridge	1	6,727,650	\$131.00	\$184.00	\$236.00
5-BR-11-WF/FV	Fauntleroy/Vashon		3,336,434	\$63.00	\$89.00	\$121.00
5-BR-11-WF/NS	North Sound	3	11,421,871	\$236.00	\$289.00	\$341.00
5-BR-11-WF/EK	Edmonds/Kingston	1	4,494,660	\$105.00	\$131.00	\$158.00
5-BR-11-WF/MCP	Mukilteo/ Clinton & Pt. Townsend/Keystone	1	4,935,487	\$105.00	\$131.00	\$158.00
5-BR-11-WF/ASJ	Anacortes/San Juan Islands	1	1,991,724	\$105.00	\$147.00	\$179.00
5-BR-11-WF/SET	Seattle Terminal/Pier 52	1	9,621,630	\$25.00	\$35.00	\$50.00

TABLOID DISTRIBUTION		Terminals Included	2002 ANNUAL PASSENGERS	MONTHLY FEE		
				12 Month	6 Month	3-5 Month
<i>Distribution Area (Bold type indicates Terminal locations)</i>						
5-MG-11-WF/FS	Full System	5	24,151,608	\$935.00 high	\$1155.00 high	\$1375.00 high
5-ML-11-WF/FS	(includes all runs/excludes Seattle Terminal)			\$715.00 low	\$935.00 low	\$1155.00 low
5-MG-11-WF/SS	South Sound	2	12,958,064	\$609.00 high	\$714.00 high	\$893.00 high
5-ML-11-WF/SS				\$446.00 low	\$551.00 low	\$683.00 low
5-MG-11-WF/SB	Seattle/ Bremerton	1	2,893,980	\$184.00 high	\$236.00 high	\$289.00 high
5-ML-11-WF/SB				\$158.00 low	\$210.00 low	\$263.00 low
5-MG-11-WF/SW	Seattle/ Bainbridge	1	6,727,650	\$341.00 high	\$420.00 high	\$499.00 high
5-ML-11-WF/SW				\$262.00 low	\$341.00 low	\$420.00 low
5-MG-11-WF/FV	Fauntleroy/Vashon		3,336,434	\$184.00 high	\$236.00 high	\$289.00 high
5-ML-11-WF/FV				\$131.00 low	\$210.00 low	\$263.00 low
5-MG-11-WF/NS	North Sound	3	11,421,871	\$446.00 high	\$499.00 high	\$578.00 high
5-ML-11-WF/NS				\$368.00 low	\$420.00 low	\$473.00 low
5-MG-11-WF/EK	Edmonds/Kingston	1	4,494,660	\$236.00 high	\$263.00 high	\$289.00 high
5-ML-11-WF/EK				\$184.00 low	\$210.00 low	\$236.00 low
5-MG-11-WF/MCP	Mukilteo/ Clinton & Pt. Townsend/Keystone	1	4,935,487	\$236.00 high	\$263.00 high	\$289.00 high
5-ML-11-WF/MCP				\$194.00 low	\$221.00 low	\$263.00 low
5-MG-11-WF/ASJ	Anacortes/San Juan Islands	1	1,991,724	\$236.00 high	\$263.00 high	\$289.00 high
5-ML-11-WF/ASJ				\$194.00 low	\$221.00 low	\$263.00 low
5-MG-11-WF/SET				\$65.00 high	\$90.00 high	\$115.00 high
5-ML-11-WF/SET	Seattle Terminal/Pier 52	1	9,621,630	\$50.00 low	\$75.00 low	\$100.00 low

BACKLIT DISPLAY PANEL		# of Panels Included	2002 ANNUAL PASSENGERS	MONTHLY FEE		
				12 Month	6 Month	3-5 Month
<i>Distribution Area (Bold type indicates Terminal locations)</i>						
5-BL-11-WF/FS	Full System (incl. all runs)	15-18	24,151,608	\$1275.00	\$1475.00	\$1675.00
5-BL-11-WF/SS	South Sound	6	12,958,064	\$575.00	\$675.00	\$775.00
5-BL-11-WF/SB	Seattle/ Bremerton	2	2,893,980	\$210.00	\$263.00	\$315.00
5-BL-11-WF/SW	Seattle/ Bainbridge	1	6,727,650	\$105.00	\$150.00	\$195.00
5-BL-11-WF/FV	Fauntleroy/Vashon	3	3,336,434	\$315.00	\$336.00	\$368.00
5-BL-11-WF/NS	North Sound	9-12	11,421,871	\$945.00	\$987.00	\$1076.00
5-BL-11-WF/EK	Edmonds/Kingston	2	4,494,660	\$210.00	\$263.00	\$315.00
5-BL-11-WF/MCP	Mukilteo/ Clinton & Pt. Townsend/Keystone	4-5	4,935,487	\$525.00	\$551.00	\$578.00
5-BL-11-WF/ASJ	Anacortes/San Juan Islands	4-6	1,991,724	\$263.00	\$315.00	\$368.00

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 Effective January 1, 2005. Monthly Passenger counts based on 2002 Traffic Figures.



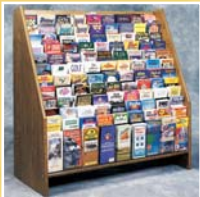
The Most Extensive Coverage In The West

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



In addition to the Washington State Ferry System, Certified Folder Display Service, Inc. maintains North America's largest network of visitor information display racks and offers service to over 19,000 locations throughout 17 Western States and Canada! Certified offers a variety of programs which can be tailored to reach your best prospect!

VISITOR MARKETING PROGRAM



Reach the visitor market. Assured and timely brochure distribution and display service to hotels, motels, car rental offices, visitor centers, RV parks, airports and other high traffic visitor locations. Over 1,340 locations throughout the Pacific Northwest!

CORPORATE AND INDUSTRIAL PROGRAMS



Reach the employees of hundred of America's best known companies such as IBM, Digital, Motorola and Boeing. Racks are located in employee cafeterias and recreation areas. Over 650 locations throughout the West!

SKI SHOPS AND SPORTING GOODS STORES



Year-round program designed to reach active, sports oriented individuals at over 1,000 ski shops and sporting goods stores throughout the West. Ideal for ski areas, resorts, lodges, charter tours, white water rafting, camping and sports excursion operators.

Get on Board



REGIONAL OFFICE:

BEFORE
March 1, 2005

AFTER
March 1, 2005

Telephone: (253) 872-6577
Fax: (253) 872-6760

Certified Folder Display Service, Inc.
5808 South 196th, Kent, Washington 98032

2407 South 200th St., Seattle, Washington 98198