



Here's What Clients Say -

"Over the last calendar year, we have experienced a significant increase in customers from the year before, while other businesses in our industry have experienced flat or decreased customer counts. We believe the distribution of our rack cards in the Bay Area contributed to our increased business."

Tom C. Davies, V. Sattui Winery, California
Certified Folder Display Service, Inc. (Distributor)

"We noticed an immediate increase in traffic and redemptions since we started using CTM's rack card distribution services."

Benjamin Maddy, Dave & Buster's of Time Square, New York
CTM Media Group (Distributor)

"Certified's brochure distribution program is one of our most effective marketing tools - and the service is first rate!"

Deborah Muehleison, Royal Gorge Bridge, Colorado
Certified Folder Display Service, Inc. (Distributor)

"Kenney Communications brochure distribution program is one of the most successful forms of marketing for Ripley's Orlando. Their staff provides impeccable service and the program has been essential in informing the visitor about our attraction."

Joe Kasinski, Ripley's Believe It Or Not! Florida
Kenney Communications (Distributor)

"Getaways On Display has proven to be an effective and efficient way to have our brochures get into the hands of potential customers."

Brian Bosley, Pocono Whitewater and Skirmish Paintball, Pennsylvania
Getaways On Display (Distributor)

"The distribution network supplied by CTM is one of our most valuable marketing strategies."

Masha Traber, Liberty Ride, Massachusetts
CTM Media Group (Distributor)

PROFESSIONAL BROCHURE DISTRIBUTION

Proven | Effective | Reliable



"Brochures remain one of the most commonly used tourist information sources."

Kathleen Andereck, Professor, Arizona State University
Evaluation of a Tourist Brochure Journal of Travel and Tourism Marketing, Vol. 18 (2) 2005

"Once travelers leave home, brochures become the top planning tool."

Dr. Patrick Tierney, Professor, San Francisco State University
International Assessment of the Effectiveness of Brochure Distribution Racks for During Trip Planning and Purchases, December 15, 2003

"Brochures play a greater role than the Internet, for example, in influencing the decisions of travelers who have already left home."

Claude Peloquin, "Are Tourism Brochures Still Effective?"
Tourism Intelligence Network, 2006

The travel and tourism industry depends heavily on brochures and publications to reach the visitor while traveling.

Although the Internet is now a major tool for pre-trip planning, travelers continue to cite brochures and travel guides in the marketplace as the greatest source of information for during-trip planning!

Professional brochure distribution is available worldwide, and assures display of brochures and publications.

The **International Association of Professional Brochure Distributors**, an organization established in 1975 to bring "professionalism to the industry," restricts membership to those companies who clearly demonstrate the ability to deliver a reliable and quality service to their customers.

Brochure distribution is -

Simple - Everyone Understands How To Use It

Low Cost - Select Only The Coverage You Need

Effective - Reach Travelers In The Marketplace

The following information was gathered from various cited sources in the travel and tourism industry.

To find a professional brochure distribution service in your area, visit our website at www.iapbd.org



www.iapbd.org



www.iapbd.org



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40% of Visitors Say Tourist Maps and Brochures Influence Unplanned Stops!

Brett Bylsma
*Research and Analysis Tourism Western Australia
Swan Valley Tourism Research, 2006*

78% of Montana Visitors Used Brochure Racks During Trip!

Dr. Norma Nickerson, Professor
University of Montana
*Institute for Tourism and Recreation Research
Non-resident Vacationer Trip Planning, 2005*

59% of Potential Travelers to Montana Cited Travel Brochures as the 2nd Most Important Travel Information Source.

On Target Consulting & Research
*Travel Montana Usability Study Final Research Report,
May 2008*

96% of California Visitors Used Brochures and Visitor Guides for DURING TRIP Planning.

Lauren Schlau, Principal
LSC Consulting, Los Angeles
Summer Visitors to the California Welcome Centers, 2007

32% of Travelers Say Travel Brochures Most Trusted Information Source.

2007 National Leisure Travel Monitor
*Institute for Tourism and Recreation Research
Ypartnership (formerly YPBR) and Yankelovich Partners*

65% of Visitors Used Brochure Racks During Their Trip.

Dr. Patrick Tierney, Professor
San Francisco State University
*International Assessment of the Effectiveness
of Brochure Distribution Racks for During Trip
Planning and Purchases, December 15, 2003*

46% of Visitors Say LePal's Tourist Brochure was The #1 Influence for Visiting the Attraction.

2007 Study for LePal Parc D' Attraction
Kheolia Opinion and Market Research

34% of Pleasure Travelers to British Columbia Cited Brochures or Official Travel Guides as a Source of Travel Information.

Lang Research, Inc.
Profile Report dated February 2008
Canadian Travelers to British Columbia, TAMS 2006

25% of California Visitors Used Brochures and Visitor Guides for BEFORE TRIP Planning.

Lauren Schlau, Principal
LSC Consulting, Los Angeles
Summer Visitors to the California Welcome Centers, 2007

