



VIRGINIA TOURISM CORPORATION Brochure Distribution Policy - 2010

The Virginia Tourism Corporation in partnership with the Virginia Department of Transportation administers the industry brochure and publication distribution at all Virginia Welcome Centers. These policies set forth the standards by which such publications may be displayed.

Virginia Tourism Corporation
901 East Byrd Street
Richmond, VA 23219-4048 USA

TEL (804) 545-5500
FAX (804) 545-5501
www.virginia.org (consumer)
www.vatc.org (industry)

Definitions: The following definitions shall apply to those words as used within this document.

1. **Brochure** - Any advertorial piece or map that is 4"w x 9"h.
2. **Publication** - Any advertorial piece, magazine, catalog or publication that is larger than a brochure.
3. **Entity** - The company or organization that provides a brochure, publication, or advertorial for display at Virginia Welcome Centers.
4. **Attraction** - Any travel attraction, destination, sporting facility, campground, marina, winery, vineyard, convention center, event, accommodation, restaurant, shopping facility, structures or places or natural, scenic, historical, cultural, educational, entertainment or professional/technical interest and/or allure to the vacation traveler or other entity which is the subject matter of a brochure or publication.
5. **Pocket** - A display space which is part of a rack containing numerous 4"w x 9"h spaces into which brochures will fit.
6. **Display Rack** - A self-standing display space of up to 9"w x 12"h.

PROGRAM OVERVIEW

Brochures and publications promoting travel attractions are eligible for distribution and/or display by the Virginia Tourism Corporation through ten (10) Virginia Welcome Centers. Distribution of collateral through the Bell Tower Virginia Visitor Center, located on the Capitol grounds, is subject to approval by the center's manager, and is not incorporated into the scope of the Virginia Welcome Center program.

Brochure and publication space is limited and therefore subject to availability. Space will be maintained on a first-come, first-served basis, and each center will have discretionary authority to determine which brochures to display based on visitor demand and brochure supply. VTC cannot guarantee the number of brochures that will be distributed.

Brochures will be displayed in the racks by region with the possible exception of publications or freestanding racks, which will be placed where space is available.

Signed contracts are required annually, and no refunds will be made. Payment must be received in advance of display and/or distribution of brochures and/or publications.

Complimentary brochure space provided annually to State-Certified Visitor Centers and may be provided to agencies or organizations with which VTC has an agreement or partnership. This complimentary space is for a standard brochure pocket.

APPROVAL PROCESS

Any Virginia tourism-related entity may apply to place a brochure or publication at any or all Virginia Welcome Centers. To do so, a completed Brochure Reservation Form, along with

payment, and one electronic or printed copy of the brochure must be submitted for consideration to the Virginia Tourism Corporation. On the form designate at which welcome centers you wish to display your brochure. You will need to provide a brochure ordering address, phone & fax number and email address. In order to approve the brochure, VTC must know its exact appearance, format, and contents; therefore conceptual renditions will not be considered. Mail the completed form, brochures and payment to the address indicated on the reservation form.

Upon approval, VTC will notify you and provide a mailing list of welcome centers. It will then be the applicant's responsibility to supply the welcome centers with brochures and/or publications as needed. Shipments to each center/office will be at the applicant's expense and must include at least 1,000 copies per shipment. The centers will re-order brochures and/or publications based on the contact information provided on the reservation form.

Brochure pockets are sold on a first-come, first-served basis only. Brochure pockets are 4"w x 9"h in size and rent annually per center. If your brochure is larger than 4"w X 9"h, two pockets must be reserved to accommodate the size.

Information, fees and forms can be found on the website www.vatc.org under the Consumer Services & Fulfillment tab or <http://www.vatc.org/csir/brochure.asp>.

BROCHURE/PUBLICATION DESIGN REQUIREMENTS

During the conceptual stages of brochure development, we suggest working with VTC's Brochure Program Coordinator. New submissions will be evaluated for approval according to the following criteria:

- Brochure size must fall into one of the following categories:
 - Standard Brochure - 4"w x 9"h (utilizes single brochure pocket)
 - Publication/Oversized Brochure – 4"w x 9"h folded (utilizes single brochure pocket)
A publication item may be considered as a Standard Brochure if, upon folding, it does not exceed 4"w x 9"h. The entity will ensure that these items are pre-folded and batched prior to shipment to the welcome centers.
 - Publication/Oversized Brochure - not to exceed 8"w x 12"h (utilizes double brochure pocket)
 - Publications/newspapers - not to exceed 8"w x 12"h (utilizes freestanding rack)
Freestanding racks will be accommodated where space is available. Freestanding racks may be limited to no more than 10 per center. This space is strictly on a first-come, first-served basis and actual placement of freestanding racks is at the discretion of each center. Racks will be supplied by the entity and must meet the following criteria: 36" tall, 8 ½" wide, and 11" deep, neat in appearance and made of wood or preapproved materials. Construction must be approved by VTC.

- Brochure paper must be of sufficient stock quality to prevent “wilting” or excessive drooping. VTC recommends using at least an 80lb paper stock.
- Brochures/publications must contain information about attractions, sites, events, accommodations, etc. located in Virginia and content will be evaluated on accuracy and comprehensiveness.
- Destination, attraction or subject matter of the brochure must be readily identifiable on the upper one third of the cover. (Some racks will cover the bottom two-thirds of the brochure.)
- Complete physical address and phone number must be printed on brochure/publication.
- Expiration dates must be clearly printed or stamped on discount coupons. Coupons must be honored as printed. (Materials containing coupons which have expired or are not honored will be removed from display.)
- Dated and seasonal information should be supplied at least 60 days prior to the event or opening.
- Materials with admission prices, dates and schedules must be current.
- The publication date (month/year) should be printed on the brochure/publication.

PRODUCTION & SHIPMENT REQUIREMENTS

Packaging and shipment of brochures and/or publications to the Virginia Welcome Centers must adhere to the following requirements to ensure timely stocking and display of your materials.

- For timely distribution of dated and seasonal information, it should be supplied to the welcome center(s) at least 60 days prior to the event or opening date.
- Brochures and/or publications must be supplied in sufficient quantity. An initial shipment of 1,000 brochures and/or publications is required to each center selected, at the expense of the entity.
- Brochures and/or publications should be assembled, folded and banded in consistent quantities.
- Inserts or coupons must be pre-attached to brochure/publication prior to delivery.
- Total quantity must be marked on each carton.
- Shipping label should include complete Welcome Center, physical address, including mile marker. (Please exclude PO Box address.)

- Shipment should be marked for inside & upstairs delivery.
- All materials must be provided free-of-charge to the Welcome Center(s).
- Cartons should not exceed 30 pounds. *Cartons exceeding 30 pounds may be declined upon receipt.*
- Placement of the brochures will be determined by VWC staff. That is, your brochure will be displayed within the designated tourism region and the actual leased pocket location is determined by VWC staff.
- Deliveries will only be accepted between 8:30 a.m. and 4:30 p.m.

UNACCEPTABLE BROCHURES

The following brochures will not be displayed or distributed at Virginia Welcome Centers:

- Brochures and/or publications advertising liquor or tobacco products. (Brochures advertising tours of wineries and breweries are acceptable.)
- Political or religious propaganda.
- Brochures and/or publications soliciting memberships, subscriptions, registrations, or donations.
- Commercial or residential Real Estate guides or rental listings that are not vacation destination attractions such as beach or seasonal cottage rentals, time-shares, etc.
- Catalogs, order forms or publications for merchandise or items for sale.
- Brochures and/or publications with handwritten changes.
- Brochures and/or publications that rate travel attractions, events and/or accommodations.
- Brochures and/or publications that promote properties to which admission is restricted and based on membership requirement.
- Brochures and/or publications that contain advertising that was sold based on the promise that it would be displayed or distributed through the Virginia Welcome Centers without permission of the Virginia Tourism Corporation.
- Brochures that promote tours by wholesale operators and/or operators who do not conduct the tours directly with tourists/consumers.
- Brochures and/or publications containing content that VTC deems offensive. For the purpose of this document, content includes but is not limited to verbiage, language and/or images/graphics. VTC reserves the right to deny display and/or



distribution of such brochures, and participation in the brochure program is at the sole discretion of VTC.

OUT-OF-STATE POLICY

Only those brochures containing information on travel attractions, events, accommodations and shopping facilities within Virginia are displayed and/or distributed by VTC with the following exceptions:

- Brochures/publications featuring other states or areas may be approved if Virginia's share of the content is proportionate, and/or it is considered advantageous to Virginia's travel industry. Distribution of such brochures is at the sole discretion of VTC.
- Distribution of such brochures and/or publications in each of the other states/areas is similar to distribution provided by VTC, particularly at other states' welcome centers.

DISCLAIMER

The distribution and display of public and private brochures and/or publications at Virginia Welcome Centers does not constitute an endorsement or recommendation of the product or guarantee the accuracy of the information provided.

The Virginia Tourism Corporation remains the controlling authority at all times, and the distribution and display of brochures/publications is at the sole and absolute discretion of Virginia Tourism Corporation.

For questions, please contact:

Virginia Welcome Center Advertising at VWCAdvertising@virginia.org or 804.545.5520