



**Business, Tourism, Culture and
Rural Development**

Tourism Literature Distribution Policy 2016

The Department of Business, Tourism, Culture and Rural Development operates a tourism literature distribution program which assists Newfoundland and Labrador tourism groups/associations and private sector tourism operators to distribute and display their Literature **free of charge** at provincial and regional Visitor Information Centres (VICs). This document describes the operational guidelines for this service - specifically the types of literature accepted for distribution; literature content and design specifications; and the distribution process.

Information on the Tourism Assurance plan can be found on the Hospitality Newfoundland and Labrador website www.hnl.ca/resources/tourism-assurance-plan.

Types of Literature

Professionally printed, Newfoundland and Labrador tourism-orientated literature that is confirmed as TAP compliant and within the following guidelines will be accepted for distribution:

- Roofed accommodations
- Campgrounds
- Hunting and/or Angling Outfitters
- Ecotourism and Adventure Tourism Operators
- Tour Boat Operators
- Regional and Community Guides and Maps
- National, Provincial, Municipal Historic Sites and Museums
- Transportation Schedules
- Festivals and Events
- Tourist Attractions
- Regional/Local Tours
- Shopping that offers 50% or more of Newfoundland and Labrador produced goods
- Recreational Vehicle Rentals
- Inbound Tour Operators

Photocopies of brochures will not be accepted.

Posters will not be accepted.

Design Specifications

The following specifications allow each brochure to meet the size and shape of most display racks, prevent curling and bending, and be more visible and readable for the customer.

- The name of the business/service should be prominently displayed on the top third of the brochure.
- There are two recommended sizes (to fit most display rack spaces and to allow for the display of as many brochures as possible):
 1. For Business Operators: 10 cm x 23 cm (4 in. by 9 in.)
 2. For Regional Guides: 15 x 23 cm (6 in. x 9 in.)
- It is recommended that firm paper stock with a minimum paper weight of 160(M) or 70 lb. be used.
- While not obligatory, colour images (pictures) are recommended to make the brochure more appealing/attractive. The department has a library of images that can be utilized, at no cost. Please contact Andrew Weir, Advertising Officer at AndrewWeir@gov.nl.ca or call (709) 729-5260.
- **Brochures that do not fit in brochure racks will not be distributed.**

Distribution Process

Brochures may be dropped off directly at provincial VICs.

Note: The department does not control what regional/local VICs display. Most focus on their own areas.

In order to ensure the timely and equitable distribution of all eligible literature:

- Your shipment must include Tourism Literature Submission Form, (see below and also available on our website)
http://www.tcr.gov.nl.ca/tcr/tourism/tourism_marketing/brochure_literature.html
- Your literature/brochures must be bundled in lots of either 50 or 100, enabling our Distribution Centre staff to quickly make allocations.
- The maximum weight of cartons that will be accepted is 28 kilograms, or 45 pounds.
- The maximum quantity of brochures that you can ship to the Distribution Centre is 5,000, although a smaller amount is recommended to reduce your costs and the possibility of unused brochures. Provincial and Regional VICs order brochures from the Distribution Centre based on need and storage space restrictions.
- Brochures and completed submission forms should be delivered to the Distribution Centre at least three weeks prior to the scheduled opening of VICs. Provincial and

Regional VICs open at different times, but generally the Provincial VICs operate from mid-May to late September, except St. John's International Airport and Deer Lake Airport VICs which operate year round.

- Typically, the initial shipments of brochures are delivered to the VICs in early May. Following the initial shipments, brochures are ordered by the VICs on a weekly basis.
- Note that while your brochures are distributed from the Distribution Centre free of charge, you are responsible for the cost of getting your brochures to the Distribution Centre. Likewise, it is the owner's responsibility to pick up or make arrangements for the return of any unused brochures.
- It is the responsibility of the brochure owner to ensure that sufficient quantities are delivered to the Distribution Centre and to monitor the supply and replenish the stock as necessary.
- **If the guidelines noted above are not met, the literature will not be distributed.**

Contact

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Department of Business, Tourism, Culture and Rural Development
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Tourism Literature Submission Form 2016

Professionally printed, Newfoundland and Labrador tourism orientated literature that is confirmed as **TAP compliant and within the Department's guidelines** will be accepted for distribution.

- Please complete and return this form with brochure shipments
- Allow 3 weeks lead time for delivery from the Distribution Centre to the VICs. Brochures are shipped with other literature, not as individual shipments.
- Brochures must be bundled in lots of either 50 or 100. Brochures not bundled will not be accepted. Total maximum brochures accepted are 5,000.
- Complete Literature Distribution Guidelines are available at:

http://www.btcrcd.gov.nl.ca/tourism/tourism_marketing/brochure_literature.html

Date _____

Name of Brochure _____

Contact information

Name: _____

Address: _____

Telephone: _____

Email: _____

Brochures are bundled in lots of 50 _____ **OR** 100 _____ Please specify

Number of Cartons: _____

Copies per Carton _____

Total Number of Copies _____

c/o **NL Tourism Distribution Centre**
Millennium Express Ltd.
165 McNamara Drive
Paradise, NL A1L 0A7
Phone 1-877- 722 7800