

# Travel Wisconsin Welcome Centers Literature Distribution Guidelines and Procedures

Approved brochures that meet the guidelines will be distributed at no charge to visitors at Travel Wisconsin Welcome Centers (TWWC) which are operated in partnership with the Department of Tourism and designated tourism organizations at gateway locations. Center staff will use their discretion to order those brochures best suited for their customers. Some brochures ordered may not be displayed at all times due to space limitations. Not all brochures will be distributed at all centers. Designated partner TWWC locations are listed below.

## ■ APPROVAL PROCESS

1. Send a copy of your brochure to the Wisconsin Dept. of Tourism, Literature Approval Program, P.O. Box 8690 Madison, WI 53708-8690
2. Include the name of the organization/business submitting the brochure and the name, phone and email for ordering purposes.
3. You'll be notified by email when your brochure is approved. Center managers will contact you to place their order. Please do not send guides to the center until they contact you.

## ■ LITERATURE CRITERIA

1. Literature must represent a Wisconsin entity. Literature that promotes Wisconsin jointly with other states must demonstrate a balance of content about Wisconsin equal or greater than any other individual state.
2. Literature must be clearly tourism related, containing useful information such as specific listings of accommodations, events, attractions, area services, recreational opportunities, maps and other such resources for travelers.
3. Literature must promote one or more of the following:
  - a. Destination – a specific county, city, town or village, a defined area or region of the state, or other geographical location or point of interest.
  - b. Attraction – a natural or man made point of interest providing educational, historical or entertainment value to travelers.
  - c. Event – a festival or occasion
4. Literature promoting several attractions, events or destinations must devote at least 75% of its space to the categories mentioned in # 3.

## ■ PRODUCTION REQUIREMENTS

1. Literature must be sized to fit existing display racks in two categories:
  - a. BROCHURE SPACE – Standard rack card or folded brochure – Minimum 3.5" x7" / maximum 4"x9"
  - b. GUIDE SPACE – Standard or booklet size magazine/guides – Minimum 5.5"x 8.5" / maximum 8.5"x11"
2. Literature must reflect commonly accepted standards of quality reproduction.
3. Literature must be printed on stock of sufficient weight to prevent drooping in the display racks. For single panel pieces, a minimum of 100# text or 80# cover stock or equivalent is required.

4. Literature must be available in a minimum quantity to sustain a proper inventory based on the subject of the literature.

### ■ SHIPMENT OF APPROVED LITERATURE

1. Upon approval, staff from the center will contact you to determine the most appropriate initial quantity of literature to ship.
2. Center staff will provide their shipping address.
3. Literature must be shipped directly to a center at the applicant's expense and should not exceed 35 lbs. per carton. Those exceeding 35 lbs. may be refused.
4. Total quantity must be marked on each carton
5. Do not ship any materials until you receive an order and ship only the amount requested due to space/storage restrictions.

### ■ BROCHURES THAT WILL NOT BE APPROVED

Due to limited space, individual brochures from dining, lodging establishments and/or retail businesses will not be approved. Brochures from members or advertisers of the partner organizations (CVB or Chamber) operating the individual TWWC, which fall outside these guidelines, may be distributed under the current business practices of the partner organizations.

### ■ DISCLAIMER

The Department of Tourism reserves the right to refuse any brochure that may be offensive or inappropriate for the traveling public or center visitors. We also reserve the right to change the status of previously accepted brochures. Those pieces not approved may be re-submitted after revision or on an annual basis. These Literature Distribution Guidelines are reviewed periodically and the Department reserves the right to change, update or alter the criteria as necessary.

### ■ DESIGNATED TRAVEL WISCONSIN WELCOME CENTERS

#### Interstate Locations

- Beloit Travel Wisconsin Welcome Center
- Kenosha Area Visitor Information Center
- La Crosse Area Travel Wisconsin Welcome Center

#### Non-Interstate Locations

- Marinette Travel Wisconsin Welcome Center
- Platteville Area Chamber of Commerce & Travel Wisconsin Welcome Center
- Prairie du Chien Regional Tourism Center
- Superior – Douglas County Welcome Center

