



The University of Georgia

College of Agricultural and Environmental Sciences



Getting Brochures into Georgia's Welcome Centers

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Georgia Visitor Information Center Brochure Distribution Access¹

The Georgia Department of Industry, Trade & Tourism operates Welcome Centers and Rest Areas across the state of Georgia. Welcome Centers play a significant role in providing tourists with an impression of Georgia's travel opportunities. This makes Georgia's Welcome Centers an excellent source of promoting the state's tourist attractions, accommodations, natural resources, history and other travel serving facilities to potential tourists. The Welcome Centers will accept brochures from businesses operating in Georgia as long as they meet a specific set of criteria. The following briefly outline brochure requirements:

- Brochure's information must promote tourism and furnish visitors with pertinent information about Georgia's points of interest.
- Size of brochure or discount coupons should measure from 7 to 10 inches in height and 3.5 to 4.5 inches in width.
- Brochure and coupons must be in a vertical format
- Brochure's main message and/or name should be located on top of the brochure.
- Brochure paper must be of sufficient weight so it does not bend or lean over in the rack (should be at least 80-lb. text weight).
- Discount coupon paper must be of sufficient weight to stand in the rack without bending (should be at least 80-lb. cover weight).
- Coupons must have a professionally printed or stamped expiration date.
- Coupons must state any restriction that apply and professionally printed or stamped rate.

¹ Adapted from the Georgia Department of Industry & Trade & Tourism Visitor Information Center Specification Sheet.

Brochures Renewal Regulations

Brochures are subject to renewal after varying periods of time. The following outline when and under what circumstances a brochure is subject to renewal.

- Brochures must be approved every five years.
- Brochures must be approved whenever any printing changes are made
- Fair and Festival approvals are good for five consecutive years
- Material that require monthly or quarterly updates receive only one year approval

Display Priority

The Georgia Tourism Division assigns display and distribution priorities based on what the brochures is promoting. There are three priority categories which are outlined as follows:

- Brochures describing primary travel attractions, sight-seeing tours and events (i.e., Cherry Blossom Festival) are categorized as Category I and receive first priority with regards to displaying and distributing the brochure.
- Primary commercial tourism establishments such as restaurants and lodging properties are classified as Category II and are designated to secondary display space.
- Category III brochures may be placed at the centers if it is determined that it will be of benefit to the Center's staff in answering inquires from visitors concerning tourism and that it aids in promoting travel spending.

If a brochure is denied for distribution in the Welcome Center, a letter will be sent to the applicant explaining why it was not approved.

The following briefly describe reasons that may lead to a publication being **denied** distribution through Georgia's Welcome Centers:

- Brochure is political or religious in nature or content, exception if brochure is only a directory of locations in immediate area.
- Brochure is to devoted to the advertisement of real estate.
- Publication represents a property that has changed names since the brochure was originally printed and approved.
- Coupons or discounts with out expiration dates.
- Publication does not promote Georgia's tourism attractions, natural resources, history, industry or the commerce of the state.
- The brochure represents a publication which does not meet the Department Standards.

To have your brochure approved for distribution in Georgia's Welcome Centers, you must make a written request to the Georgia Tourism Division, Attention Debbie Hulsey. In addition to a written request, you must also include five, final copies of your brochure. Any brochure changes that occur after the brochure has been approved must be resubmitted. Failure to do so will result

in the brochure not being displayed and distributed. Send your written request to:

Debbie Hulsey
Georgia Tourism Division
P.O. Box 1776
Atlanta, GA 30301
Phone (404) 656-3595
<http://www.georgia.org/>