

Colorado Travel Resources Distribution & Fulfillment Policy August 2009

Introduction

This policy has been crafted to further the CTO's objective to maximize the distribution of official travel resources to individuals planning or considering a Colorado vacation. These policies also recognize the value of the products produced by the CTO and are designed to efficiently utilize the available resources and optimize their placement. The Contractor, its Subcontractors, and the CTO agree to review these policies three months after implementation.

I. Sources

The Contractor will fulfill requests for the Official State Vacation Guide (OSVG), the Official Map to Colorado Scenery and Adventure, and the Official Guide to Scenic and Historic Byways gathered from the following:

- Inbound telemarketing (call center)
- Colorado.com
- Direct requests to CTO
- Direct requests to Contractor and Subcontractors
- Leads supplied from CTO Contractor or Subcontractors
- Reader survey services – Business Reply Cards (BRC) received from initiatives led by the State's marketing and advertising agency
- The CTO and its Contractor will not fulfill requests received from websites other than Colorado.com.
- Lead lists received from other organizations will be evaluated by the Contractor on an individual basis and must be approved by the CTO.

Requests for all official materials, both individual and bulk, will be accepted through the Contractor's fulfillment Subcontractor, who will account for all distribution and also coordinate with any additional Subcontractors for placement when appropriate.

II. Individual Requests – Official State Vacation Guide (OSVG) and the Official Map to Colorado Scenery and Adventure Poly-bagged Packet

The following guidelines apply:

- Individuals are limited to one packet request in any 90-day period.
- Individual residents of countries outside the U.S. and Canada will be directed to download the virtual edition of the OSVG or the International Holiday Guide, which is available in English, French, German and Spanish on Colorado.com. No printed version of the OSVG will be distributed to individual residents outside of the U.S. and its territories or Canada.

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III. Bulk Requests – Official State Vacation Guide (OSVG), the Official Map to Colorado Scenery and Adventure, and the Official Guide to Scenic and Historic Byways

Guidelines

- OSVGs must be ordered in increments of 25.
- Maps must be ordered in increments 100, and in increments of 100 for higher quantities.
- Byway guides must be ordered in increments of 180, and in increments of 180 for higher quantities.
- The following is the seasonal fulfillment and distribution schedule for the 2009 Official State Vacation Guide:
 - **Winter Guides:** Jan. 1st, 2009 – March 1st, 2009
 September 8th, 2009 – December 31st, 2009
 - **Summer Guides:** March 2nd – September 7th, 2009
- The CTO must approve international bulk requests by individuals or organizations. International requests will be subject to the limits of Category 4 organizations unless directed otherwise by the CTO.
- The CTO and Contractor reserve the right to monitor and refuse any requests.
- Guides and maps are not for resale.

Limits

Organizations that are eligible to order the Official State Vacation Guide (OSVG), the Official Map to Colorado Scenery and Adventure, and the Official Guide to Scenic and Historic Byways in bulk quantities are divided into four categories; some exceptions apply. Each category is restricted to a different limit and frequency as illustrated in the following table:

Classification	OSVG Limit	Map Limit	Scenic Byways Limit	Frequency
Category 1	None	None	None	Unlimited
Category 2	100	200	180	30 days
Category 3	25	100	180	60 days
Category 4	25	100	180	90 days

The following Colorado-based organizations are entitled to order the Official State Vacation Guide (OSVG), the Official Map to Colorado Scenery and Adventure, and the Official Guide to Scenic and Historic Byways in bulk quantities. All bulk requests shall be directed to Contractor’s fulfillment vendor for disposition.

Category 1

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- CTO
- Colorado Welcome Centers
- CTO Vendors, including international contractors (subject to approval)

Category 2

- Colorado Convention and Visitor Bureaus
- Colorado Chambers of Commerce
- Colorado Visitor Information Centers
- Colorado Airports

Category 3

- Lodging & Accommodations
- Campgrounds
- Highway Rest Areas (OSVG only)
- Airlines
- AAA
- Car Rental Agencies
- Bus & Train Stations
- State of Colorado Government Agencies (CDOT, DNR, State Capitol, State Parks, etc.)
- Federal Government Agencies (U.S. Forest Service, U.S. Embassies, etc.)
- Media
- Tour Operators
- Attractions
- Events/Meetings
- Cultural Facilities/Museums
- Tourism Associations
- Travel Agencies

Category 4

- Restaurants
- Book Stores/Newsstands
- Schools, Libraries
- Malls & Retail Stores
- Service Stations
- Recreation Centers
- Reunions
- Private Companies/Foundations/Non-Profit Agencies
- Religious Organizations/Places of Worship
- Fraternal Organizations
- Charitable Organizations
- Military Bases
- Realtors
- Non-Colorado CVBs, Chambers of Commerce, Visitor Centers

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Note:

- Requests will not be accepted from prisons.

Bulk Allocation

For calendar year 2009, bulk guide requests will be allocated as indicated below. Monthly reporting from the Contractor will track the actual distributed quantities and adjustments will be made to ensure adherence to the specified guidelines.

Classification	OSVG	Map	Scenic Byways
Category 1	131187	157900	26740
Category 2	55000	120000	12600
Category 3	25000	50000	4000
Category 4	6500	25000	3000
Rack Program	32000	55000	37000
Total Bulk Allocated	249687	487900	83340
Total Available	250000	490000	300000*

*Note: Colorado Official Guide to Scenic and Historic Byways print quantity is slated to last three years.