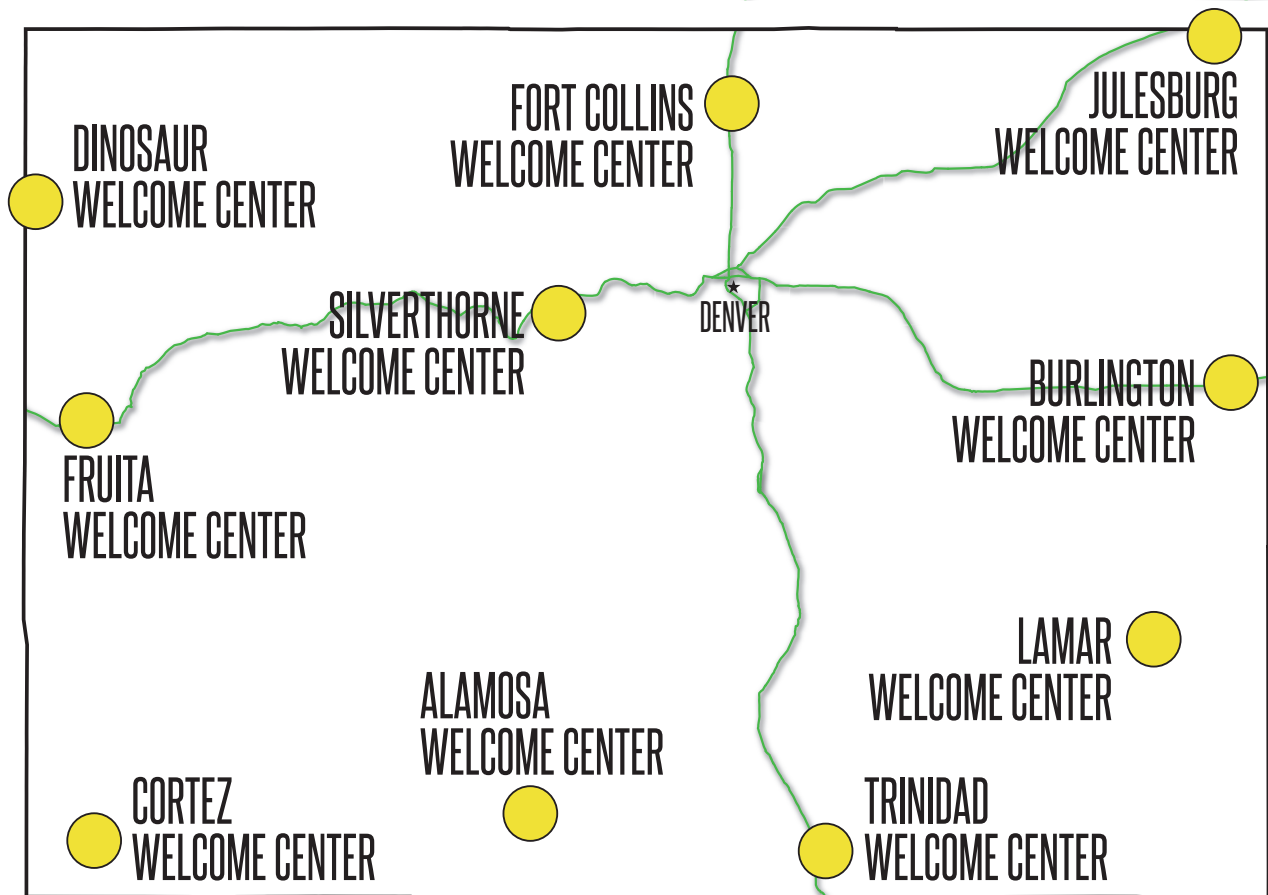


COLORADO

WELCOME CENTER

DISPLAY AND DISTRIBUTION GUIDELINES



COLORADO WELCOME CENTER DISPLAY AND DISTRIBUTION GUIDELINES

Purpose

To establish the policies and procedures governing the acceptance, display, and distribution of travel literature and other travel information in the Colorado Welcome Centers.

DEFINITIONS.

For purposes of this policy:

(1) "Travel literature" means brochures, booklets, guidebooks, rack cards, coupon books, Official State Tourism Literature, and other similar materials from any source that promote Colorado travel or tourism, and that are intended for display and distribution at Colorado Welcome Centers

(2) "Official State Tourism Literature" means travel literature designated by the Colorado Tourism Office Board as the official piece of literature that promotes Colorado.

Travel Literature

APPROVAL.

All travel literature must be approved by the Welcome Center Brochure Manager prior to distribution. Materials that do not meet the definition of travel literature or do not satisfy the criteria outlined below will not be approved. Although the Welcome Center Brochure Manager may provide informal feedback on the layout, concept, and contents of a proposed piece of travel literature, formal approval requires review of a final draft of the document in either paper or

electronic format intended for distribution purposes for travelers bound for Colorado destinations.

REQUEST FOR DISPLAY.

Organizations requesting display and distribution of original travel literature will send one hard copy or electronic copy to the Brochure Manager with a letter requesting that it be distributed at the Colorado Welcome Centers. Approval will be based on the criteria below. Correspondence must list the organization's contact information, including an email address. The Brochure Manager will respond via email.

CRITERIA FOR APPROVAL OF TRAVEL LITERATURE.

GENERAL:

Travel literature accepted for distribution in a Welcome Center must be approved by the Welcome Center Program Brochure Manager prior to display. Travel literature submitted for review will be approved only if it is of professional quality as determined by the Welcome Center Brochure Manager.

TRAVEL LITERATURE SUBJECT MATTER:

Travel literature must contain subject matter relating to at least one of the following categories:

- ▶ Outdoor activities/sports;
- ▶ Scenic areas;
- ▶ Historic sites;
- ▶ The arts, including museums;

- ▶ Fairs, festivals, or special events of public interest;
- ▶ Accommodations promoted by an association or a group (not individual; ex. Colorado Dude & Guest Ranch Association);
- ▶ Shopping centers, malls or outlet stores;
- ▶ RV Parks and campgrounds in a consolidated piece (not individual). Local camping material may be displayed individually in the “local section” (ex. Colorado Campground & Lodging Owners Association)
- ▶ City, county, state, or national parks
- ▶ Public transportation information

TRAVEL LITERATURE SIZE:

- ▶ Brochures should be 4 inches x 11 inches
- ▶ Magazine-style publications should be 8.5 inches x 11 inches
- ▶ Oversized or undersized brochures may be approved at the discretion of the Welcome Center Brochure Manager (Ex. Tear off maps, newsprint stock and coupon books)
- ▶ Other travel information displays should be appropriately sized to fit the aesthetics of the Welcome Center.

LIMITATIONS:

The following will not be approved for display in Colorado Welcome Centers:

- ▶ Standalone materials promoting attractions outside of Colorado. Guides incorporating Colorado attractions along with advertising for other states will be accepted, as long as the piece focuses primarily on Colorado (75%). Travel literature funded or produced, whether in part or wholly, by a Colorado

government entity or political subdivision (ex. A 4 state regional piece) will be accepted.

- ▶ Materials meant as relocation, real estate or residential rental guides.
- ▶ Materials containing offensive language or pictures as determined by the Welcome Center Program Brochure Manager.
- ▶ Literature in which cannabis-related advertising or editorial accounts for more than 30 percent of total content.
- ▶ Any cannabis-related content contained within a larger piece of travel literature must not:
 - ▶ be included in a print publication 30 percent or more of whose readership is reasonably expected to be under the age of 21;
 - ▶ assert that its products are safe because they are regulated by the state licensing authority and/or tested by a retail cannabis testing facility; or
 - ▶ target minors by employing cartoon characters or similar images.

PLACEMENT OF TRAVEL LITERATURE.

- ▶ Each Colorado Welcome Center must maintain a minimum of 90 percent of the items listed in “Required Brochures for Display at a Colorado Welcome Center.”
- ▶ Travel literature shall be placed in approximately the same location in each Welcome Center. This placement correlates with the Colorado Tourism Office’s regional designations. Brochures will be placed in brochure racks for the proper region.
- ▶ The Official State Vacation Guide and the Official State Map will be displayed.

- ▶ CTO promotional brand initiatives will be required for display. Examples: Roots and international guides.
- ▶ The arrangement of brochures within a region is left to the discretion of the Center Manager.
- ▶ General activities must be arranged in the “General Information” sections. Examples: Camping, Fishing, Wildlife, etc.
- ▶ If rack space is not available, the Colorado Welcome Center manager at his/her option will place the travel literature on available counter/table top space. If space is not available, brochures will be rotated onto the racks and available counter/table top space in such a manner that all brochures receive equal distribution.
- ▶ Colorado Welcome Centers have a designated local section promoting local travel literature. This section will comply with the Colorado Welcome Center Brochure Policy, with respect to all types of advertisement, including cannabis.
- ▶ Each Colorado Welcome Center Contractor and/or Manager holds discretion for how local travel literature is displayed.
- ▶ Other guides that promote the entire state and are published/ sponsored by a Trade Association will be displayed in the general area.
- ▶ Only the Official State Map will be distributed in the centers. Other state maps of Colorado will not be shared by Colorado Welcome Center personnel or volunteers.

- ▶ All other guides that promote the entire state and are not sponsored/ published by a Trade Association will be used as secondary, back up material. Display locations will be up to the discretion of the Center Manager.
- ▶ Due to long lead times for ordering certain materials, Welcome Center Managers should monitor supplies of travel literature closely and promptly contact producers when supplies begin to run low.

DISTRIBUTION OF TRAVEL LITERATURE TO AND FROM WELCOME CENTERS.

- ▶ Producers of travel literature are responsible for shipping charges associated with shipping said literature to Colorado Welcome Centers.
- ▶ Travel literature producers should contact each Welcome Center to determine how many copies of any given piece are appropriate for that Center’s needs and to confirm quantity of shipments prior to sending.
- ▶ For shipments delivered on pallets, travel literature producers must make prior arrangements with each Welcome Center for acceptable times of delivery.
- ▶ Welcome Center Managers must notify the producer if a Welcome Center becomes overstocked with a particular piece of travel literature. If the producer fails to have excess travel literature picked up, at the producer’s expense, within 1 month of receiving notice of the overstocking situation, the excess literature may be discarded.

COLORADO WELCOME CENTER DISPLAY AND DISTRIBUTION GUIDELINES

Purpose

To establish the policies and procedures governing the acceptance, display, and distribution of other travel literature in the Colorado Welcome Centers.

DEFINITIONS.

For purposes of this policy:

- (1) “Other travel information” means all other information shared within a Colorado Welcome Center, including information shared via television monitor, kiosk, signage, etc.

Other Travel Literature

APPROVAL.

All other travel information must be approved by the Director of Visitor Services and Contractor per Welcome Center prior to installation. Informational material that does not meet the definition of other travel information or does not satisfy the criteria outlined below will not be approved. Although the Director of Visitor Services and Contractor may provide informal feedback on the layout, concept, and contents of a proposed pieces of other travel literature, formal approval requires review of an document outline in electronic format intended for display purposes for travelers bound for Colorado destinations.

REQUEST FOR DISPLAY.

Organizations requesting display and installation of other travel information will send a document outline to the Director of Visitor Services and Contractor for agreement and approval based on the criteria below.

- ▶ explanation of how display promotes and enhances travel throughout Colorado;
- ▶ organization name for promotion;
- ▶ display type, dimensions, image and quantity;
- ▶ description of tech support needs;
- ▶ installation process;
- ▶ display location in Colorado Welcome Center;
- ▶ timeline of installation;
- ▶ ongoing maintenance;

Correspondence must list the organization’s contact information, including an email address. The Director of Visitor Services and Contractor will respond via email.

CRITERIA FOR APPROVAL OF OTHER TRAVEL LITERATURE.

GENERAL:

Other travel information accepted for display in a Welcome Center must be approved prior to installation by the Director of Visitor Services subject to Contractor or under Memorandum of Understanding. Other travel information submitted for review will be approved only if the display is of professional quality, appropriately sized, and informs visitors of Colorado tourism opportunities.

OTHER TRAVEL INFORMATION

SUBJECT MATTER:

Other Travel information must contain subject matter relating to the following categories:

- ▶ City, county, state, or national parks;
- ▶ Public transportation information;
- ▶ Parks and Wildlife;
- ▶ Colorado History;
- ▶ Destination Management Organization;
- ▶ Regional events
- ▶ Outdoor activity/sports;
- ▶ Scenic areas;

TRAVEL LITERATURE SIZE AND LAYOUT:

- ▶ Other travel information displays should be appropriately sized to fit the aesthetics of the Welcome Center and not to exceed 44" display screens.
- ▶ Other travel information should be spaced strategically as to not compete with other travel information displays.

WELCOME CENTER DISTRIBUTION REQUEST

Organization:

Brochure Title:

Brochure Dimensions:

Type:

- ½ Magazine
- Magazine
- Newspaper
- Postcard
- Rackcard

Nearest Town:

Distribution Start Date:

Distribution End Date:

Ordering Instructions:

- Send me more information about advertising
in Colorado Welcome Centers

Your Information:

First Name:

Last Name:

Phone Number:

Email:

Website:

