



Department of Tourism, Culture and Recreation
Government of Newfoundland and Labrador

Tourism Literature Distribution Policy

The Department of Tourism, Culture and Recreation operates a tourism literature distribution program which allows Newfoundland and Labrador tourism groups/associations and private sector tourism business operators to have their **literature distributed free of charge** to provincial and regional Visitor Information Centres (VICs). This policy prescribes the operational guidelines for this service. It identifies the types of literature that will be accepted for distribution; describes literature content and design specifications; and, sets out the distribution procedures.

Types of Literature

Only Newfoundland and Labrador professionally printed tourism oriented literature within the following categories will be accepted for distribution:

- Roofed Accommodations that have a Tourist Establishment Licence.
- Campgrounds and Trailer Parks with a Tourist Establishment Licence.
- Outfitters and Fishing Camps with a Tourist Establishment Licence.
- Tour Boat Operations.
- Ecotourism and Adventure Tourism.
- Tourism Events that are regional or provincial.
- National, Provincial, Municipal parks.
- Regional and Community Guides and Maps.
- Transportation Schedules. (e.g. Busses, ferries)
- National, Provincial and municipal Historic Sites and museums.
- Tourism Attractions, Activities, Sightseeing, Day Tours.
- Craft stores/companies and organizations offering Newfoundland and Labrador produced goods.
- Restaurants that specialize in Newfoundland and Labrador cuisine.
- Government Services (federal, provincial, municipal provided they are tourist related).
- Recreational Vehicle Rentals.

Photocopies of brochures will not be accepted.

Posters will not be accepted.

Out of Province Brochures will not be accepted.

Content

Literature must have a tourism focus or be of demonstrated benefit to travelling tourists. Information must be up to date and current.

All described services and activities must conform with all applicable federal and provincial laws and policies.

Design Specifications

The following specifications will 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 allow the display of as many as possible):
 1. For Business Operators: 10 cm x 23 cm (4 in x 9 in)
 2. For Regional Guides: 15 cm 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, coloured images (pictures) are recommended to make the brochure more appealing/attractive. Newfoundland and Labrador Tourism has a library of images that can be utilized (at no cost). Contact Denise Seach, Advertising Officer, Newfoundland and Labrador Tourism, at 709-729-2806 or deniseseach@gov.nl.ca
- **Brochures that do not fit in Brochure Racks will not be accepted or distributed.**

Distribution Process

The Department of Tourism, Culture and Recreation provides this **free distribution service** through its Distribution Centre.

Tourism literature will be dispensed from the Distribution Centre to the provincial government's VICs and those operated by municipalities and regional and local groups/associations.

Brochures may also be dropped off directly at Provincial VICs but must meet the same guidelines.

Note: The Department does not control what regional/local VICs display; most of them focus on their own area and may charge a display fee. Please contact individual VICs for their display rules. A list of provincial and regional/local VICs is available by contacting

Mr. Nick Dawe, Distribution Officer, Department of Tourism, Culture and Recreation at 709-729-5228 or ndawe@gov.nl.ca

In order to ensure the timely and equitable distribution of all eligible literature, the following **procedures and guidelines** have been instituted:

- Your shipment must include a Tourism Literature Submission Form (attached to policy, downloadable from website or available from Nick Dawe), showing the number of brochures in each carton, the total number of cartons, and the total number of brochures.
- Your literature (brochures) must be bundled in lots of either 50 or 100, enabling 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 must order brochures from the Distribution Centre based on need and space restrictions. You can contact Nick Dawe to find out which VICs have your brochures and the amount used at each centre throughout the season.
- Brochures and completed submission forms should be delivered to the Distribution Centre at least three weeks prior to the scheduled opening of the VICs. Note that there is variance with the operating times for the VICs but the Provincial Government's VICs typically operate from mid-May to mid-October. A few regional VICs, St. John's Airport and Deer Lake Airport operate year round while others are principally summer operations.
- Typically, the initial shipment of brochures are delivered from the Distribution Centre to the VICs beginning at the end of April and continuing through mid-May. Following the initial shipments, brochures are distributed on a weekly basis.
- Note that while your brochures are distributed from the Distribution Centre to the VICs free of charge, you are responsible for the cost of transportation of your brochures to the Distribution Centre. Likewise, it is the owner's responsibility to pick up or arrange the return of any unused brochures.
- Storage space is limited at the Distribution Centre. Therefore, you must contact Nick Dawe, Distribution Officer, Department of Tourism, Culture and Recreation (Telephone:709-729-5228; e-mail:ndawe@gov.nl.ca) to confirm a delivery date and quantities expected.
- 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 stock as necessary.
- **If the above noted guidelines are not met, The Department of Tourism, Recreation and Culture, through its Distribution Centre, reserves the right to refuse acceptance of your literature.**

Contact Information

Nick Dawe
Distribution Officer
Department of Tourism, Culture and Recreation
P. O. Box 8700
St. John's, NL A1B 4J6
Telephone: (709) 729-5228
FAX: (709) 729-0057
E-mail: ndawe@gov.nl.ca



**DEPARTMENT OF TOURISM, CULTURE AND RECREATION
GOVERNMENT OF NEWFOUNDLAND AND LABRADOR**

TOURISM LITERATURE SUBMISSION FORM

All publications submitted for distribution must be accompanied by a completed copy of this form.

Date: _____

Name of publication _____

For additional information contact:

Name: _____

Address: _____

Tel: _____

Fax: _____

Email: _____

Number of cartons: _____

Copies per carton: _____

Total number of Copies: _____

Brochures not bundled in lots of 50 or 100 will not be accepted for distribution.

Any questions/concerns should be directed to:

Nick Dawe
Distribution Officer
Department of Tourism, Culture & Recreation
Tel: 709-729-5228
Fax: 709-729-0057
Email: ndawe@gov.nl.ca