

# BROCHURE POLICY GUIDELINES

## I. OVERVIEW

The Department of Commerce and Economic Opportunity, Illinois Office of Tourism administers a program for the selection, display and distribution of printed tourism information throughout the Highway Tourist Information Center (TIC) Program. Primary emphasis is given to the display of comprehensive statewide materials, regional guides, and local destination guides. Each center will maintain a display of materials for local attractions, festivals, events and lodging. In addition to the local display area, each center will maintain a statewide reference binder with detailed information on lodging properties including services, amenities, discounts, and photographs of sites.

## II. APPLICATION

The Department of Commerce and Economic Opportunity, Illinois Office of Tourism retains the sole authority for selecting publications for display and distribution through the Highway Tourist Information Center Program.

The following procedures will be used to determine if a publication may be displayed:

- A.** The Highway Tourist Information Center Program Manager will review those publications funded through the Illinois Office of Tourism grant programs (Marketing Partnership grants, and Local Tourism and Convention Bureau grants). These grants require that up to 10 percent be set aside to determine if the publication will be displayed in the centers. A minimum of 10 percent but no more than 10,000 pieces (unless requested), must be available to the tourist information centers to be eligible for statewide distribution. The Matching Grant award information will stipulate the distribution plan for an approved brochure. The signed project review form for the LTCB grant will indicate if a brochure has been approved for display. At the time of request, a preference must be given to determine whether the submitted brochure is going to be judged on statewide distribution or local distribution criteria. All brochures must be shipped, via UPS or FedEx, directly to the Centers at the cost of the supplier.
- B.** All other persons or groups wanting to have a publication displayed in the Illinois Highway Tourist Information Center will be required to make a written request to the Tourist Information Center Program Manager. This request will include two sample copies of the publication intended for display. Written approval will be sent along with a list of the Centers designated for distribution. All approved brochures must be shipped, via UPS, directly to the designated Centers at the cost of the supplier.
- C.** For those submitting requests for statewide distribution, you must indicate the percentage of advertising space in your brochure or guide and you must indicate how many visitors you receive in one year or at the annual event, whichever is applicable. Any false information will result in the denial of your brochure.
- D.** The attraction featured in the brochures that are displayed in the Tourist Information Centers must be listed on the Illinois Office of Tourism's database for approval consideration.
- E.** No more than five percent (5%) of the material or information is devoted to editorial content or advertising pertaining to non-Illinois destinations, attractions, events, activities, lodging facilities or points of interest.
- F.** All Convention & Visitor Bureaus (CVB) will be allowed one brochure or guide to be distributed statewide. All other brochures that are produced by a CVB will be allowed to distribute within 125 miles of their coverage area. All criteria, as listed in this guideline, applies to any brochure or guide produced by a CVB.

Brochure requests will be answered within 10 days.

## III. CRITERIA FOR SELECTION (Statewide, Regional, & Local Guides)

The following criteria will apply in the selection of statewide, regional, and local destination guides. These criteria apply to those brochures that wish to display STATEWIDE.

- A.** Printed materials must help promote Illinois tourism by providing pertinent information about destinations, attractions, lodging facilities, activities, events, and points of interest for the general public.
- B.** Editorial content, which may include text, photographs, and advertorial\* space shall comprise at least sixty percent (60%) of the brochure.

\* Advertorial will be defined as follows:

Information provided for the reader by an advertiser for self-promotion. This space could be paid for or the space could be provided as the result of other paid space. The content of an advertorial is usually in the form of a factual story as would be

found in a newspaper or magazine. Content may include, but is not limited to: calendars; previews of upcoming events (with time, date & place); detailed background on historical, cultural, and other non-profit sites; detailed descriptions of theme parks, shops, restaurants, and other for-profit enterprises that are bona fide tourism locations; and other data useful to travelers hotel/motel accommodations.

- C. The destination documents a minimum of 150,000 visitors annually.
- D. The following format requirements must be met:
  - No more than 10,000 brochures must be available for distribution to the Centers, unless requested.
  - The publication cover is at least two colors (black or white plus one other color - colored text does not constitute an additional color.)
  - The cover of the publication is printed on a minimum of 60lb. bond paper.
  - The finished size must be a minimum of 3 ½" W x 8" L and must not exceed 8 ½"W x 11"L. This will allow the publication to fit in a standard literature rack.
  - The name and city or location must be placed in the upper third of the brochure. A vertical layout is preferred. A horizontal layout is acceptable, as long as the name and city or location is in the upper third of the brochure and parallel to the binding.
- E. Preference will be given to local guides that include more than one destination. Convention and Visitor Bureaus (CVBs) and Regional Tourism Development Offices (RTDOs) are allowed one piece to be distributed statewide. All other CVB and RTDO produced brochures will be distributed to all TIC's within 125 miles or the nearest TIC (whichever is applicable).
- F. Brochures will not be eligible if any portion lists land, home, real estate or time-share sales. However, real estate companies may place an ad for their business.
- G. Brochures may list ticket and membership information. However all promotional information (lodging rates or packages, tickets, admission, etc.) must contain an expiration date. Brochures will not be eligible if they list merchandise for sale. Brochures will be ineligible if they solicit donations or fund raising revenue of any kind.
- H. The distribution of any brochure does not imply endorsement by the Illinois Office of Tourism or Tourist Information Center (TIC).

#### **IV. CRITERIA FOR SELECTION (Major Attractions and Major Events)**

The following criteria will apply in the selection of major attractions and major events. These criteria apply to those brochures that wish to display STATEWIDE.

- A. Printed materials must help promote Illinois tourism by providing pertinent information about a major attraction or major event.
- B. Editorial content, which may include text, photographs, and advertorial\* space shall comprise at least sixty percent (60%) of the brochure.

\* Advertorial will be defined as follows:

Information provided for the reader by an advertiser for self-promotion. This space could be paid for or the space could be provided as the result of other paid space. The content of an advertorial is usually in the form of a factual story as would be found in a newspaper or magazine. Content may include, but is not limited to: calendars; previews of upcoming events (with time, date & place); detailed background on historical, cultural, and other non-profit sites; detailed descriptions of theme parks, shops, restaurants, and other for-profit enterprises that are bona fide tourism locations; and other data useful to travelers hotel/motel accommodations.

- C. The attraction documents a minimum of 250,000 visitors annually. The event documents a minimum of 300,000 visitors annually.
- D. The following format requirements must be met:
  - No more than 10,000 brochures must be available for distribution to the tourist information centers.
  - The request to display major event brochures must be submitted at least 60 days prior to the event. If approved, brochures must be received at the selected Center 45 days prior to the event.
  - The publication is at least two colors (black or white plus one other - colored text does not constitute an additional color.)
  - The cover of the publication is printed on a minimum of 60lb. bond paper.
  - The finished size of a brochure/rack card must be a minimum of 3 ½" W x 8" L and must not exceed 10"L x 4 ¼"W. This will allow the brochure/rack card to fit in a standard literature rack.

- The finished size of a guide must be a minimum of 3 ½" W x 8" L and must not exceed 8 ½" W x 11" L. This will allow the guide to fit in a standard literature rack.
  - The name and city or location must be placed in the upper third of the brochure. A vertical layout is preferred. A horizontal layout is acceptable, as long as the name and city or location is in the upper third of the brochure and parallel to the binding.
- E.** Brochures will not be eligible if any portion lists land, home, real estate or timeshare sales. However, real estate companies may place an ad for their business.
- F.** Brochures/Guides may list ticket and membership information. However all promotional information (lodging rates or packages, tickets, admission, etc.) must contain an expiration date. Brochures will not be eligible if they list merchandise for sale. Brochures will be ineligible if they solicit donations or fund raising revenue of any kind.
- G.** The distribution of any brochure will not imply endorsement by the Illinois Office of Tourism or the Tourist Information Centers (TIC).

#### **V. CRITERIA FOR SELECTION (Local Attractions, Events and Lodging)**

The following criteria will apply in the selection of local attractions, festivals, events, lodging, and campground brochures to be displayed at APPROVED CENTERS.

- A.** The attraction, festival, event, lodging facility or campground must be located within 125 miles of the individual Center. If the facility is not located within 125 miles of the Center, then the brochure will be distributed at the discretion of the Program Manager.
- B.** Printed materials must help promote Illinois tourism and furnish pertinent information about Illinois destinations, attractions, events, lodging, campgrounds, and points of interest for the general public.
- C.** Editorial content, which may include text, photographs, and advertorial\* space shall comprise at least sixty percent (60%) of the brochure.

\* Advertorial will be defined as follows:

Information provided for the reader by an advertiser for self-promotion. This space could be paid for or the space could be provided as the result of other paid space. The content of an advertorial is usually in the form of a factual story as would be found in a newspaper or magazine. Content may include, but is not limited to: calendars; previews of upcoming events (with time, date & place); detailed background on historical, cultural, and other non-profit sites; detailed descriptions of theme parks, shops, restaurants, and other for-profit enterprises that are bona fide tourism locations; and other data useful to travelers hotel/motel accommodations.

- D.** The following format requirements must be met:
- The request to display event brochures must be submitted at least 60 days prior to the event. If approved, brochures must be received at the selected Center 45 days prior to the event.
  - The publication is at least two colors (black or white plus one other - colored text does not constitute an additional color).
  - The cover of the publication is printed on a minimum of 60lb. bond paper.
  - The finished size of a brochure/rack card must be a minimum of 3 ½" W x 8" L and must not exceed 10"L x 4 ¼"W. This will allow the brochure/rack card to fit in a standard literature rack.
  - The finished size of a guide must be a minimum of 3 ½" W x 8" L and must not exceed 8 ½"W x 11"L. This will allow the guide to fit in a standard literature rack.
  - The name and city or location must be placed in the upper third of the brochure. A vertical layout is preferred. A horizontal layout is acceptable, as long as the name and city or location is in the upper third of the brochure and parallel to the binding.
- E.** Hotel, motel, bed & breakfast, and campground brochures are eligible for consideration on a space available basis. Each entity may include one coupon for discounts within its printed material. All coupons and packages or promotions must contain an expiration date and must be honored as printed.
- F.** Brochures will not be eligible if any portion lists land, home, real estate or timeshare sales. However, real estate companies may place an ad for their business.

- G. Brochures/Guides may list ticket and membership information. However all promotional information (lodging rates or packages, tickets, admission, etc.) must contain an expiration date. Brochures will not be eligible if they list merchandise for sale. Brochures will be ineligible if they solicit donations or fund raising revenue of any kind.
- H. The brochure will not imply endorsement by the Illinois Office of Tourism or Tourist Information Center (TIC).

## VI. CRITERIA FOR SELECTION ("PASSPORT" TO ATTRACTIONS)

The following criteria will apply in the selection of "Passport" to Illinois Attractions. These criteria apply to brochures to be displayed STATEWIDE.

The idea behind a passport booklet is for visitors to carry around their passport book while visiting Illinois. When a visitor stops at a location that is listed on the passport booklet, they receive a stamp. After they have visited every location and received stamps, they send it in and become eligible for prizes and drawings.

- A. Printed materials must help promote Illinois tourism by providing pertinent information about attractions, lodging facilities, and events.
- B. Editorial content, which may include text, photographs, and advertorial\* space shall comprise at least sixty percent (60%) of the brochure.

\* Advertorial will be defined as follows:

Information provided for the reader by an advertiser for self-promotion. This space could be paid for or the space could be provided as the result of other paid space. The content of an advertorial is usually in the form of a factual story as would be found in a newspaper or magazine. Content may include, but is not limited to: calendars; previews of upcoming events (with time, date & place); detailed background on historical, cultural, and other non-profit sites; detailed descriptions of theme parks, shops, restaurants, and other for-profit enterprises that are bona fide tourism locations; and other data useful to travelers hotel/motel accommodations.

- C. The following format requirements must be met:
  - The brochure is at least two colors (black or white plus one other - colored text does not constitute an additional color).
  - The cover of the brochure is printed on a minimum of 60lb. bond paper.
  - The finished size must not exceed 5"H x 3 ½"W. It can be a tri-fold or a fold out but the finished size must be within these parameters.
  - The name and city or location must be placed in the upper third of the brochure. A vertical layout is preferred. A horizontal layout is acceptable, as long as the name and city or location is in the upper third of the brochure and parallel to the binding.
- D. 100% of the material or information is devoted to editorial content or advertising pertaining to Illinois destinations, attractions, events, activities, lodging facilities or points of interest.
- E. Brochures/Guides may list ticket and membership information. However all promotional information (lodging rates or packages, tickets, admission, etc.) must contain an expiration date. Brochures will not be eligible if they list merchandise for sale. Brochures will be ineligible if they solicit donations or fund raising revenue of any kind.
- F. The distribution of any brochure will not imply endorsement by the Illinois Office of Tourism or the Tourist Information Centers (TIC).

## VII. CRITERIA FOR SELECTION (COUPON BOOKS) STATEWIDE DISTRIBUTION

The following criteria will apply in the selection of coupon books. Each book containing coupons must submit for distribution based on the following criteria and must distribute STATEWIDE.

- A. The coupon book must be exclusive to Illinois (100% of the content must be Illinois information.)
- B. 100% of the coupon book must contain coupons or promotional information.
- C. There must be a minimum of 225,000 copies made per printing and the producer must provide documentation of a circulation audit. (If the book is created by a "not-for-profit" organization. A minimum print amount is not required and you may only distribute within 125 miles of the coupon book's coverage area.)

- D. The coupon book must be distributed in every Tourist Information Center in Illinois.
- E. The cover (front and back) of the coupon book must be at least 4-colors (black or white plus 3 other colors - colored text does not constitute additional colors) and must be printed with a gloss finish.
- F. The inside of the coupon book must be a minimum of 2-colors (black or white plus one other - colored text does not constitute an additional color) and must be printed on a minimum of 60lb. bond paper.
- G. All coupons and promotions (including packages) must contain an expiration date and must be honored as printed.
- H. The finished size of the coupon book must be a minimum of 3 ½"W x 8"L and must not exceed 8 ½"W x 11"L. This will allow the guide to fit in a standard literature rack.

#### **VIII. CRITERIA FOR SELECTION (COUPON BOOKS) REGIONAL DISTRIBUTION**

The following criteria will apply in the selection of coupon books. Each book containing coupons must submit for distribution based on the following criteria and must distribute to all Tourist Information Centers within the coverage area as well as all Tourist Information Centers that are within 125 miles of the coverage area. All other Tourist Information Centers (those outside of the coverage area) will be prohibited from distributing the regional coupon book.

- A. The coupon book must be exclusive to Illinois (100% of the content must be Illinois information.)
- B. 100% of the coupon book must contain coupons or promotional information.
- C. There must be a minimum of 50,000 copies made per printing and the producer must provide documentation of a circulation audit. (If the book is created by a "not-for-profit" organization. A minimum print amount is not required and you may only distribute within 125 miles of the coupon book's coverage area.)
- D. The cover (front and back) of the coupon book must be at least 4-colors (black or white plus 3 other colors - colored text does not constitute additional colors) and must be printed with a gloss finish.
- E. The inside of the coupon book must be a minimum of 2-colors (black or white plus one other - colored text does not constitute an additional color) and must be printed on a minimum of 60lb. bond paper.
- F. All coupons and promotions (including packages) must contain an expiration date and must be honored as printed.
- G. The finished size of the coupon book must be a minimum of 3 ½"W x 8"L and must not exceed 8 ½"W x 11"L. This will allow the guide to fit in a standard literature rack.

#### **IX. RETURN OF NON-COMPLYING MATERIALS**

The following rules will apply to those materials which are sent to the centers without prior approval and which do not comply with the criteria for selection.

- A. It will be the responsibility of the sender to make arrangements for the pick-up and return of the materials that do not meet these guidelines.
- B. The pick-up and return of the materials should be completed within ten (10) working days from the date of notification. After ten working days, the materials will be recycled.

#### **APPROVAL PROCESS:**

**MAIL A LETTER OF REQUEST WITH TWO (2) COPIES OF THE BROCHURE/RACK CARD/GUIDE TO:**

**CUMBERLAND ROAD TIC  
ATTN: ROBERT MINGE  
P.O. BOX 4  
MARSHALL IL 62441**

(If applicable, include the amount of brochures/rack cards/guides per case.)  
For questions, please call (309)255-7004.