

Guidelines for Literature Distribution

*to assist tourism operators in Nova Scotia
produce brochures that are
recognizable and effective*

- Brochures will be reviewed by Tourism and Culture. They must give a clear and accurate representation of the facility. They must meet the requirements of the Human Rights Act.
- Only tourist-oriented brochures will be distributed. Brochures primarily of local interest may be displayed in Nova Scotia Visitor Information Centres. Arrangements should be made through the Supervisor of the individual centre. However, all materials displayed in Nova Scotia Visitor Information Centres must be approved by Tourism and Culture.
- Religious brochures may be distributed if they contain only the location of the church and time of worship. Exceptions may be made in the case of a church containing a museum or a church recognized as being of an historic nature.
- Because space is limited at the Distribution Centre we ask that you contact Tourism and Culture, Distribution Centre Warehouse, at (902) 424-4544 with the estimated delivery date and quantities.



Tourism and Culture Distribution Centre
10 Acadia Street
Dartmouth, Nova Scotia B2Y 4H3
Phone 902 424-4544

Design Requirements

- The name of your accommodation or attraction must appear prominently on the top third of the front of your brochure. The front of this brochure is an example. This allows the visitor to see the property's name at eye level and avoids having the name hidden by the front of the brochure slot.
- All written information must be spaced at **1.5** spacing to allow for easy reading by the visitor. The information contained in this brochure is spaced at **1.5**.
- The folded brochure must not exceed **four inches by nine inches (10 cm x 23 cm)**. Anything larger will not fit in our brochure racks. A significantly smaller brochure would slide down the slot and the visitor would be unable to read your heading.
- Your brochure must be printed on **160 (M) or 70lb** weight text paper if the information is on two sides. Brochures with two or more panels can be printed on **bonded stock paper**. This will reduce the possibility of the brochures curling and bending in the brochure rack.
- In order to make your brochure more appealing we recommend that it contains pictures. Tourism and Culture has a library of 50,000 slides that you may borrow. These slides are not of specific accommodations or attractions, but are of different areas in the province and specific activities.
- Brochures with hand drawn locator maps will not be accepted.

Distribution of Private Sector Literature

Through Tourism and Culture's Distribution Centre, private sector operators of businesses in the tourism industry may have their own tourist literature distributed free of charge to a maximum of 40 accredited Visitor Information Centres.

Operators must select what Visitor Information Centres (VIC) they want to receive their brochures and what quantity for each selected centre. The Distribution Centre will only distribute to a maximum of 40 VIC's. Therefore it is recommended that operators personally distribute their brochures to VIC's in their area and work with their regional tourist association.

It should be pointed out that after the Visitor Information Centres have opened for the season, private sector brochures cannot always be distributed as soon as they are received by the Distribution Centre. They may be held until a sufficient quantity is in stock to make a delivery economically feasible. A lead time of approximately three weeks should be allowed to get the brochures to the centres.

As the volume of printed material received and handled by the Distribution Centre and Visitor Information Centres is continually increasing, we have established the following guidelines. We hope that these guidelines will help us distribute your literature and make it more appealing to the travelling public.

- All fixed roof accommodations and campgrounds must be inspected and licensed by Tourism and Culture before the brochure will be distributed.
- Brochures must be bundled in lots of either 50 or 100. This will enable distribution staff to quickly make allocations. Literature not bundled will not be accepted.

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- On delivery, all shipments must include the allocation sheet showing the number of brochures in each carton, the total number of cartons, and the total number of brochures. Large books or papers not sent in cartons must be bundled and strapped both ways and be in bundles of equal amounts.
 - Brochures will be received at the Distribution Centre at 10 Acadia Street, Dartmouth, N.S. Hours of operation are 8:30 a.m. to 4:30 p.m., Monday to Friday. All shipments must be prepaid. We cannot accept bus shipments as we have no pick-up from the bus depot.
 - Maximum weight of cartons that will be accepted is 35 pounds or 15 kg. The maximum quantity is 5,000 pieces, although we recommend a lesser quantity to reduce your costs and the possibility of unused brochures. This lesser quantity must be at least 500 and there is a minimum quantity for VIC's of 50.
 - Distribution will be made according to your selection. Please make sure that the amount you allocate agrees with the total that you send in to Distribution.
 - Brochures may be displayed on a **rotational basis** because of space limitations and regional priorities for literature.
 - Posters will be accepted for distribution, but they should not exceed 18 inches (46 cm) in width and will be folded at least once so they can be shipped in cartons. If operators do not want their posters folded, they must supply their own tubes. Display of posters will depend on availability of space in each centre. Handwritten posters will not be accepted.