

BROCHURE DISTRIBUTION SERVICE

WHAT IS IT?

The Stevens Point Area Convention & Visitors Bureau (SPACVB) has developed a brochure display program dedicated to showcasing the attractions, restaurants, retail stores, lodging, events and businesses in and around Portage County.

Through this Brochure Distribution Service (BDS), displays will be placed throughout Portage County, along Highway 51/I-39, Highway 10. Now, we have an answer to those other displays promoting destinations and activities hours away, encouraging residents and visitors to leave the Central Wisconsin area. This new service provides information previously not included.

HOW DOES IT WORK?

- ◆ Businesses can sign up for the calendar year
- ◆ Pricing is based on a 4" x 9" slot, multiple slots can be reserved to accommodate larger materials.
- ◆ Businesses deliver their promotional literature to the Visitor Center and the CVB does the rest.
- ◆ The brochure displays will be maintained by the CVB on a weekly basis.
- ◆ A minimum of 2,000 pieces will be required.

BENEFITS TO PARTICIPANTS

Get your name out there and keep it out there, all year long! Save postage costs and staff time previously dedicated to delivering brochures. Get your brochures out of your storage room and into the hands of customers. No more worries about busy locations running out of your brochure. Brochures won't go to waste at slower traffic locations.

LOCATIONS

Brochure displays will be located in ten high traffic locations throughout Portage County.

SAVE TIME, GAS AND MONEY BY LETTING US HELP PROMOTE YOUR BUSINESS IN HIGH TRAFFIC LOCATIONS!

AND, IT IS COST EFFECTIVE

The price to have your 4" x 9" brochure distributed in this program is:

\$300/year - Non-Partner Rate

\$200/year - **Exclusive rate for current Partners In Tourism**

\$100/year - Non-Profit Rate (enclose non-profit status)

Contracts run from January 1, 2012 through December 31, 2012

MATERIALS DUE BY DECEMBER 15, 2011 FOR DISTRIBUTION BEGINNING JANUARY 2012

BROCHURE DESIGN RECOMMENDATIONS

In some cases where you use your brochure, it may be possible to see the entire front page. In the brochure display, only the top third of your brochure will be seen. In this space, you will need to capture the attention of the reader with color, readable fonts, and specific text to easily identify the service or activity you provide.

It's also important to use a heavier stock paper weight, for a single rack card to ensure that your brochure doesn't wilt. Tri-fold brochures and booklets may not have this issue but it is recommended to go with a heavier paper if available and affordable (32 pound paper or higher is recommended).



Notice the bright colors and the clearly labeled top third of the brochure.



The top third will be the only thing visible in the display rack, so you will need to make sure this portion of the brochure captures their attention.



*example of possible stand