

MICHIGAN DEPARTMENT OF TRANSPORTATION
TRAVEL INFORMATION DIVISION
AND
MEDC/TRAVEL MICHIGAN

**POLICY GUIDELINES FOR LITERATURE DISTRIBUTION
AT WELCOME CENTERS**

A. Approval Procedures

1. A new supplier wishing to distribute brochures through the Welcome Center program should **submit a copy of the brochure** to the Literature Coordinator for approval. The Travel Michigan Literature Coordinator is **Kathy Lowell**, who can be contacted at **(517) 373-3934**, or by email at lowellk1@michigan.org. When approval is given, the supplier will receive a **commodity code** and instructions on the procedure for sending brochures to the central MDOT Distribution Warehouse in Lansing.
2. If major changes are made in the brochure after approval, the brochure must be resubmitted for re-approval by the Literature Coordinator.

One copy of any new, or revised, literature should be sent to:
MEDC/Travel Michigan
Attn: Kathy Lowell
300 N. Washington Sq.
Lansing, MI 48913

B. Shipping

1. The supplier must ship the literature pre-paid to the Distribution Warehouse. Welcome Centers cannot accept literature to be transferred to the Distribution Warehouse or to other Welcome Centers.
2. If a supplier requests literature be returned to them, the supplier must pick up the literature or make their own shipping arrangements for the literature's return.
3. For timely distribution of dated and seasonal information it should be supplied to the Distribution Warehouse **at least 60 days prior** to the event or opening date.

The address of the MDOT Distribution Warehouse is:
MDOT Warehouse
State Secondary Complex
7575 Crowner Dr.
Lansing, MI 48917
Phone: (517) 322-5559
Hours: 8 am to 3:30 pm

C. Quantities

1. The Literature Coordinator will recommend to the supplier a minimum and maximum number of brochures for distribution and will have the

authority to determine the distribution location of each brochure unless specified by the supplier.

2. Brochure amounts received in excess of that requested will be recycled.

D. Brochure Criteria

1. Printed materials must promote **Michigan tourism** and furnish pertinent information about destinations, attractions, activities, events or points of interest which (1) allow admission to the general public, and (2) which would generally attract visitors from beyond the immediate proximity of the destination, attraction, activity, event, or point of interest (e.g., beyond 50 miles).
2. Additional Michigan specific information will be accepted when it is deemed beneficial or informative.
3. The recommended brochure size is approximately 3.5” to 4” width and 8.5” to 9” in height. State and regional tourism association brochures may be exempt from these restrictions. The title should be at the top of the brochure for display purposes.
4. Brochures should be of sufficient weight to stand up in the racks without “wilting.”
5. All material must be provided free of charge to the Welcome Centers.
6. Brochures with admission prices, dates and times open, etc., must be current. **Outdated or almost outdated literature will not be accepted without approval of the Literature Coordinator.**
7. If brochure has a pre-marked price on it, that price should be covered as we provide a free distribution service to travelers.
8. Any change of property name, address, and/or features should immediately be reported to the Literature Coordinator.
9. Brochures should be **assembled, folded and banded** in even counts. Inserts should be attached when received by the Distribution Warehouse. The total quantity should be marked on each carton and no carton should exceed 50 lbs. Cartons can be shipped on skids, if needed, and provided all cartons are firmly secured to the skid.
10. Publication date (Month and Year) should be printed on a corner of the brochure.

E. Unacceptable Brochures

The following brochures will not be allowed in the Welcome Centers:

1. No political or religious brochures will be accepted.
2. No brochures that rate travel attractions, events and/or accommodations, regardless of the rating system or method of evaluation.

3. No brochures that promote properties to which admission to the destination, attraction, event, activity, or point of interest is based upon a membership fee or other means of exclusive admission, rather than general admission open to the public.
4. No real estate sales/timeshare sales brochures.
5. No brochures containing offensive language or pictures that could be defined as being in bad taste or deemed inappropriate for distribution. The final decision will be made by the Literature Coordinator.
6. Business cards will not be displayed except in conjunction with approved product promotions.
7. No brochures for businesses that do not predominately attract/appeal directly to the traveling public. Just because tourists/travelers stop in and make a purchase does not, in and of itself, qualify the business as a tourism destination, attraction, and/or business (see D(1) above).
8. No brochure where less than 70% of its content is devoted to Michigan tourism specific destinations and/or attractions.
9. Be advised that Travel Michigan will not distribute a piece of literature that contains duplicate information to another piece of literature. We just do not have the shelf space for literature that has duplicate information (e.g. separate events pamphlet where events are listed in main travel planner.). In this regard, priority for display will go to Destination Marketing Organization publications. Publications made up primarily of paid ads will be given a lower priority status.

Travel Michigan reserves the right to distribute any brochures deemed appropriate to fulfilling the travel needs of the Welcome Center visitor. We also reserve the right to refuse the distribution of any brochure deemed inappropriate to fulfilling the needs of the Welcome Center visitor.

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