



**NEW HAMPSHIRE DIVISION OF TRAVEL AND TOURISM DEVELOPMENT
SAFETY REST AREA BROCHURE PROGRAM
DISTRIBUTION POLICY GUIDELINES**

The Division of Travel and Tourism Development (DTTD) manages the distribution of publications in the state's Safety Rest Areas (SRAs)/Welcome and Information Centers (WICs). The state's SRAs/WICs are located along New Hampshire's Interstates and primary State Routes (see attached Map for details). Each of the SRAs/WICs has the availability to display publications that promote tourism in New Hampshire.

Printed material must promote New Hampshire's tourism industry and furnish pertinent information including, but not limited to, destinations, attractions, activities, events or points of interest. The information must be deemed beneficial and informative to visitors and only publications that conform to the policy guidelines and are approved by DTTD are permitted to be displayed.

DTTD charges a rack fee to display publications in the SRAs/WICs, and all revenue generated is put towards the betterment of centers and the brochure program. DTTD also requires that publications be delivered via one of DTTD's approved distribution vendors; with the exception of "Special Events" publications (see criteria).

DTTD has the right to reserve the placement of publications as space allows. Approval gives publications the rights to a slot, but not an exact guarantee of placement. DTTD also has the right to revoke approvals during the course of the year if deemed necessary. DTTD also has the right to deny an application if it does not meet the publication requirements listed below.

Publication Requirements

1. Publications must promote New Hampshire and furnish accurate, beneficial and pertinent information to the public. These pieces may be destinations, attractions, activities, events, and/or points of interest open to the general public.
2. Publications should be professionally produced and printed on paper of sufficient weight to withstand bending or wilting in the display rack. Recommended paper weight is 60lbs or more.
3. Single slots for publications will be a maximum size of 4"x 9", anything over and up to 8.5" x 11" will be considered a double slot size. Anything above will be considered on a case-by-case basis.
4. Publications must be up-to-date with information for the current season/year. Multi-state publications must represent New Hampshire proportionately and will be determined on a case-by-case basis at the discretion of the Division Director.
5. If an organization has a different publication for winter and summer (i.e. ski areas) and wishes to display each publication during its respective season, DTTD will allow the use of the same slot to display each season's publication. The winter season is November through April and the summer season is May through October. Both publications must be approved by DTTD prior to the distribution and display of the new season's publication. If year-round display of seasonal publications is desired, each publication will need to have its own slot.

Hooksett Welcome Centers Special Criteria

There are 260 single and 32 double slots available on each Northbound and Southbound location. Due to the available space within the facility, no floor racks will be permitted. In addition, 25 slots in the Southbound facility shall be dedicated to economic development and business opportunities. Due to high demand space may not always be available. A waiting list will be offered if necessary, and when space becomes available applicants will be notified.

Short-Term Events

The purpose of having a "Short-Term Events" section of the program is to allow items such as festivals, fairs and dated events the ability to promote the event, however these publications can be distributed year-round if desired through the standard program.

1. The brochure application needs to be completed and sent with documentation to DTTD 60 days prior to the start of the event, to allow for approval and distribution.
2. Short-term publications are approved to be in centers 30 days prior to the event and 15 days after the event, but not to exceed 90 days.
3. Using an approved distribution vendor is preferred, however it is not required.
4. The publications may be shipped directly to the approved centers or hand delivered with the approval letter.

Application Process

1. Participants must complete an application for each publication. The completed application should be returned to DTTD with a copy of the publication (digital or hard copy) and a selected distribution company.

Returning applicants should submit a check for the rack fees made payable to **Treasurer-State of NH.**

New applicants **are not** required to submit payment with the application; an invoice will accompany the approval letter.

If the applicant is a Non-Profit business, a copy of the organization's legal status must be included. Failure to submit required documentation may delay processing/approval.

2. Acceptance of printed materials at any of the centers is on a first-come, first-served basis. The program offers continuous open enrollment. Due to space limitations at some centers, not all requests for display space can be accommodated. A waiting list will be offered if necessary, and when space becomes available applicants will be notified.
3. No materials may be displayed at the SRAs/WICs without approval from DTTD.
4. Once DTTD has received all required items, documentation will be reviewed and approved/denied as quickly as possible.
5. If your publication should change at any time during the current approval, an application with supporting documents must be resubmitted. Rack fee payment will not be required. Distribution of revised publication is pending approval.
6. Publication renewal reminders and applications will be sent out via email, approximately 60 days prior to expiration of current approval. Please note renewal is not guaranteed.
7. Once the renewal email is received, a new application must be completed and submitted to DTTD for review/approval.
8. Please notify DTTD with any changes, including non-renewal, prior to approval expiration.

Approvals

1. Once approved, a confirmation letter will be sent via email to the contact listed on the application, as well as the chosen distributor.
2. Once approved, changes to requested centers are not permitted.
3. If the publication is not approved, applicants will receive a letter of explanation and the check for rack fee payment.

Publication Rack Fee Pricing

Rack fees are charged per publication per location. Fee pricing as follows:

All State-Owned Safety Rest Areas/Welcome and Information Centers (excluding Hooksett):

| <u>Business Type</u> | SINGLE | DOUBLE |
|-------------------------------------|---------------|---------------|
| For Profit | \$20.00 | \$40.00 |
| Business Org 501(c) 6/NH Non-Profit | \$10.00 | \$20.00 |
| Non-Profit 501 (c) 3 | \$5.00 | \$10.00 |

Hooksett North and Hooksett South Safety Rest Area/Welcome & Information Center:

| <u>Business Type</u> | SINGLE | DOUBLE |
|-----------------------------|---------------|---------------|
| All Business Types | \$30.00 | \$60.00 |

Rack Fee Payments

1. Rack fee payments are required at the time of application. Checks must be made out to: Treasurer, State of New Hampshire.
2. Payments are according to the above pricing structures. Supporting documents must be included with application and payment for Business Org 501(c)6, NH Non-Profit, and Non-Profit 501(c)3.
3. There will be no refunds for rack fees paid.

Distribution

1. All program participants are required to use a DTTD Approved Distribution Vendor. Self-distribution is not permitted. Publications must be approved by DTTD prior to distribution.
2. DTTD must be alerted to changes in distribution vendors.
3. Distribution shall not exceed the state approval expiration date.

The following publications will not be displayed:

1. Real estate listings, with the exception of vacation rentals.
2. Publications, that are religious in nature, unless promoting a historical landmark or attractions.
3. Publications that solicit memberships, subscriptions, donations, or request money, will not be approved.
4. Mall and Outlet Publications are acceptable. Individual stores will be accepted on a case by case basis.
5. Coupon books are not permitted.

**NH SAFETY REST AREA BROCHURE PROGRAM
APPROVED DISTRIBUTION VENDORS**

Best Read Guide/Seacoast Media Group

Steve Ainsworth
111 New Hampshire Ave
Portsmouth NH 03801
Telephone: 603-707-1412
Email: Sainsworth@fosters.com

CTM Media Group (Here's Where)

Brian Bradbury
Po Box 134
Exeter NH 03833
Telephone: 603-580-2728
Email: bbradbury@ctmmedia.com

Hippo Press, LLC

Doug Ladd
49 Hollis Street
Manchester NH 03101
Telephone: 603-625-1855 X: 35
Email: dladd.hippopress@gmail.com

Larry Marsolais
Email: Larry@seacoastscene.net

White Mountains Recreation Association (dba White Mountains Attractions Association)

Mikey Duprey
Po Box 10, 200 Kancamagus Highway
North Woodstock NH 03262
Telephone: 603-745-8720
Email: Mikey@visitwhitemountains.com