



**NEW HAMPSHIRE BUREAU OF VISITOR SERVICES
SAFETY REST AREA/WELCOME AND INFORMATION CENTER BROCHURE PROGRAM
DISTRIBUTION POLICY GUIDELINES**

The Bureau of Visitor Services (BVS) manages the distribution of publications in NH's Safety Rest Areas (SRAs)/Welcome and Information Centers (WICs). The 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 provide 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 BVS are permitted to be displayed.

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

BVS 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. BVS has the right to revoke approval during the course of the year if deemed necessary. BVS 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 provide 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", publications over and up to 8.5" x 11" will be considered a double slot size. Publications larger than 8.5" x 11" 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 Bureau Chief and the Director of the Division of Travel and Tourism Development.
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, BVS will allow the use of the same slot to display each season's publication. BVS considers the winter season to be November through April and the summer season to be May through October. Both publications must be approved by BVS 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 must be completed and sent with documentation to BVS sixty (60) days prior to the start date of the event to allow ample time for approval and distribution.
2. Short-term publications will be approved for display in centers thirty (30) days prior to the start date of the event and for fifteen (15) days after the event, but not to exceed ninety (90) days.
3. For short-term publications only, using a contracted BVS distribution vendor is preferred, however it is not required. If the publications are distributed in the centers year-round, a contracted BVS distribution vendor must be used per the standard program.
4. The short-term 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 BVS with a copy of the publication (digital or hard copy) and the name of the contracted BVS 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 BVS.
4. Once BVS has received all required items, documentation will be reviewed and approved/denied as quickly as possible.
5. If the 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 sixty (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 BVS for review/approval.
8. Please notify BVS 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.

Expired Brochures

1. BVS will send a renewal reminder via email approximately 60 days prior to the expiration date.
2. If renewal application is not received after 60 days past the expiration date, BVS will reach out in a second attempt to allow for renewal of the rack space.
3. If no response is given after the second 60 day notice, BVS will pull the expired publications from the center displays.

Distribution

1. All program participants are required to use a contracted BVS contracted distribution vendor. Self-distribution is not permitted. Publications must be approved by BVS prior to distribution.
2. BVS must be notified to any 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 Distribution

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

White Mountains Recreation Association (dba White Mountains Attractions Association)

Colleen Eliason
200 Kancamagus Highway, PO Box 10
North Woodstock NH 03262
Telephone: 603-745-8720
Email: celiason@visitwhitemountains.com