

# SOUTH DAKOTA INFORMATION CENTER PRINT MATERIAL GUIDELINES

## Guidelines

Print materials will be displayed at the South Dakota Information Centers according to the following order of priority.

1. First priority will be given to official state and federal publications, which promote South Dakota and vehicle safety (i.e. SD map, highway safety brochures, etc).
2. State of South Dakota publications by other departments.
3. In-state, regional, organizational and historical association publications.
4. Chambers of Commerce and Convention and Visitors Bureau publications.
5. Tourism attraction publications.\*
6. Lodging publications (i.e. hotels, motels, resorts, campgrounds, bed and breakfasts, lodges).\*
7. Tourism-related services publications (i.e. tour companies, gaming halls, restaurants, outdoor recreation businesses).\*
8. Educational publications (i.e. children's coloring books, brochures that promote specific South Dakota products or resources).\*

**\*These publications will be displayed on demand or when space is available.**

All new print materials must be approved by the Office of Tourism before they will be placed in the racks. These brochures include newly designed as well as updated publications. Brochures are accepted for approval November through April.

The South Dakota Office of Tourism will make the final decision as to which printed materials are displayed, and reserves the right to distribute any brochure deemed appropriate to fulfilling the needs of visitors to South Dakota.

Brochure racks shall be arranged as information center staff deems best.

Due to limited space at the Information Centers, brochures may be rotated weekly or given out on demand. This will be determined by the information center supervisor at each center.

Due to space limitations, the Office of Tourism also reserves the right to refuse the distribution of any print material which is deemed inappropriate to fulfilling the needs of visitors, or brochures which contain inaccurate information.

Print materials that do not follow the enclosed guidelines will not be displayed at the information centers and/or may be given out on demand if space allows.

Each shipment of print materials must include a copy of the approval letter along with a contact person, complete address, telephone number and e-mail address. Centers are responsible for re-ordering the brochures and will send a request via e-mail.

## Approval Guidelines for Literature Distribution at the Interstate Information Centers

- Printed materials must contain primarily in-state information and an appropriate in-state heading. This information must be beneficial and informative to the visitor. At least 50% of the publication content must promote South Dakota Tourism.
- Printed materials must be up-to-date with current information dealing with admission prices, dates and hours of operation. Seasonal brochures should have an expiration date.
- Printed materials must be professionally type set, error-free, and grammatically correct.
- Printed materials that do not meet the size or paper weight criteria will not be accepted or be handed out only on demand. This will be determined on a case-by-case basis.
- New publications must be sent to the Office of Tourism between the first of November and the end of April for approval for placement in the brochure racks for the following summer. Publications sent in after those dates will not be accepted or may be handed out only on demand. This will be determined on a case-by-case basis.
- Only one publication display space per property shall be allowed.

### Size Requirements

- Brochure size must be 3.5” to 4” in width and 8.5” to 9” in height, with a vertical format with the heading on the top one third of piece.
- Rack card size must be 3.5” to 4 “in width and 8.5” to 9” in height, with a vertical format with the heading on the top one third of piece.
- Booklet size must be 5.5” to 6” in width and 8.5” to 9” in height, with a vertical format (binding along the 8.5” to 9” side) and heading on the top one third of piece.
- Magazine size must be 8” to 8.5” in width and 10” to 11” in height, with a vertical format (binding along the 10” to 11” side) and heading on the top one third of piece.

### Paperweight Requirements

- Brochures should be printed on paper of sufficient weight, which will stand in the racks without “wilting.” Paperweight must be 70 lb. text or heavier.
- Rack card paperweight must be 100 lb. cover weight / 10 point. Preferably with at least one side coated.
- Booklet paperweight must be heavy enough for booklet to stand alone in a rack without wilting.
- Magazine paperweight must be heavy enough for magazine to stand alone in a rack without wilting.

### Unacceptable Brochures

- Brochures advertising liquor, tobacco products, political, religious or other controversial data. (Tours of wineries and breweries are acceptable)
- Out-of date brochures (i.e. properties that have changed names, locations, hours)
- Tear-off coupons, desk coupons and coupon books are not allowed.
- Real estate advertisements or brochures

### Special Event literature

- Brochures / rack cards promoting a specific event will be allowed to be displayed at the Information Centers one month prior to the event, due to space limitations.

### Special Event Posters

- Posters promoting a specific event will be allowed at the Information Centers two weeks prior to the event, due to space limitations.