



## **Kansas Travel Information Center Printed Materials Distribution Program**

Brochures and publications promoting Kansas tourism attractions, events, destination dining and lodging are eligible for consideration for distribution and display in the Kansas Travel Information Centers (TICs). These brochures and publications will contain useful Kansas travel information and must be; professionally typeset, error free, grammatically correct and meet the following specifications.

### **Program Guidelines**

- The publication must be submitted in hard copy form with the request for approval document. (Faxed or photocopied materials will not be accepted. No approvals will be granted prior to printing.)
- The Approval is good for three years. After three years, the brochure must be resubmitted for approval.
- All brochures containing dated information must be submitted for approval annually.
- All printed materials that have been redesigned must be resubmitted for approval.
- Reprinted publications containing new information must be resubmitted for approval.
- All materials must be tourism in nature and provide information related to attractions, festivals, events, destination dining, lodging or retail shopping.
- Due to limited display space, only one brochure for each business, attraction, event, or festival will be approved.
- Event or festival brochures will be displayed for twelve (12) weeks prior to the festival or event and removed one (1) week following the event or festival.
- Attraction brochures and rack cards must contain the dates and hours the business is open to the public.
- Businesses promoted in brochures and rack cards must be open on a regular basis during the designated travel season of April through October.
- All businesses, attractions, festivals and events must be listed on [www.TravelKS.com](http://www.TravelKS.com) prior to submitting the request for approval.

### **Size and Paper Weight Requirements**

#### Brochures

- The brochure size must be 3.5” to 4” in width and 8.5” to 9” in height.
- Paper weight must be a minimum of 70 pound text stock. (Lighter paper will not stand up in racks.)
- The format should be vertical with the main message and the business name on the upper 1/3 of the brochure.

## Rack Cards

- Rack Card size must be 3.5” to 4” in width and 8.5” to 9” in height.
- Paper weight must be a minimum of 100 lb text stock. (Lighter weight paper will not stand up in racks.)
- The format should be vertical with the main message and the business name on the upper 1/3 of the brochure.

## Community Travel Guides

- Booklet size must be 3.5” to 6” wide and 8.5” to 9” in height.
- Magazine size must be 8” to 8.5” in width and 10” to 11” in height.
- Paper weight must be heavy enough for community travel guides to stand alone in a rack without wilting.
- Community travel guides must have a destination dining, shopping and lodging content focus.
- Advertising content must be 50% tourism related, i.e., attractions, festivals, events, destination dining, lodging and shopping.

## **Excluded Publications**

A publication will be ineligible for display and distribution if:

- The publication is political or religious in nature or content.
- The publication is devoted primarily to the sale or rent of primary residential or commercial real estate property.
- The publication represents a property that has changed names since the brochure was originally printed and approved.
- The publication contains handwritten changes.
- The publication references out-of-state businesses.
- Printed material is deemed inappropriate by the Kansas Department of Wildlife, Parks & Tourism.

## **Disclaimer**

The distribution and display of public and private brochures and publications at Kansas Travel Information Centers does not constitute an endorsement or recommendation of the product or guarantee the accuracy of the information provided. The Kansas Tourism Division remains the controlling authority at all times and has the right to remove or disqualify a brochure from display at any time for just cause or space limitations. Every effort will be made to display approved brochures.



**Kansas Travel Information Center  
Printed Materials Distribution Program**

Title (Brochure, Rack Card, Guide) \_\_\_\_\_

Organization Name \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Website \_\_\_\_\_

Briefly describe how your organization serves the traveling public:

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Submit this application along with each brochure/publication to:

Goodland Travel Information Center  
Mona Carver  
I-70 East Milepost 7  
Goodland, KS 67735-0618  
Ph: (785) 899-6695  
[Mona.Carver@TravelKS.com](mailto:Mona.Carver@TravelKS.com)

I have read and understand the "Printed Materials Distribution Program" guidelines for displaying brochures at Kansas Travel Information Centers.

Signature \_\_\_\_\_ Date \_\_\_\_\_