



Policy Guidelines for Literature Distribution at Oklahoma Tourism Information Centers

1) Approval Procedures

- a) A new supplier wishing to distribute brochures through the Oklahoma Tourism Information Centers must submit a copy of the brochure along with an application for distribution to the Tourism Information Centers Director for approval. The current director is Sarah Sheets, and she can be reached at (405) 478-2316 or sarah.sheets@travelok.com.
- b) The application for distribution form can be found on the travelok.com website by clicking on the **Tourism Industry Partners** under "**Resources**" on the left menu bar on the home page. Once on the Tourism Industry page, scroll down and select the **Forms** link in the text.
- c) If approval is granted, the supplier will receive instructions on the procedure for sending brochures to the Literature Distribution Center in Oklahoma City.
- d) If major changes are made to the brochure after approval, the brochure must be resubmitted for re-approval.

2) Shipping

- a) The supplier must ship the literature pre-paid to the Literature Distribution Center unless otherwise instructed. Tourism Information Centers cannot accept literature for transfer to the Literature Distribution Center or to other Tourism Information Centers.
- b) Event literature and other short-term literature suppliers will normally receive instructions to ship directly to the Tourism Information Centers due to the time sensitivity of their materials. Literature that will be stocked long-term will normally be shipped to the Literature Distribution Center where Tourism Information Centers can order it as needed.
- c) If a supplier requests that literature be returned to them, the supplier must pick up the literature or make suitable arrangements for the literature's return at their own cost.

- d) To ensure timely distribution, materials should be supplied to the Literature Distribution Center at least 30 days prior to your desired distribution date.

3) Quantities

- a) The Tourism Information Centers director can recommend to the supplier a minimum and maximum number of brochures for distribution.
- b) OTRD employees will contact the supplier for replenishment when quantities are low or exhausted.
- c) The Tourism Information Centers Director will have the authority to determine appropriate distribution locations for each brochure unless locations are self-limited by the applicant.

4) Brochure Criteria

- a) Printed materials must promote Oklahoma tourism and furnish pertinent information about destinations, attractions, activities, events, points of interest, lodging or dining which allow admission to the general public.
- b) Brochures that promote Oklahoma along with other states must have a preponderance of their material covering Oklahoma. Exceptions may be approved at the discretion of the Tourism Information Centers Director when it is generally beneficial or informative.
- c) Posters and handbills will not be considered in most cases.
- d) Literature pieces must have a professional appearance.
- e) The recommended brochure size is approximately 3.5" to 4" in width and 8.5" to 9" in height. State and multi-county tourism organization brochures may be exempt from these restrictions. Brochures must be of sufficient paper weight and construction to stand up in the racks without "wilting".
- f) All material must be provided free of charge to the Tourism Information Centers.
- g) Brochures containing admission prices, room rates, operating hours, etc. must be current. Outdated or nearly outdated literature may not be approved.
- h) If a brochure has a pre-marked price on it, it should be covered by the supplier as we provide a free distribution service to travelers.
- i) Any major changes including closure of the property, significant change in operating hours, name change, etc. should be reported to the Tourism Information Centers Director.
- j) Brochures should be assembled, folded, and banded in even counts to assist in distribution. The total quantity should be marked on each carton and **no carton should exceed 30 pounds**. (CARTONS EXCEEDING 30 POUNDS CANNOT BE ACCEPTED).

5) Unacceptable Brochures

- a) No political or religious propaganda brochures will be accepted.
- b) No brochures will be accepted that promote properties to which admission to the destination, attraction, event, activity, etc. is based upon a membership fee or other means of exclusive admission, rather than general admission open to the public. This includes lodging properties that require the visitors to attend a sales presentation.
- c) No brochures will be accepted that contain offensive language or photos that could be defined as being in bad taste or deemed inappropriate for distribution. The final decision will be made by the Tourism Information Centers Director.
- d) No brochures will be accepted that portray Oklahoma and its tourism destinations and attractions in a less than favorable light or that could be deemed to damage the State's image as a tourism destination.
- e) Odd-sized pieces including posters, handbills, business cards, tabloid publications, etc. will generally not be approved. Exceptions may be made when it is generally beneficial to the State as in the case of displaying business cards in conjunction with product promotion for sponsoring organizations.
- f) Brochures that promote destinations, attractions, activities and events outside of Oklahoma will not be approved unless they also promote Oklahoma tourism opportunities and the Tourism Information Centers Director determines that sufficient coverage is given to Oklahoma to make the brochure beneficial to the State.

The Oklahoma Tourism & Recreation Department reserves the right to distribute any brochures deemed appropriate to fulfilling the needs of the Tourism Information Center visitors. We also reserve the right to refuse the distribution of any brochure deemed inappropriate to fulfilling the needs of the Tourism Information Center visitors.

Following is a sample listing of brochures that would not be acceptable for distribution at the Oklahoma Welcome Centers.

- Out Of State
- Real Estate
- Housing Rentals
- Churches
- Law Enforcement
- Medical Services
- Youth Organizations, Including YMCA/YWCA
- Civic Organizations