



Travel Manitoba Brochure Distribution Policy

Travel Manitoba operates four Visitor Information Centres within Manitoba. The Visitor Information Centres serve as a contact point for travelers entering Manitoba. Each centre distributes Travel Manitoba's official literature as well as Manitoba tourism industry brochures. As part of Travel Manitoba's mandate to provide appropriate visitor and information services, all brochures (hereinafter refers to printed promotional brochures and other literature, including rack cards, maps, booklets, etc.) intended for distribution must be approved by Travel Manitoba before they are accepted at any of the centres.

Preference is given to Travel Manitoba's signature literature and display of widespread provincial material, regional guides, and local destination guides. Each of the four centres also maintains various reference materials.

The distribution of any literature by Travel Manitoba does not imply endorsement by Travel Manitoba.

Travel Manitoba retains the sole authority for selecting literature for public display and distribution at all travel centres. Travel Manitoba retains the right to decide at which four locations the literature will be distributed.

Brochure distribution requests will be answered within fourteen days, in writing by a Brochure Coordinator.

Criteria for Selection

- A. Literature and brochures must promote tourism in Manitoba by providing relevant information about destinations, attractions, lodging facilities, activities, events/festivals and points of interest for the general public.
- B. Establishments must meet Travel Manitoba's Service Standards criteria. These criteria include:
 - Current and sufficient liability insurance
 - Necessary licences and permits required to operate
 - Promotions or advertisements that represent the actual experience or service being offered to the consumer
 - Be in good standing with Travel Manitoba's complaint process
- C. Brochures must appear professionally designed and produced, be free of errors and contain proper grammar.
- D. Time sensitive material must be current.

- E. Travel Manitoba may extend a six month grace period beyond the date indicated on the brochures, to display materials on its racks.
- F. Bed & Breakfast brochures should contain a photograph of the establishment.
- G. Out of province or out of country literature will not be accepted unless a reciprocal arrangement exists in writing.
- H. Brochures for festivals and events will be racked one month prior to the event and removed the day after. If space permits, brochures for events can be racked prior to 30 days before the event.
- I. Transportation schedules and rate information for travel within Manitoba are accepted.
- J. Travel Manitoba reserves the right to review approved brochures every four years. The letter of approval will state the term of acceptance.

Format Requirements

- The literature should be at least two colors (black and white plus one other). Coloured text or paper may not qualify as a second color. Travel Manitoba reserves the right to determine if the integrity of the brochure meets our current standards.
- The finished size of the brochures or guides must be a minimum of 3 ½ x 8 inches high and must not exceed 8 ½ x 11 inches high. Travel Manitoba's racks are of standard rack size. Rack space for other size literature is limited. Space priority is given to Travel Manitoba publications, Destination Winnipeg literature, Industry Regional Guides, and regional/local tourism organizations. Brochures that are too large for racks may have to be displayed on table tops or stored in the resource drawers and handed out on request. Discretion is left to Travel Manitoba.
- Hand drawings of the featured property maybe rejected depending on the integrity and authenticity of the drawing.

Recommended Format for Brochures

- In standard brochure racks at Travel Manitoba, only the top 1/3 of the brochure may be visible. Therefore, for the best success in marketing the product the top 1/3 of the brochure should convey the most pertinent information such as the company/organization name and the main theme of the attraction. A powerful first impression should be printed on the first 1/3 of the brochure.
- Travel Manitoba potentially carries over 1000 brochures at any centre at any time. Brochures can be in competition with many other brochures all trying to capture a similar target market and provoke interest. Visitors and Travel Counsellors need to easily find the key information.
- Paper weight is extremely important. Light weight paper can “weep” in a brochure rack and may not be the best value for promotion.

Brochures/Literature that do not qualify for distribution

- Business cards will not be accepted for rack display.
- Multi - province or country literature must contain 50% Manitoba content.
- Brochures relating to real estate, general retail, grocery/convenience stores, and educational classes will not be accepted for rack display. A small supply can be retained for reference files, if deemed appropriate by a Brochure Coordinator.
- Brochures that promote membership of any kind will not be accepted.
- Brochures for educational classes that require an extended commitment of time and do not significantly promote one of the eight tourism regions will not be accepted.
- Out of date literature will not be accepted (see above guidelines).

Procedure for Approval and Distribution Policy

Companies seeking distribution with Travel Manitoba's Visitor Information Centres are required to complete the attached participation agreement. Three copies of the brochure must be sent with the signed agreement.

All correspondence should be directed to one of the Brochure Coordinators:

Karla Pratt
Travel Counsellor
21 Forks Market Rd, Winnipeg, MB
R3C 4T7
Ph: 204-927-7849
KaPratt@travelmanitoba.com

or

Ed Gutierrez
Distribution Supervisor
1383 Whyte Ave, Winnipeg, MB
R3E 1V7
Ph: 204-927-7848
EGutierrez@travelmanitoba.com

If the brochure meets the criteria and is approved for distribution a letter of approval will be provided to the supplier. If the brochure is denied, this letter will contain an explanation for the refusal.

The letter will state the minimum and maximum amount of literature required. The letter will contain the address for the Travel Manitoba's Distribution Warehouse and the hours. Delivery at any of the six information centres is not permissible without prior approval.

Event brochure requests should be made no less than 45 days prior to the event. If approved, brochures must be delivered to the Travel Manitoba Distribution Centre 30 days prior to the event.

Shipping Guidelines

Brochures must be securely packaged and each box marked with:

- Organization name and contact phone number
 - The name of the literature contents
 - The quantity of brochures in the box
 - Adhere to delivery guidelines detailed in the approval letter
 - **Once approved the literature may be shipped to or dropped off at:**
Travel Manitoba Distribution Centre
1383 Whyte Ave
Winnipeg, MB
R3E 1V7
- Deliveries are accepted Monday to Friday between 8:00 am and 3:30 pm at the above address only

Replenishment

When Brochure inventory reaches the reorder level, the a Brochure Coordinator will contact the supplier to alert them that additional quantities of the brochure are required. It is the supplier's responsibility to provide Travel Manitoba with additional literature in a timely manner.

Reference Files

Brochures not approved for distribution on the brochure racks or table tops, but that serve as a benefit to travel counselling may be kept on hand at the centres in resource files or binders. The organization will be notified in writing as to why the brochure was not approved for rack distribution but a request for seven brochures for staff files will be made for resource files.

Travel Manitoba's Travel Information Centres

Year Round

- Travel Manitoba Visitor Information Centre- The Forks Location – Winnipeg
- Emerson – HWY#75 South Canada/US border

Seasonal

- Whiteshell – HWY#1 East Manitoba/Ontario border
- Kirkella – HWY#1 West Manitoba/Saskatchewan border

Travel Manitoba Visitor Information Centre Brochure Distribution Participation Agreement

_____ requests approval for the enclosed
(organization name)
brochure to be distributed through Travel Manitoba's Visitor Services network.

I understand and agree that if my brochure is approved:

- The brochure will be displayed at the agreed upon Visitor Information Centres.
- I agree to forward a pre-approved supply of the brochure to Travel Manitoba's distribution centre at my expense.
- I agree to ship additional quantities (if available) to Travel Manitoba as required.
- The establishment meets Travel Manitoba's Service Standards criteria.

Title of Brochure: _____

Organization: _____

Contact name: _____

Address: _____

Telephone #: _____ Fax #: _____

Email address: _____

Web-site: _____

Signature _____ Date: _____

Return form by mail including 3 copies of the brochure to:

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