

---

# SOUTH DAKOTA

---

## Interstate Welcome Centers Publication Program

Thank you for your interest in the Interstate Welcome Centers Publication Program. Please review the following requirements **before** printing your publication. These requirements exist to help you better promote your business; we strive to serve our partners and visitors as best we can. Fill out the Publication Program Registration online to submit it to the Department of Tourism. Applications will be accepted from January 2, 2018 through April 13, 2018. Businesses whose applications are not submitted by April 13 will

not be allowed to display their publication at the Welcome Centers during the 2018 season. **Once we receive your application, you are free to send your publication to your preferred Welcome Centers on or after May 14, 2018.** A Center address list will be emailed to you after the April 13 deadline. **Print materials that do not follow the South Dakota Tourism requirements will not be displayed** at the Welcome Centers, but may be distributed on demand if space allows.

---

### REQUIREMENTS

---

- The South Dakota Department 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 Welcome Center staff deem best.
- The Department of Tourism reserves the right to refuse the distribution of any print material deemed inappropriate to fulfilling the needs of visitors.
- Welcome Center staff are responsible for reordering the brochures, and will inform your business of their request. **Do not send more publications without being requested to do so, and do not send more pieces than requested.**
- Only one publication display space per entity shall be allowed.
- Must use SD logo properly. Logo usage instructions can be found here: [sdvisit.com/tools/logo/index.asp](http://sdvisit.com/tools/logo/index.asp)
- Publications will be displayed at the South Dakota Interstate Welcome Centers according to the following order of priority:
  1. 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 Bureaus publications.
  5. Tourism attractions 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, events).\*
  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.

---

---

## ACCEPTABLE PUBLICATIONS

---

---

Printed materials that do not meet the following criteria will not be displayed, but may be distributed upon request. This will be determined on a case-by-case basis. They will be stored only if space allows.

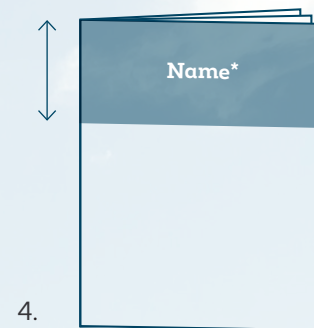
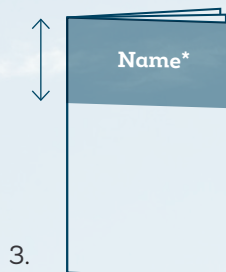
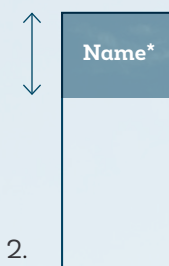
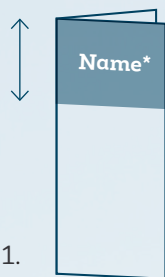
- Publications must contain primarily in-state information and an appropriate in-state heading. This information must be beneficial and informative to the visitor. **At least 50% of the publication content must promote tourism in South Dakota.**
- Printed materials must be up-to-date with current information about admission prices and/or dates and hours of operation. **Seasonal brochures must have an expiration date.**
- Printed materials must be professionally typeset, error-free, and grammatically correct.

---

---

### Size Requirements

1. **BROCHURE** size must be 3.5" to 4" in width and 8.5" to 9" in height, with a vertical format and with the heading\* on the top one-third of piece.
2. **RACK CARD** size must be 3.5" to 4" in width and 8.5" to 9" in height, with a vertical format and with the heading\* on the top one-third of piece.
3. **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.
4. **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.



\* i.e. Chamber/CVB heading = City name; Attraction heading = Attraction name; Hotel heading = Hotel name; Restaurant heading = Restaurant name.

---

---

### Paperweight Requirements

- **BROCHURES** should be printed on paper of sufficient weight, which will stand in the racks without wilting. Paperweight must be 70 lb. stock or heavier.
- **RACK CARD** paperweight must be 100 lb. cover weight (10 point), with preferably 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 PUBLICATIONS

---

---

- 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).
- Real estate advertisements or brochures.
- Publications that wilt in the racks.
- Publications whose title is not readable when being displayed in the racks. (Title must be in the top 1/3 of cover.)