



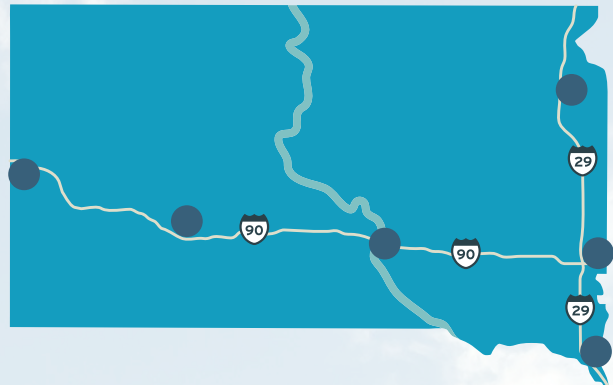
# INTERSTATE WELCOME CENTERS PUBLICATION PROGRAM

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Travel South Dakota's goal with the Interstate Welcome Centers Publication Program is to better promote your South Dakota businesses by increasing the visibility and awareness of your destinations to the thousands of visitors who stop at our Interstate Welcome Centers each summer.

The Publication Program Policies & Requirements listed below are designed to maximize the effectiveness of the literature we display. Please review everything below before printing your publication or submitting the online [Publication Program Registration Form](#). Print material that does not meet these requirements cannot be displayed within the Interstate Welcome Centers.

• *Shay Moran, Welcome Center Manager*



## POLICIES

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### 1 All NEW publications must be registered.

- The online Registration Form can be found on our industry website – [SDVisit.com](http://SDVisit.com) – in the Training & Hospitality section.
- Online registration is available **year-round**.
- A front cover image of each publication is **required** to be uploaded during the online registration.
- If you were a partner last year, you do not need to register online. Contact the Welcome Center Manager directly.

### 2 Each publication will receive a Confirmation Number.

- After submitting the online Registration Form, you will receive an email containing a four-digit Confirmation Number. This number is how we identify your publication(s) and **must be included with any shipments or deliveries of publications to our Welcome Centers**.

### 3 In late April, each partner will receive an email confirming the quantity of publications to be delivered to each Welcome Center.

- Please do not send more publications than requested and do not send publications that are not registered.

- 4 **All initial shipments/deliveries of publications must arrive at the Welcome Centers on or within one week following opening day.** (See [SDVisit.com](http://SDVisit.com) for specific dates.)
- Shipping instructions and addresses can be found on our industry website, [SDVisit.com](http://SDVisit.com).
  - Please note that most of the **Interstate Welcome Centers are not on a United States Postal Service mailing route**. Because of this, the Post Office and some other couriers will not deliver to our Welcome Centers. Be sure to check with your courier to ensure that they will deliver to the addresses specified.
- 5 **All Publication Program partners are encouraged to participate in the annual Literature Swaps/Drops.**
- This is the preferred method for receiving print materials for the Interstate Welcome Centers.
  - The Literature Swaps/Drops, which take place in early May, allow participants to drop off their materials at a central location, which is then shipped to the Welcome Centers *at no cost to you*.
  - If you are interested in participating in a Literature Swap/Drop, please contact your Regional Tourism Association.  
**Southeast South Dakota Tourism Association** - Kasi Haberman, [Kasi@SoutheastSouthDakota.com](mailto:Kasi@SoutheastSouthDakota.com)  
**South Dakota Missouri River Tourism** - Lyssa Bruzelius, [Director@SDMissouriRiver.com](mailto:Director@SDMissouriRiver.com)  
**Glacial Lakes & Prairies Tourism Association** - Rosie Smith, [Rosie@SDGlacialLakes.com](mailto:Rosie@SDGlacialLakes.com)  
**Black Hills & Badlands Tourism Association** - Michelle Thomson, [Michelle@BlackHillsBadlands.com](mailto:Michelle@BlackHillsBadlands.com)
- 6 **All requests for ordering or fulfillment will come from Welcome Center Manager, Shay Moran.**
- In an effort to streamline the way we request and receive inventory, all orders will come from the Welcome Center Manager.
  - Do not send any publications to the Welcome Centers unless you receive a request from the Welcome Center Manager, and do not send more material than requested.
  - There is no need to contact the Welcome Centers regarding your publication. If you have any questions, please feel free to contact the Welcome Center Manager.

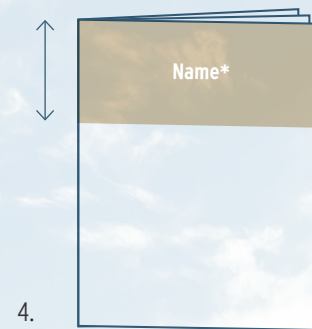
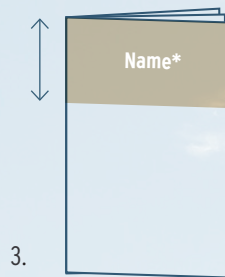
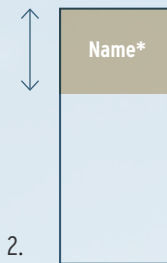
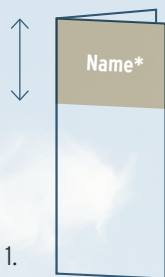
## REQUIREMENTS

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- **At least 50% of the publication content must promote tourism in South Dakota.**
- Publications must be up to date with current information about admission prices and dates/hours of operation. If the publication is seasonal, it is strongly recommended that you include an expiration date.
- All printed material must be professionally typeset, error-free and grammatically correct.
- The title must be located within the top 1/3 of the front of the publication.
- Only registered publications will be displayed in the brochure racks.
- All publications will be displayed and distributed based on the needs/interests of visitors.
- Brochures, Rack Cards, Booklets, and Magazines will be displayed in the brochure racks. Tear-Off Maps and Single-Sheet Fliers will be kept at the information desk and distributed as needed. We do not hang any fliers or posters on the walls or windows within the Interstate Welcome Centers or Rest Areas.
- If you choose to include the South Dakota script or logo on your publication, please contact [Thad.Friedeman@TravelSouthDakota.com](mailto:Thad.Friedeman@TravelSouthDakota.com) about proper usage.

## SIZE RECOMMENDATIONS

1. **BROCHURE** size should 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 should 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 should 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 should 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. Paper weight 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

The following types of print materials will not be displayed within the Interstate Welcome Centers:

- Publications whose title is not readable when being displayed in the racks. (Title must be in the top 1/3 of the front of the publication.)
- Publications that are out of date or contain inaccurate name, location, hours or prices.
- Publications that wilt in the brochure racks.
- Publications advertising liquor stores, smoke shops or marijuana dispensaries. (Wineries, breweries, distilleries and sports bars are all acceptable.)
- Publications promoting political or religious beliefs or soliciting donations.
- Publications advertising the sale of real estate properties.

For any questions regarding the Interstate Welcome Centers or the Publication Program, contact Shay Moran, Welcome Center Manager, at 605-773-3301 or [Shawntae.Moran@TravelSouthDakota.com](mailto:Shawntae.Moran@TravelSouthDakota.com).