

2006  
RACKING GUIDELINES FOR  
ACCEPTANCE AND DISTRIBUTION  
OF TOURISM BROCHURES/PUBLICATIONS  
AT PROVINCIAL VISITOR INFORMATION CENTRES

DEPARTMENT OF TOURISM AND PARKS  
PROVINCE OF NEW BRUNSWICK

**Revised March 2006**

*The following are the guidelines set by Tourism and Parks for acceptance and distribution of brochures/publications at the Provincial Visitor Information Centres (VICs) for 2006.*

*The objective of these guidelines is to assist operators in promoting their product and to assist visitors with their travel needs.*

*One brochure only per tourism operation will be accepted for racking. Operators who have the same tourism brochure in both french and English (as opposed to one bilingual brochure) may rack both of these brochures together in the 4" x 9" space allotted to each operator at the Provincial Visitor Information Centres. The English and French brochures to be racked must be identical in content & size, and brochures must meet all the criteria as outlined in these guidelines.*

### **A. Criteria for Acceptance - Literature Size and Content**

#### **Size/Paper Stock/Layout Specifications:**

To meet display rack specifications and to avoid curling or bending of brochures, all literature must meet the following specifications:

1. Brochures should not exceed four inches wide by nine inches high (4" x 9").
2. Brochures of less than two panels must be printed on a minimum of 100 lb. text weight paper or any cover weight paper.
3. It is recommended that the name of the property or attraction appears on the top third of the front of the brochure for prominent visibility.

#### **Exceptions to dimensions may be made, as space permits:**

1. For a tourism region, tourism association or municipal publication, where it is recognized that occasionally such publications are of a larger size, magazine format will be accepted.

#### **Literature Content:**

1. Brochures/publications that contain paid advertising (private/public sector advertising) may not be accepted. (See below for criteria on exceptions to paid advertising.)

2. Operators are responsible for the content of their brochures in either or both Official Languages. The Department of Tourism and Parks is not responsible for the content of the brochures and will only verify the accuracy of the following contact details: print quality, grammar, spelling, address, postal codes, phone, fax, e-mail and web site details, and locator maps with accurate exit and highway numbers.

Should operators wish to include reference to research or studies to validate an aspect of their business, they are required to indicate the information source in order to substantiate their statement. Brochures/publications that contain reference to studies or research and that do not specify the source may not be accepted.

3. Copy and/or visuals will be evaluated for acceptance.
4. Brochures that do not contain current information will not be accepted.
5. Brochures promoting events or activities occurring in subsequent years may be accepted, dependent on available racking space.

**Exceptions to 'paid advertising' may be considered, as space permits:**

1. For tourism brochures/publications providing that the advertising content does not exceed 45% of total content.
2. Brochures/publications displaying sponsorship corporate logos may be accepted.

**The following is exempted from the criteria identified under *Section A. (Criteria for Acceptance - Literature Size and Content)* and is guaranteed racking at Provincial VICs.**

All provincial tourism publications published by Tourism and Parks. This includes any literature published collaboratively with Tourism and Parks' corporate partners.

## **B. Criteria for Acceptance – Tourism Content**

Once the criteria as outlined in *Section A* (above) is met all brochures/publications will be reviewed as follows:

Only tourism oriented brochures that meet the following stipulations will be accepted for distribution at Provincial VICs. They will be racked in order of priority as space permits. Brochures/publications will be removed from display racks if upon investigation, it is reported that licensing, grading or any other specific regulatory item is not adhered to or if New Brunswick Tourism Grading Inc. reports unsatisfactory conditions.

1. Accommodations:
  - Hotels, motels, bed and breakfasts, inns, etc., must be graded and licensed.
2. Campgrounds:
  - Must be graded and licensed.
3. National, Provincial, Municipal Parks:
  - Brochures listing national, provincial and municipal parks services are accepted.
4. Regions-Communities:
  - Tourism region, community, or municipal brochures, booklets and maps which promote regions, towns and cities are accepted. Maximum of two brochures plus one map accepted per region, community or municipality. (Maps will be placed beneath the counter.)
5. Attractions, Historic Sites, Museums:
  - Brochures covering these topics are accepted.
6. Festivals / Events / Activities:
  - Brochures listing major events that are provincial, national or international in nature are accepted. Brochures will be racked a minimum of ten (10) days prior to the event and removed thereafter. Brochures may be racked earlier than ten (10) days in advance of the event, as space permits.
7. Transportation:
  - Transportation schedules and rate information relating to travel to or inside the province are accepted.
8. Guides / Outfitters:
  - Must be graded and licensed.
9. Government Services:
  - Brochures listing provincial, municipal and federal government services are accepted providing they are tourism oriented.
10. Other:
  - Individual brochures such as sightseeing, day tours, recreational equipment rentals, boat charters, marinas and automobile/recreational vehicle rentals are accepted.

### **C. Other Criteria for Acceptance / Restrictions**

1. Space - Where space for the racking of brochures/publications is limited, priority and prominence will be given to items 1 through 10 under *Section B. Criteria for Acceptance - Tourism Content*.

2. Retail - Craft outlets and establishments considered tourism oriented only, will be accepted. Brochures promoting shopping malls may be accepted. (Individual retail outlets within malls may be accepted if they are tourism oriented.) Flyers, coupons, special promotions, etc. of tourism interest may be accepted.
3. Restaurants - only restaurant and food service (meal) brochures for tourism oriented facilities may be accepted.
4. **Coupons or inserts within brochures must be stapled to brochure before forwarding for racking and must not exceed overall dimensions of brochure. Discount coupons must be stapled to the brochure by the operator and discount prices must be less than the listed advertised rate in provincial publications.**
5. Business cards will not be accepted for display.
6. Brochures offering services to visitors for a commission fee will not be accepted.
7. Other - Brochures will not be accepted for real estate, general retail, grocery/convenience stores, or other non tourism-oriented goods and services.
8. Out-of-province tourism brochures/publications will not be accepted unless a reciprocal arrangement exists. Exception may be made for municipalities, tourism regions or tourism associations within New Brunswick which are located along provincial borders. This exception will be conditional on a reciprocal agreement with the out-of-province partner organizations. Out-of-province advertising/promotional content should not exceed 10 to 15% of the publication (Attractions included). Depending on the size and style of the publication, departmental discretion may apply as to reciprocal/partner arrangement and percentage of out-of-province advertising permitted.
9. Brochures/publications may be removed from display racks if, upon investigation, it is found that an operator/business ceases to operate or fails to adhere to licensing, grading or any other specific regulatory requirement.
10. Religious brochures may be racked, as space permits, if they contain only the location of the service and time of worship. Exceptions may be made in the case of a property which contains a museum or if it is recognized as being of an historic nature.
11. Chains (restaurants, accommodations, etc.): a minimum of 50% of the property listings and content in each publication to be New Brunswick locations. Atlantic Canada publications: a minimum of 25 % New Brunswick listings and content is required. Maritime publications: a minimum of 33 1/3 % New Brunswick listings and content is required.
12. **It is the responsibility of the operators to remove their literature by the end of the season each year. Literature not picked up will be recycled or destroyed.**

## **D. Private Sector Literature Acceptance and Distribution:**

Operators must have their brochures approved by the Department of Tourism and Parks prior to acceptance for racking or any distribution.

Approval may be obtained through the Department of Tourism and Parks head office located at 670 King Street, Fredericton, NB E3B 1G1, or through any of the Provincial Visitor Information Centre Managers, locations listed on page 7.

Two copies must be submitted to any Tourism and Parks personnel, or six copies to the department's paid distribution centre. (For information on the department's official Distribution Centre and process, please contact Jane Caverhill.)

Choice of distribution of tourism literature to the seven Provincial VICs and to the Municipal VICs is the responsibility of each operator. This means that you can choose to distribute your information to any VIC of your choice at your own cost, or you may choose to distribute for a fee through the department's contracted distribution centre.

### **Option 1:**

The Department of Tourism and Parks encourages operators to participate in the Private Sector Literature Distribution Program, details to follow by separate mailing. Participation in this program is voluntary and a fee for service applies.

### **Option 2:**

Call or visit any of the seven Provincial Visitor Information Centres anytime after May 19, 2006. The VIC staff will be happy to assist you. See Section F for VIC contact information. (It is recommended that you call ahead to set up a meeting time with the Manager.)

To obtain information on the Racking Guidelines or approval of your brochure prior to the seasonal opening of the Provincial VICs, you may contact the following:

Sheri Coates, Program Coordinator Provincial VICs Tel: (506) 444-5441 Fax: (506) 444-4807 E-mail: <a href="mailto:sheri.coates@gnb.ca">sheri.coates@gnb.ca</a>	Jane Caverhill, Project Executive, Literature Distribution Tel: (506) 453-3391 Fax: (506) 444-2323 E-mail: <a href="mailto:jane.caverhill@gnb.ca">jane.caverhill@gnb.ca</a>
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Please note 2006 Literature Guidelines are accessible through the Tourism and Parks website at:

[http://www.gnb.ca/0397/industry\\_links-e.asp](http://www.gnb.ca/0397/industry_links-e.asp)  
[http://www.gnb.ca/0397/industry\\_links-f.asp](http://www.gnb.ca/0397/industry_links-f.asp)

## E. Disclaimer

While the Minister will try to ensure that all literature accepted for distribution in accordance with these *Guidelines* is racked, subject to the terms, and in the manner set out in the *Guidelines*, the Minister is not responsible for the failure of any such literature to be racked nor for any direct, indirect, special, incidental or consequential damage or any other damages caused, arising out of or in connection with such failure, whether in contract, or tort.

## F. Provincial Visitor Information Centre Contact List

**All Centers Open May 19 - October 10, 2006**

<p><b><u>AULAC V.I.C.</u></b></p> <p>Tel: 364-4090 Fax: 364-4073</p> <p><b>Location:</b> #158, Aulac Rd. Trans Canada Highway, Exit 513A Aulac, N.B. E4L 2X2 <b>Mailing Address:</b> #158, Aulac Rd. Aulac, NB E4L 2X2</p>	<p><b><u>RIVER VALLEY V.I.C.</u></b></p> <p>Tel: 363-4994 Fax: 363-4774</p> <p>Exit 253, Route 2, #10, Prince William Road, (Kings Landing) Prince William, NB E6K 3R7 <b>Mailing Address: (as above)</b></p>
<p><b><u>CAMPBELLTON V.I.C.</u></b></p> <p>Tel: 789-2367 Fax: 789-4920</p> <p><b>Location:</b> 56 Salmon Blvd., Adjacent to City Center Shopping Mall <b>Mailing Address:</b> P.O. Box 1033 Campbellton, NB E3N 3H4</p>	<p><b><u>WOODSTOCK V.I.C.</u></b></p> <p>Tel: 325-4427 Fax: 325-4478</p> <p><b>Location:</b> Off Route 95, at Richmond Corner <b>Mailing Address:</b> 109 Tourist Bureau Rd. Richmond Corner, NB E7M 4W8</p>
<p><b><u>ST. STEPHEN V.I.C.</u></b></p> <p>Tel: 466-7390 Fax: 466-7418</p> <p><b>Location:</b> 5 King Street St. Stephen, NB E3L 2C1 <b>Mailing Address: (as above)</b></p>	<p><b><u>SAINT-JACQUES V.I.C.</u></b></p> <p>Tel: 735-2747 Fax: 735-2740</p> <p><b>Location:</b> #17412, Trans Canada Highway (Rte. 2) Saint-Jacques, N. B. E7B 2J8 <b>Mailing Address: (as above)</b></p>

<p><b><u>CAPE JOURIMAIN V.I.C.</u></b> Tel: 538-2133 Fax: 538-2134</p> <p><b>Location:</b> # 5039, Rte. 16, Exit 51 Cape Jourimain Nature Centre Bayfield, N.B. E4M 3Z8 <b>Mailing Address: (as above)</b></p>	
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