

LITERATURE DISTRIBUTION PROGRAM GUIDELINES

The North Dakota Department of Commerce, Tourism Division (Tourism), the North Dakota Department of Transportation (DOT) and Presort Plus, Inc. of Bismarck (Presort) have created the following guidelines for the Literature Distribution Program.

- Each participant receives a designated space to display their brochure and the rack is labeled accordingly. Because your space is reserved, it is necessary to only allow **partners into the program that will be participating on an annual basis (January – December)**.
 - Because of the reserved space and labeling procedure it is imperative that each participant in the program provide enough brochures for an entire year. We cannot have labeled spaces open. If a partner's space remains empty for an extended period of time the space will be given to another tourism industry partner and your entity may not be able to participate in subsequent years.
 - Racks are divided into four categories (east, central, west and state) for the traveler's ease in planning their trip.
 - Due to space restrictions at the Larimore Rest Area it will only carry the ND Travel Guide and ND Highway map.
- Tourism will continue to mediate the reorder requests from the rest area caretakers, maintain contact with tourism partners for adequate inventory of brochures and efficient operation of the literature distribution program.
 - DOT will continue to provide the literature racks at the rest areas and will continue to have contracted DOT staff stock and organize the racks. DOT contracted staff will monitor the placement of material in the racks to ensure that material displayed in the racks is from participating partners. DOT contracted personnel will complete the reorder forms and fax to Tourism—the reorders are due at noon every Tuesday. DOT will not be responsible for lost or stolen pamphlets.
 - Presort has been contracted to warehouse the material, fill the reorder request **weekly** and coordinate drop shipments or general freight delivery of the material by Friday.

All interested partners, please complete the enclosed agreement form as follows:

- Place partner name where indicated in orange
 - List the brochure title(s)
 - Mark the rest areas the brochure(s) are to be placed in
 - Completely fill out the contact information
- **The 5th working day after January 1, is the deadline for agreement forms to be returned to Tourism, no exceptions. Please include a copy of each brochure you are placing in the program along with \$200.00 per brochure (3 different brochures will cost \$600.00 regardless of the number of rest areas chosen).**
 - Tourism has the right to limit the number of pieces to three or less and to refuse brochures that do not solely represent a North Dakota industry partner.

- Each partner will forward an initial shipment of 5,000 copies (this number is dependent on the number of rest areas chosen), to Presort Plus, 2355 Vermont Ave., Bismarck, ND, 58503. Your shipment of brochures should be received at Presort **by March**. Costs of initial shipment and subsequent additional shipments to Presort will be the responsibility of the individual partner. ND Tourism will notify partners when they are running low or are out of brochures at Presort. It is imperative that partner's ship additional brochures in a timely fashion, since there is space reserved just for that brochure.
- This program is designed to run from January through December.

Your point of contact within the Tourism Division for any questions or concerns with the program is Tammy Backhaus at 701-328-2526 or tbackhaus@nd.gov.