

Kentucky Department of Tourism Welcome Centers' Brochure Policy

Brochure Overview

Brochures and publications featuring Kentucky tourism services and facilities are eligible for consideration for distribution and/or display in our Tourism staffed Welcome Centers across the state. Supplier may either send a letter and 1 copy of the brochure/rack card or e-mail a scanned copy (preferred) of the publication to:

Kentucky Department of Tourism
Attn: Kenny Atha
100 Airport Road, 2nd Floor
Frankfort, KY 40601
(502) 564-4930
Kenny.Atha@ky.gov

Kentucky's Welcome Centers:

- Grayson Welcome Center: I-64 West (Grayson/Carter County)
- Shelby Co. Welcome Center: I-64 East (Shelbyville-Simpsonville/Shelby County)

- Williamsburg Welcome Center: I-75 North (Williamsburg/Whitley County)
- Artisan Center at Berea: I-75 North & South at Berea. (limited distribution)

- Bullitt Co. Welcome Center: I-65 South (Shepherdsville-Clermont/Bullitt County)
- Franklin Welcome Center: I-65 North (Franklin/Simpson County)

- Christian Co. Welcome Center: I-24 West (Hopkinsville-Oak Grove/Christian County)
- Whitehaven Welcome Center: I-24 East & West (Paducah/McCracken County)

Kentucky Accepts and Displays

- Publications that promote Kentucky tourism - must be 80% Kentucky related
- Kentucky attractions
- Kentucky CVB and Chamber of Commerce publications featuring tourism related information or locations
- Tourism oriented regional and area publications and maps
- Special tourism related events and festivals happening in Kentucky
- Kentucky accommodations - hotels, motels, inns, bed & breakfast, and campgrounds - must be 100% Kentucky - Discounts on the brochures are welcome and encouraged.
- State of Kentucky travel related program publications (e.g. Dept. of Transportation Safety)

Note - Due to limited brochure space, our staff may need to rotate brochures in our display racks. While every effort is made to display an approved brochure, it is not guaranteed a designated slot in the rack. It may be displayed at the travel counter or distributed from under the counter. The Welcome Center Travel Host Supervisor determines the rotation.

Kentucky Accepts but Does Not Display

- Shopping Centers, Stores
- Private camps
- Schools or Universities
- Restaurants (unless recognized as a tourist attraction)
- Relocation and retirement publications

Kentucky Does Not Accept

- Commercial or non-tourism related materials.
- Accommodations or rentals that are restricted to membership or require a deposit, promotional presentation, or several nights stay. This includes time-shares.
- Publications which contain religious, political, inappropriate, or objectionable content.
- Publications (other than state government agencies) promoting the sale of sponsorships, memberships or other goods, such as t-shirts, mugs, etc.
- Literature rating travel attractions, events and/or accommodations.
- Publications promoting the sale of liquor, wine, tobacco, firearms, gambling, etc. Ky. will display tourism related information for winery and distillery tours.
- Publications advertising non-KY attractions, events, or facilities.
- Real estate or other classified sales literature.
- Literature promoting a property that is not yet opened to the public.
- Mail order brochures.
- Literature representing a property that has changed names since the brochure was originally printed and approved.
- Properties receiving numerous complaints.
- Publications promoting out-of-state mail order web site.
- Publications with expired coupons.
- Hotel/Motel Coupon Books at the Kentucky Artisan Center at Berea.

Approval Procedures

Publications must be approved by the KY Department of Travel & Tourism central office.

- Supplier should send a letter and 1 copy of the brochure/rack card or e-mail a scanned copy (preferred) of the publication to:

Kentucky Department of Tourism
Attn: Kenny Atha
100 Airport Road, 2nd Floor
Frankfort, KY 40601
(502) 564-4930
Kenny.Atha@ky.gov

- Transmittal letter should clearly identify supplier, affiliation, address, *phone number, fax number, email address*, and identify the center(s) where the supplier desires distribution.
- If accepted, an approval e-mail will be sent to the supplier. If not approved, an explanation will be sent to the supplier.
- Along with the approval, the supplier will be provided the shipping/ mailing addresses of the Welcome Centers and the quantity to send to approved centers.
- It is the responsibility of the supplier to maintain brochure supplies. Please contact Welcome Centers directly using information from our shipping address list. Please be able to provide sufficient stock to fill rack slots. Packages should not weight over 30 lbs.
- **If there is ever a major change in the brochure, it must be resubmitted for approval.**
- Brochures should be professionally typeset, error-free, and informative. All advertisements on the publications should be travel & tourism related.

- Titles should appear in the top 1/3 of the brochure to accommodate rack display. Brochures or rack cards should have a 9" maximum height and with a 4" width. Tourism publications in a magazine format should not exceed 11" tall X 8" wide.
- The ratio of advertising space to editorial space should not exceed 2:3, including the inside front page and both back cover pages. (A 50/50 advertising editorial format may be allowed with prior department approval for pieces co-sponsored by the Dept. of Travel & Tourism).
- Brochures approved under matching fund guidelines meet our KY brochure criteria. Matching fund brochures should follow the approval procedure outlined above.
- First priority is given to distributing brochures at appropriate Welcome Center entry points for the specific destination, attraction, event, restaurant, accommodation, or service facility. The decision to distribute at two or more centers will be based on location, display space, storage availability at Centers, and regional or statewide marketability of the facility or attraction. Local attractions or events should be within a 75 mile radius of the approved Welcome Center.

Approval Time Frame

- The approval process usually takes 2 weeks from the time the piece is mailed or scanned & e-mailed to receiving approval.
- Festival and event or dated materials should be sent for approval 60 days prior to the start of the event. This will allow 30+ days for approved Welcome Centers to display the material prior to the event.

Questions or Comments

The Department of Tourism implements brochure guidelines that will enhance the tourism businesses in Kentucky. We are always open to the comments and observations of those involved in these programs. We invite your comments. Simply write to Kenny Atha, Assistant Director Welcome Centers, at the address on the front page for your views to be considered.