

VISITOR CENTRE BROCHURE RACKING GUIDELINES

Tourism Vancouver's Visitor Centre, located across from the Vancouver Convention Centre at 200 Burrard assists over 110,000 visitors annually with information about what to see, do, how to get around and where to eat.

Businesses now have an opportunity to reach the visitor through the placement of a brochure in the Visitor Centre without the pre-requisite of membership with Tourism Vancouver.

VISITOR CENTRE BROCHURE RACKING: \$350.00 plus GST - Pricing is for one 4x9 brochure racked for one year in specific visitor-centric categories only. Access to other benefits of membership are not included.

The following business categories are eligible for racking in the Visitor Centre.

- Visitor Attractions & Sightseeing
- Restaurants & Nightlife
- Tour Operators
- Transportation
- Visitor Activities
- Arts, Cultural, Festival & Events
- Maps, Publication & Guides
- Retail
- Out of Town Accommodation (outside of Metro Vancouver)

The following business categories are not permitted to participate in the brochure racking program:

- Vancouver & Area Accommodations
- Meeting, Incentive, Group Services
- Other Tourism Industry Services not listed above

All brochures/guides displayed in the Visitor Centre must adhere to the *Brochure Racking Guidelines*. Placement is based on availability and is at the discretion of Tourism Vancouver.

Guidelines for Brochure Racking 200 Burrard Street Visitor Centre

1. In accordance with accepted industry standards, brochures should be 4" x 9" (10 cm x 23 cm) to fit standard display racks.
2. Brochures that are 8.5" x 11" (21.5 cm x 28 cm) in size are acceptable, but may be subject to an additional racking fee. No other brochure size will be accepted.
3. Brochures must be professionally designed and printed using a minimum of 100lb Cover weight paper stock.
4. As per Tourism Vancouver's Member Code of Ethics, all promotional material must be suitable for all audiences. Refusal to display materials is at Tourism Vancouver's sole discretion.
5. All brochures are to be reviewed by Tourism Vancouver's Membership Department prior to being displayed. Businesses are advised to gain approval prior to printing.
6. Visitor publications are entitled to a rack space of either 4" x 9" (10 cm x 23 cm) or 8.5" x 5.5" (21.5 cm x 14 cm).
7. Visitor Publications which contain significant editorial copy and maps deemed by Tourism Vancouver to be of value to visitors may be displayed and may contain paid advertising. The accepted guideline is that the publication must have at least 50% editorial copy.
8. Map publications are entitled to rack a 4"x9" (10 cm x 23 cm) folded map and must contain 75% member advertising content and 50% cartographic content.