

**CHICAGO SOUTHLAND LINCOLN OASIS  
WELCOME CENTER  
BROCHURE DISPLAY POLICY**

**I. OVERVIEW**

The Chicago Southland Convention & Visitors administers a program for the selection, display and distribution of printed tourism information in the Chicago Southland Lincoln Oasis Welcome Center Program. Primary emphasis is given to the display of Chicago Southland guides, regional guides and materials for local attractions, festivals, events and lodging. In addition to the local display area, the Chicago Southland Lincoln Oasis Welcome Center will maintain a statewide materials section and reference binder with detailed information on lodging properties including services, amenities, discounts, and photographs of sites.

**II. APPLICATION**

The Chicago Southland Convention & Visitors Bureau retains the sole authority for selecting publications for display and distribution for the Chicago Southland Lincoln Oasis Welcome Center.

The following procedures will be used to determine if a publication may be displayed:

- A.** Publications displayed in the Chicago Southland Lincoln Oasis Welcome Center must have a tourism focus. The Chicago Southland Lincoln Oasis Welcome Center Program Manager will review submitted publications. All brochures must be shipped, via UPS or dropped off directly to the Chicago Southland Convention & Visitors Bureau at the cost of the supplier.
- B.** All persons or groups wanting to have a publication displayed in the Chicago Southland Lincoln Oasis Welcome Center will be required to make a written request to the Chicago Southland Lincoln Oasis Welcome Center Program Manager. This request will include two sample copies of the publication intended for display. Written approval will be sent with instructions for shipping. All approved brochures must be shipped, via UPS, directly to the Chicago Southland Convention & Visitors Bureau at the cost of the supplier.

Brochure requests will be answered within 10 days.

**III. CRITERIA FOR SELECTION (State, Regional, & Local Guides)**

The following criteria will apply in the selection of **state, regional and local destination guides**.

- A.** Printed materials must help promote Illinois tourism by providing pertinent information about destinations, attractions, lodging facilities, activities, events and points of interest for the general public.
- B.** Editorial content, which may include text, photographs and advertorial\* space shall comprise at least sixty percent (60%) of the brochure.

\*Advertorial will be defined as follows:

Information provided for the reader by an advertiser for self-promotion. This space could be paid for or the space could be provided as the result of other paid space. The content of an advertorial is usually in the form of a factual story as would be found in a newspaper or magazine. Content can include, but not be limited to: calendars; previews of upcoming events (with time, date & place); detailed background on historical, cultural and other non-profit sites; detailed descriptions of theme parks, shops; restaurants and other for-profit enterprises that are bona fide tourism locations; and other data useful to travelers hotel/motel accommodations.

- C.** The following format requirements must be met:

- The publication cover is at least two colors (black or white plus one other color - colored text does not constitute an additional color.)
  - The cover of the publication is printed on a minimum of 60lb. bond paper.
  - The finished size must be a minimum of 3 ½" W x 8" L and must not exceed 8 ½"W x 11"L. This will allow the publication to fit in a standard literature rack.
  - The cover formation must be a vertical design with the name and city or location placed in the upper third portion of the brochure.
- D.** Brochures will not be eligible if any portion lists land, home, real estate or time-share sales. However, real estate companies may place an ad for their business.
- E.** Brochures may list ticket and membership information. However all promotional information (lodging rates or packages, tickets, admission, etc.) must contain an expiration date. Brochures will not be eligible if they list merchandise for sale. Brochures will be ineligible if they solicit donations or fund raising revenue of any kind.
- F.** The distribution of any brochure does not imply endorsement by the Chicago Southland Convention & Visitors Bureau or the Chicago Southland Lincoln Oasis Welcome Center.
- G.** For state guides, priority will be given to the Illinois Bureau of Tourism Illinois Travel Guide and other brochures printed by the Illinois Bureau of Tourism. For regional guides, priority will be given to the Chicago Plus Tourism Development Office and those CVBs that border the Chicago Southland (Chicago, DuPage, Heritage Corridor, Joliet, Kankakee and Lake County, IN). For local guides/brochures, priority will be given to tourism entities in the Chicago Southland geographic boundaries.

#### **IV. CRITERIA FOR SELECTION (Local Attractions, Events and Lodging)**

The following criteria will apply in the selection of **local attractions, festivals, events, lodging and campground brochures** to be displayed at the Chicago Southland Lincoln Oasis Welcome Center.

- A.** The attraction, festival, event, lodging facility or campground must be located within 75 miles of the Chicago Southland Lincoln Oasis Welcome Center. If the facility is not located within 75 miles of the Center, then the brochure will be distributed at the discretion of the Program Manager.
- B.** Printed materials must help promote Chicago Southland tourism and furnish pertinent information about Chicago Southland destinations, attractions, events, lodging, campgrounds and points of interest for the general public.
- C.** Editorial content, which may include text, photographs and advertorial\* space. Shall comprise at least sixty percent (60%) of the brochure.

\*Advertorial will be defined as follows:

Information provided for the reader by an advertiser for self-promotion.

This space could be paid for or the space could be provided as the result of other paid space. The content of an advertorial is usually in the form of a factual story as would be found in a newspaper or magazine. Content can include, but not be limited to; calendars; previews of up-coming events (with time, date & place); detailed

background on historical, cultural and other non-profit sites; detailed descriptions of theme parks, shops; restaurants and other for profit enterprises that are bona fide tourism locations; and other data useful to travelers such as hotel/motel accommodations.

**D.** The following format requirements must be met:

- The request to display event brochures must be submitted at least 60 days prior to the event. If approved, brochures must be received at the Chicago Southland Lincoln Oasis Welcome Center 45 days prior to the event.
- The publication is at least two colors (black or white plus one other - colored text does not constitute an additional color)
- The cover of the publication is printed on a minimum of 60lb. bond paper
- The finished size of a brochure/rack card must be a minimum of 3 ½" W x 8" L and must not exceed 10"L x 4 ¼"W. This will allow the brochure/rack card to fit in a standard literature rack.
- The finished size of a guide must be a minimum of 3 ½" W x 8" L and must not exceed 8 ½"W x 11"L. This will allow the guide to fit in a standard literature rack.
- The cover formation is a vertical design with the name and city or location placed in the upper third portion of the brochure.

**E.** Hotel, motel, bed & breakfast and campground brochures are also eligible for consideration. Each entity may include one coupon for discounts within its printed material. All coupons and packages or promotions must contain an expiration date and must be honored as printed.

**F.** Brochures will not be eligible if any portion lists land, home, real estate or timeshare sales. However, real estate companies may place an ad for their business.

**G.** Brochures/Guides may list ticket and membership information. However all promotional information (lodging rates or packages, tickets, admission, etc.) must contain an expiration date. Brochures will not be eligible if they list merchandise for sale. Brochures will be ineligible if they solicit donations or fund raising revenue of any kind.

**H.** The brochure will not imply endorsement by the Chicago Southland Convention & Visitors Bureau or the Chicago Southland Lincoln Oasis Welcome Center.

**V. CRITERIA FOR SELECTION (COUPON BOOKS)**

**A.** The coupon book must be exclusive to Chicago Southland

**B.** 100% of the coupon book must contain coupons or promotional information.

**C.** The cover (front and back) of the coupon book must be at least 2-colors (black or white plus 1 other color - colored text does not constitute additional colors) and must be printed with a gloss finish.

**F.** The inside of the coupon book must be a minimum of 1-color and must be printed on a minimum of 60lb. bond paper.

**H.** All coupons and promotions (including packages) must contain an expiration date and must be honored as printed.

## **VI. RETURN OF NON-COMPLYING MATERIALS**

The following rules will apply to those materials which are sent to the Chicago Southland without prior approval and which do not comply with the criteria for selection.

- A.** It will be the responsibility of the sender to make arrangements for the pick-up and return of the materials that do not meet these guidelines.
  
- B.** The pick-up and return of the materials should be completed within ten (10) working days from the date of notification. After ten working days, the materials will be recycled.

### **APPROVAL PROCESS:**

**SEND A LETTER OF REQUEST WITH TWO (2) COPIES OF THE BROCHURE/RACK CARD/GUIDE TO:**

**Bob Lukens  
Public Relations Manager  
Chicago Southland Convention & Visitors Bureau  
2304 173<sup>rd</sup> Street  
Lansing, IL 60438**

(If applicable, include the amount of brochures/rack cards/guides per case)

For questions, please call (708) 895-8200.