



## BROCHURE/LITERATURE DISTRIBUTION GUIDELINES

- 1) All literature pieces must be of firm paper stock weighing 70 to 80 lbs offset or heavier. Brochures must not exceed 4" x 9" and should not be of irregular shape.
- 2) A limit of one literature piece per establishment, service and/or activity will be displayed at each of the designated Centres. Only one display space will be allotted per literature piece. Only one business per literature piece. Operators may display literature or posters, but not both.
- 3) Posters must not exceed 11" x 17" in size or they will not be displayed. Posters are not permitted to be displayed at the Borden-Carleton Visitor Information Centre.
- 4) Due to the increasing demand for space, out-of-province literature will not be displayed.
- 5) In order to be equitable, events/activities literature will be displayed (10) days prior to the event and removed thereafter.
- 6) Literature will only be displayed during time frame of business operational dates. Tourism PEI reserves the right to discontinue the distribution of any literature piece known to contain inaccurate information, or which, in the judgement of Tourism PEI is not suitable for display.
- 7) Literature will be removed from display if, upon investigation, Tourism PEI, Quality Tourism Services or Environmental Health report unsatisfactory conditions.
- 8) Literature supplies and completed distribution forms should be delivered to the Distribution Centre in the West Royalty Business Park - 73 Watts Avenue as early in the season as possible to ensure early display in the Centres. In order to facilitate efficient distribution of supplies, it is requested that operators deliver their literature in marked bundles (ie. 100, 200, etc.)
- 9) It is the responsibility of the operator to ensure that literature of sufficient quantities (minimum 500) is delivered to the Distribution Centre in Charlottetown. **Operators must also monitor their literature supply and replenish stock as necessary.** For specific information on the status of your inventory, please call 902-368-4453.
- 10) In November 2017, notices will be sent to all operators who have remaining literature. It is the responsibility of those operators to remove their literature by December 1, 2017. Literature not picked up by this date shall be destroyed.

If your literature does not comply with regulations specified above,  
Tourism PEI reserves the right to refuse to display.

## Brochure/Literature Distribution System Form - 2017

Title of Brochure or Poster: \_\_\_\_\_

Name of Operation: \_\_\_\_\_

Name of Owner/Manager: \_\_\_\_\_

Summer Mailing Address: \_\_\_\_\_

\_\_\_\_\_ Postal Code \_\_\_\_\_

Winter Mailing Address: \_\_\_\_\_

\_\_\_\_\_ Postal Code \_\_\_\_\_

Telephone: \_\_\_\_\_

(summer)

(winter)

Fax: \_\_\_\_\_

(summer)

(winter)

Dates of operation: From: \_\_\_\_\_ To: \_\_\_\_\_

Day / Month / Year

Day / Month / Year

Please indicate the VIC locations you would like to have your literature distributed:

Borden-Carleton \_\_\_\_\_

St. Peters \_\_\_\_\_

Cavendish \_\_\_\_\_

Summerside \_\_\_\_\_

Charlottetown \_\_\_\_\_

West Prince \_\_\_\_\_

Souris \_\_\_\_\_

Wood Islands \_\_\_\_\_

\_\_\_\_\_

Date

\_\_\_\_\_

Signature of Owner/Manager

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**For office use only**

Shelf # \_\_\_\_\_ Operator # \_\_\_\_\_

Description of literature \_\_\_\_\_

Record of Re-supply: Date: \_\_\_\_\_

Date: \_\_\_\_\_

Notes: \_\_\_\_\_

Name of PLDS clerk \_\_\_\_\_