

SOUTH DAKOTA INTERSTATE WELCOME CENTERS PUBLICATION PROGRAM

Thank you for your interest in the South Dakota Department of Tourism's Interstate Welcome Centers Publication Program. Our goal with the Publication Program is to better promote your business by increasing the visibility and awareness of your destination to the more than 214,000 visitors who stop at our Interstate Welcome Centers each summer. The Publication Program Requirements listed below are designed to maximize the effectiveness of the literature we display. Please review the requirements below before printing your publication or submitting the online [Publication Program Registration Form](#). Print material that does not meet these requirements cannot be displayed within the Interstate Welcome Centers. Registration will be available on our industry website at www.sdvisit.com from **January 10, 2022 through April 22, 2022**.

For any questions regarding the Interstate Welcome Centers Publication Program, contact Nate Johnson, Welcome Center Manager, at 605-773-3301 or Nate.Johnson@TravelSouthDakota.com.

REQUIREMENTS & POLICIES

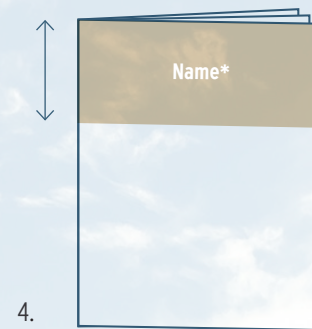
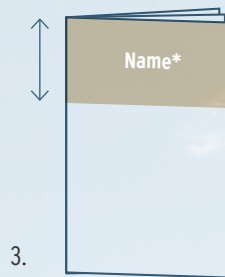
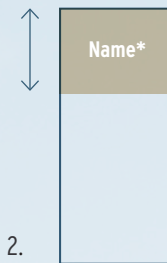
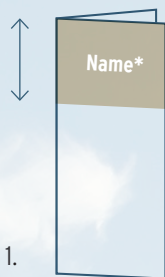
- **At least 50% of the publication content must promote tourism in South Dakota.** Publications must contain primarily in-state information and an appropriate in-state heading.
- Publications must be up to date with current information about admission prices and dates/hours of operation. If the publication is seasonal, it is strongly recommended that you include an expiration date.
- All printed material must be professionally typeset, error-free and grammatically correct.
- The title must be located within the top 1/3 of the publication.
- **All initial shipments/deliveries of publications must arrive at the Welcome Centers between May 23 and May 27, 2022.**

Please note that most of the Interstate Welcome Centers are not on a United State Postal Service mailing route. Because of this, the Post Office and some other couriers will not deliver to our Welcome Centers. **Be sure to check with your courier to ensure that they will deliver to these locations.**
- **All shipments or deliveries of publications to the Welcome Centers must include your publication's Confirmation Number.**
- A separate Registration Form must be submitted for each different publication that you plan on distributing to the Welcome Centers.
- Only registered publications will be displayed in the brochure racks.
- The Department of Tourism Welcome Center Manager is responsible for ordering and will inform you of any requests for fulfillment. **Do not contact the Welcome Centers regarding ordering or fulfillment, do not send publications to any of the Welcome Centers unless you receive a request from the Welcome Center Manager, and do not send more material than requested.**
- All publications will be displayed and distributed based on the needs/interests of travelers.
- Brochures, Rack Cards, Booklets, and Magazines will be displayed in the brochure racks. Tear-Off Maps and Single-Sheet Fliers will be kept at the information desk and distributed as needed.

We do not hang any fliers or posters on the walls or windows within the Welcome Centers or Rest Areas.
- If you choose to include the SD script or logo on your publication, it must be consistent with our Brand Standards. A Brand Standards Guide can be found at www.sdvisit.com/brand-standards.

SIZE RECOMMENDATIONS

1. **BROCHURE** size should be 3.5" to 4" in width and 8.5" to 9" in height, with a vertical format and with the heading* on the top one-third of piece.
2. **RACK CARD** size should be 3.5" to 4" in width and 8.5" to 9" in height, with a vertical format and with the heading* on the top one-third of piece.
3. **BOOKLET** size should be 5.5" to 6" in width and 8.5" to 9" in height, with a vertical format (binding along the 8.5" to 9" side) and heading* on the top one-third of piece.
4. **MAGAZINE** size should be 8" to 8.5" in width and 10" to 11" in height, with a vertical format (binding along the 10" to 11" side) and heading* on the top one-third of piece.



* i.e. Chamber/CVB heading = City name; Attraction heading = Attraction name; Hotel heading = Hotel name; Restaurant heading = Restaurant name.

PAPERWEIGHT REQUIREMENTS

- **BROCHURES** should be printed on paper of sufficient weight, which will stand in the racks without wilting. Paper weight must be 70 lb. stock or heavier.
- **RACK CARD** paperweight must be 100 lb. cover weight (10 point), with preferably at least one side coated.
- **BOOKLET** paperweight must be heavy enough for booklet to stand alone in a rack without wilting.
- **MAGAZINE** paperweight must be heavy enough for magazine to stand alone in a rack without wilting.

UNACCEPTABLE PUBLICATIONS

The following types of printed material will not be displayed within the Interstate Welcome Centers.

- Publications whose title is not readable when being displayed in the racks. (Title must be in the top 1/3 of the publication.)
- Publications that are out of date or contain inaccurate name, location, hours or prices.
- Publications that wilt in the brochure racks.
- Publications advertising liquor stores, smoke shops or marijuana dispensaries. (Wineries, breweries, distilleries and sports bars are all acceptable.)
- Publications promoting political or religious beliefs or soliciting donations.
- Publications advertising the sale of real estate properties.