

Illinois Tourist Information Center Brochure Policy

These bullet points are just some of the main requirements of the Brochure Policy. For more detailed information, please refer to the full policy. You may download the full policy at www.illinoistic.com. You may also call (309) 837-1834 with questions or to obtain a copy.

Application Process

- All organizations funded through Illinois Bureau of Tourism grant programs may request to have their collateral material distributed in the Tourist Information Centers as long as they meet all requirements in this brochure policy. A written request must be made to the Tourist Information Center Program Coordinator. This request will include two sample copies of the publication intended for display. Written approval will be sent along with a list of the Centers designated for distribution. All approved collateral material must be shipped, via UPS, directly to the designated Centers at the cost of the supplier.
- All other persons or groups wanting to have a publication displayed in the Illinois Tourist Information Centers (TIC) will be required to make a written request to the TIC Program Coordinator. This request will include two sample copies of the publication intended for display. Written approval will be sent along with a list of the Centers designated for distribution. All approved brochures must be shipped, via UPS, directly to the designated Centers at the cost of the supplier.
- For those submitting requests for statewide distribution, you must indicate the percentage of advertising space in your brochure or guide and you must indicate how many visitors you receive in one year. Any false information will result in the denial of your brochure.
- The attraction featured in the brochures that are displayed in the TICs must be listed on the Illinois Bureau of Tourism's database for approval consideration.
- No more than five percent (5%) of the material or information is devoted to editorial content or advertising pertaining to non-Illinois destinations, attractions, events, activities, lodging facilities or points of interest.
- Each Center will notify the brochure supplier when their stock or brochures is depleted and request that additional materials be shipped. If any changes have been made to the publication; that publication will need to be re-submitted for approval consideration.
- All Convention & Visitor Bureaus (CVB) will be allowed one brochure or guide to be distributed statewide. All other brochures that are produced by a CVB will be allowed to distribute within 75 miles of their coverage area. All criteria, as listed in this guideline, applies to any brochure or guide produced by a CVB
- To request approval send a letter of request along with two (2) copies of the guide/brochure/rack card to:
Illinois Tourist Information Center
581 S. Deere Road
Macomb, IL 61455
- The letter should include the percentage of advertising space in the guide and how many visitors you receive as is stated above.
- Brochure requests will be answered within 10 days.

General Guidelines

- Printed material must help promote Illinois tourism by providing pertinent information about destinations, attractions, lodging facilities, activities, events and points of interest for the general public.
- Editorial content, which may include text, photographs and advertorial space shall comprise at least sixty percent (60%) of the brochure
 - Advertorial is information provided for the reader by an advertiser for self promotion and is usually in the form of a factual story.
- 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.
- 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. Brochures will be ineligible if they solicit donations or fundraising of any kind.
- Box weight – we encourage you to ask your printer to keep the box weight around 30 pounds. Most of the TICs have storage locations that are upstairs and heavy boxes are hard to move.

Format Requirements

- The publication cover must be at least two colors (black or white plus one other color – colored text does not constitute an additional color).
- The cover of the publication must be printed on a minimum of 60lb. bond paper. The rest of the publication can be printed on any paper weight.
- The cover must be a vertical design with the name and city or location placed in the upper third portion of the brochure.

Size Requirements

- A guide must be a minimum of 3 ½” W x 8” L and must not exceed 8 ½” W x 11” L.
- A brochure/rack card must be a minimum of 3 ½” W x 8” L and must not exceed 4 ¼” W x 10” L.
- These guidelines will allow the guides/brochures to fit in a standard literature rack.

Coupon Book Requirements

- The coupon book must be exclusive to Illinois
- 100% of the coupon book must contain coupons or promotional information
- There are a minimum number of copies that need to be printed and documentation of circulation audit is required. Refer to the actual guidelines for more information.
- The book must be distributed to every TIC.
- The cover (front and back) must be at least 4-colors (black or white plus 3 other colors – colored text does not constitute an additional color) and be printed with a gloss finish.
- The inside of the book must be a minimum of 2 colors (black or white plus 1 other color – colored text does not constitute an additional color) and must be printed on a minimum of 60lb. bond paper.
- All coupons and promotions (including packages) must contain an expiration date and must be honored as printed.
- The finished size of the coupon book must be a minimum of 3 ½” W x 8” L and must not exceed 8 ½” W x 11” L.