lexibility in price without jeopardizing your delivery deadline. he printer can usually print the brochure at their convenience. This may give you more XII. Winter Printing: You can benefit tremendously from giving your printer your order during the late fall and allowing them the entire winter to print your brochure.

riend to carpool with." of a similar size and quantity as yours. Inquire as to the possibility of running your brochure at the same time assuring a savings to you both. In other words, "hunt for a XI. Combination Runs: See if others in your business may be printing a brochure

by Copyright Laws and varies within the graphic arts community. led general supports and preparatory materials contained in the printed piece. Some of the materials in your brochure may be owned by third parties. Ownership may be governed X. Ownership of Art, Color Separations: Verify with the producer (ad agency, graphic arts firm and/or printer) accessibility to and ownership of intellect-

and storage. Pack them well with recyclable materials. All shipments are to be sent PREPAID. Boxes not filled can be damaged during shipping including the number of brochures. Insure a full container for shipping purposes. IX. Shipping Package: The maximum weight of each box of materials should not exceed 30 pounds. Mark each box with the client's name and contents of the package,

brochures might need only 100 per bundle. VIII. Banding: Band 500 brochures in each bundle. Paper bands are sufficient. Within each bundle, all brochures should face the same direction. Some types of

as well as a sturdy brochure for your selected paper. VII. Folding: Remain with a "simple fold." This will assure reasonable folding costs

VI. Date Materials and mark for International Shipments: It is wise to date your materials on the back. Remember, materials destined for international usage must be annotated: "PRINTED IN ____." (note applicable country).

photographic prints. Using color negatives is strongly discouraged. to secure the necessary usage rights to any images — the photographer may still hold the copyright. The best results are achieved from high-resolution digital images, nothing less than 300 dpi. The second choice for originals would be regular **V. Photography:** Good photography is key to the success of any brochure. Try to provide your designer or printer with the best quality images at your disposal. Photos in your final brochure will only be as good as the originals provided. Always be sure

50,000 or more brochures per year, it would be to your advantage to seek prices from service desired as well as the number of brochures that will be required. If you are using IV. Brochure Quantity: Both you and your distributor should discuss the areas of

cards, we recommend using a 10 pt. card stock. of a suitable substitute. However, insure that you specify "vertical grain" and we recommend not less than 80lb. coated stock for a threefold, "four color" brochure. For rack III. Paper: Compare the costs and availability of the paper you presently use to that

prochure for "in-rack" visibility. For best display, brochures and/or rack cards should be pertinent information, should be displayed "boldly" within the upper 2-3" of the Vertical layout is essential. Information containing the city/region, subject and II. Size: Discuss the size of your brochure with your designer, distributor and printer.

discount). If using photographs, make sure they are current, clear and appealing. Be sure to include the days/hours of operation, a simple map with written directions, and a telephone number, toll-free if possible. Try to include a call to action (special offer) in the top 2-3" of the front panel. The headline should be repeated on the back panel. Deargn: A strong, simple headline is essential. Your sales message needs to appear

Helpful Tips For Your Next Brochure

promote travel and tourism. that snoitscange orivic base maintenance in local in local other distribution service companies, and will strive to be

Members shall be supportive of the travel industry and

- Members will remain environmentally conscious at all times.
 - customer's brochure, and the locations where displayed. manner, with constant consideration for the value of each
 - Service will be provided in a professional and courteous same consideration.

 - advantage, always providing each customer with the Members will strive to display brochures to their best

traveling public. racks will be located to maximize accessibility by the basis, and kept clean and in good repair. Brochure display All brochure display racks will be serviced on a regular

- distribution locations will be made available. will be defined in advance in writing, and a list of Distribution services including fees, terms and conditions
 - Customer satisfaction always comes first.

soidta to abod G89A

deliver your advertising message directly to potential customers. concierge staff are busy, your brochures are always "on duty" and available to Whether it's the weekend, late at night, or during the day when front desks or the

!yjub no eyswlA <

print and it's in hand, you've got the competitive edge. Brochures are low tech, interactive, portable sales tools that work! When it's in

➤ Sales tools that work!

promotion the tourism industry has, second only to word of mouth. ad that is thrown away. Brochures remain the most cost-effective means of "junk mail," a TV or radio commercial to be zapped, or a newspaper or magazine The market targets itself. To the individuals who select your brochure, it isn't

► Advertising with virtually no waste!

racks, providing excellent service, and offering competitive rates. Member companies are known internationally for maintaining quality display

➤ Quality service at a reasonable price!

printed material.

is to provide reliable and professional distribution of your of Professional Brochure Distributors member companies Working in partnership with you, the goal of Association



Visit us on the web at: WWW.iapbd.org

Key Benefits of Professional Brochure Distribution and Display

Brochure Distribution Research

The International Association of Professional Brochure Distributors (APBD) and Dr. Patrick Tierney, a renowned researcher at San Francisco State University, conducted an international cooperative survey of travelers in 14 cities representing three countries – the United States, Canada and

A total of 1,259 surveys were completed during the summer of 2003, the results of which are available for download at www.iapbd.org

Here are some of the highlights -

77% of respondents were leisure/vacation travelers.

75% of respondents were on multi-day trips.

98% of respondents who were on multi-day trips picked up brochures from brochure racks either before or during

Respondents indicated brochures obtained from brochure racks were the most frequently used source of visitor information while traveling

≻ B	rochures from a brochure rack	52 %
•	Friend or relative	42%
	Websites	31%
	TV	15%
- •	Billboards	11%
9.	Newspapers	10%
•	Radio	. 5%

21% of respondents visited a new area or attraction as a result of information obtained from brochure display racks.

12% of respondents changed their travel plans as a result of information obtained from brochure display racks.

In summary, results from this traveler survey conclusively demonstrated that brochures out competed all other media as a source of visitor information while traveling!

There is strong evidence that brochures continue to have their basic appeals of simplicity, colorful and helpful presentation, and placement relevancy.

To download a complete report, go to: www.iapbd.org

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Web: www.berkshirebrochures.com Service Areas: MA, NY, CT

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