Literature Distribution Guidelines

All literature distributed by the South Carolina Welcome Centers must have prior approval. Approval is granted at the sole discretion of SCPRT and based on consideration of the following criteria:

Brochure Approval Process
Mail or e-mail a copy of your brochure along with your contact information and an estimated quantity available for distribution to the appropriate Welcome Center for your county. Please allow approximately two weeks for your request to be received, reviewed and processed. It is recommended that you work closely with the manager of your county’s designated Welcome Center while developing your brochure to ensure a smooth and quick approval process.

Brochure Content:
The content of the brochure must meet the following requirements:

- Enhance the mission of the South Carolina Welcome Center program and SCPRT.
- Promote South Carolina tourism, travel, and/or retirement in at least 50% of it.
- Have admission available to the general public without any discrimination.
- Promote a physical location(s) of travel related attractions, businesses, accommodations, etc. (i.e., brochures for websites, travel agents, etc., are prohibited).
- Include a South Carolina address and telephone number.
- Include the date of print and/or expiration.
- Be accurate.
- Publications promoting a timeshare or membership establishment must be open to the traveling public without discounts/gifts/stays in exchange for a presentation.
- Real estate/retirement publications must contain at least 80% public vacation rental information.

Brochure Size:
4” in width and 9” in height on paper stock of 65-pound minimum weight is preferred. Additional sizes will be considered for approval based on space availability. SCPRT may limit quantity or reject entirely any oversized literature.

Due to limited space, more than one brochure is stocked in each available slot and staff rotates brochures weekly to ensure equal exposure. Brochure inventory is evaluated each year. If a Center finds a brochure does not meet its visitor/traffic needs it may be recommended for distribution only at select Centers. Note: Brochures revised or reprinted must meet the current Distribution Guidelines.

Shipping Notes:
You are responsible for shipping the brochures to the Centers via UPS or other delivery service. Please note:

- Boxes must not exceed thirty pounds (30 lbs.) each and must be labeled for “Inside Delivery.”
- Boxes mailed to a post office box will not be accepted and will be returned to sender.
- Due to limited storage space, no more than one (1) case of a single brochure may be sent to a Center without prior consent from the applicable center manager.
- The quantity and contents need to be identified on the outside of each box.
- Brochures should be bundled in quantities of 50-100.
- When a Welcome Center’s brochure supply is running low, the Center will use the contact information submitted with the approval request to order more. If this contact information changes, the approval center should be notified.
- Brochures expired, outdated, or unapproved for distribution will be held 14 days for pick-up. If not picked-up within this period, the brochures will be discarded.

Failure to comply with any portion of this policy can result in refused shipments or prohibited distribution.
Coupon Distribution Guidelines

In order for a discount coupon to be approved for distribution in Welcome Centers, one completed coupon with a written request must be mailed (or e-mailed) to the appropriate Welcome Center for your county. Please allow approximately two weeks for a response.

**Coupon Content**
- An actual dollar rate that is equal to or lower than any other coupon distribution via other entities. Unless otherwise stated, it will be assumed taxes are not included.
- Any property restrictions such as blackout dates, availability, number of people, room type or location, and same day arrival.
- Either the expiration date, "No Expiration Date", or the print date. Without an expiration date, the Welcome Centers will expect the coupon to remain valid.

**Coupon Design**
- The preferred size of a completed coupon is 3” in width and 5” in height. Additional sizing will be considered.
- Coupons cannot be attached to rack cards or brochures.
- Coupons will be distributed as is, with no adjustments made by Welcome Center staff.
- We suggest collaborating with your SC Welcome Center while designing your coupon. This can help to ensure approval.

**Shipping Notes:**
- Once approved, you are responsible for shipping the coupons to the individual centers.
- Bundle coupons in sets of 50-100, then identify the quantity and contents on the outside of each package.
- Initial quantities should not exceed a 3-month supply.
- Include an e-mail address and phone number for reordering. When a center’s supply runs low, we will request additional supplies using the contact information provided.

*If coupons are not honored as printed, they will be removed from all welcome centers until the matter is resolved.*

*Failure to comply with any portion of this policy can result in refused shipments or prohibited distribution.*