

Ottawa Visitors Center
Brochure Incentive Program
2009-2010

Purpose of Program

A brochure for an establishment is the first impression a visitor has of that establishment. This program will help lay out standard do's and don't for brochure design and layout. We will offer an incentive for Ottawa businesses to produce professionally designed brochures. The Ottawa Visitors Center retains the sole authority for selecting publications for display and distribution.

Brochure Requirements

Use at least 60 lb. paper

The finished size for your brochures or rack cards must be a minimum of 3 ½" W x 8" L and must not exceed 10" W x 4 ¼ " L. The finished size of a guide must be a minimum of 3 ½" W x 8" L and must not exceed 8 ½" W x 11" L. This will allow the publication to fit in a standard literature rack.

The cover format must be a vertical design with the name and city or location placed in the upper third portion of the brochure.

Brochures for major events should be received at the Center 45 days prior to the event.

Brochure Suggestions

Use Red and Yellow if possible, these colors attract a reader's attention more than any other color.

Avoid using the following words in your marketing efforts: explore, discover, out-door recreation, we have it all, naturally fun, the four season destination, something for everyone, historic downtown, center of it all and gateway. These words and phrases are overused in marketing that they no longer have any meaning to visitors.

Don't be generic. Provide specifics so a visitor can make an informed decision.

Use professional photography. Nothing sells tourism like professional photos.

Tell a customer **why** they should visit the business or attraction.

Use the Experience Ottawa logo on your brochure. This ads continuity to the Ottawa brochures.

Incentive Application:

We will offer a \$100.00 incentive to go towards **design costs** of your brochure or rack card, if it follows the above requirements and takes into consideration the above suggestions. Funds are only available to tourism related businesses* with an Ottawa address on a first come first serve basis or as determined by the Executive Director of the Center.

Business Name: _____

Contact Name: _____

Address: _____

Description of your business:

I understand to be eligible for the incentive program; I must have the design of my brochures/ rack cards approved by the Executive Director of the Ottawa Visitors Center before having them printed. I also understand I will not receive the \$100.00 incentive for the design costs until my brochures/ rack cards are printed. In order to receive the incentive a copy of the invoice from the printer showing design costs must be submitted.

(Signature) _____ (Date) _____

(Print name) _____

* Tourism Related Businesses – Business which attracts visitors from outside Ottawa. They provide amenities for visitors while they are here. These visitor friendly sites include, but are not limited to: restaurants, attractions, museums, retail shops and lodging facilities.