

# Brochure Fulfillment Program

Looking for an efficient way to get your marketing brochures into travelers' hands? The Oklahoma Tourism & Recreation Department's brochure fulfillment program is a one-stop service that lets you take advantage of the department's powerful marketing and reach TravelOK.com users.

## PROGRAM BENEFITS

- It's **hassle-free** — just send us a supply of your brochures, and we handle the rest.
- You pay **only the first-class postage price** for each of your brochures mailed.
- You **save money** with quantity discounts.
- We provide **informative monthly reports** with each of your invoices.
- You receive the **opt-in email addresses** for recipients of your brochure.



850,000+

brochures ordered  
in 2021!

Ready to get your brochure in the hands of Oklahoma tourists? Fill out the application on the following pages!

# Policy Guidelines for Literature Distribution for the Brochure Fulfillment Program

## 1) Approval Procedures

- A) Applicants must submit two copies of the brochure along with an application to the Fulfillment Agreement Coordinator for approval. The current coordinator is Charlotte Andrew, and she can be reached at (405)522-9621 or [Charlotte.Andrew@TravelOK.com](mailto:Charlotte.Andrew@TravelOK.com).
- B) The application form is at the end of this set of guidelines. It can also be found on **TravelOK.com/Industry**
- C) If approval is granted, the supplier will receive instructions on the procedure for sending brochures to the OTRD Literature Distribution Warehouse in Oklahoma City.
- D) If major changes are made to the brochure after approval, the brochure must be resubmitted for approval.

## 2) Brochure Criteria

- A) **The brochure name and quantity must be marked on each carton.** No carton should exceed 30 pounds. **Cartons exceeding 30 pounds cannot be accepted.** Brochures should be assembled, folded and banded in even counts to assist in distribution.
- B) Posters and handbills will not be considered in most cases.
- C) Literature pieces must have a professional appearance.
- D) The recommended brochure size is approximately 3.5" to 4" in width and 8.5" to 9" in height. State and multi-county tourism organization brochures may be exempt from these restrictions. Brochures must be of sufficient paper weight and construction to stand up in the racks without "wilting."
- E) All material must be provided free of charge to the OTRD Warehouse.
- F) Brochures containing admission prices, room rates, operating hours, etc. must be current. Outdated or nearly outdated literature may not be approved.
- G) Any major changes including closure of the property, significant change in operating hours, name change, etc. should be reported to the Fulfillment Agreement Coordinator and the OTRD Warehouse personnel.

### 3) Shipping

- A) The supplier must ship the literature pre-paid to the Literature Distribution Warehouse unless otherwise instructed.
- B) If a supplier requests that literature be returned to them, the supplier must pick up the literature or make suitable arrangements for the literature's return at their own cost.
- C) To ensure timely distribution, materials should be supplied to the Literature Distribution Center at least 30 days prior to the desired distribution date.

### 4) Quantities

- A) The Fulfillment Agreement Coordinator can recommend to the supplier a minimum and maximum number of brochures for distribution.
- B) OTRD employees will contact the supplier for replenishment when quantities are low or exhausted.

### 5) Unacceptable Brochures

- A) No political or religious propaganda brochures will be accepted.
- B) No brochures will be accepted that promote properties to which admission to the destination, attraction, event, activity, etc. is based upon a membership fee or other means of exclusive admission, rather than general admission open to the public. This includes lodging properties that require the visitors to attend a sales presentation.
- C) No brochures will be accepted that contain offensive language or photos that could be defined as being in bad taste or deemed inappropriate for distribution. The final decision will be made by the Fulfillment Agreement Coordinator.
- D) No brochures will be accepted that portray Oklahoma and its tourism destinations and attractions in a less than favorable light or that could be deemed to damage the State's image as a tourism destination.
- E) Odd-sized pieces including posters, handbills, business cards, tabloid publications, etc. will generally not be approved. Exceptions may be made when it is generally beneficial to the State as in the case of displaying business cards in conjunction with product promotion for sponsoring organizations.

The Oklahoma Tourism & Recreation Department reserves the right to distribute any brochures deemed appropriate to fulfilling the needs of TravelOK.com brochure requestees. We also reserve the right to refuse the distribution of any brochure deemed inappropriate to fulfilling the needs of the TravelOK.com brochure requestees.

**Brochures that would not be acceptable for the brochure fulfillment program include: Out of state, real estate, housing rentals, churches, law enforcement, medical services, youth organizations (including the YMCA/YWCA), and civic organizations.**



**OKLAHOMA**  
Tourism & Recreation

## Brochure Fulfillment Program Application

\_\_\_\_\_  
Name of business/organization

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email

\_\_\_\_\_  
Contact Person

\_\_\_\_\_  
# of years business has existed

\_\_\_\_\_  
Title of Brochure

\_\_\_\_\_  
Monthly cap requested (specify dollar amount or number of brochures)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**Submit application along with two copies of brochure for approval to:**

**Charlotte Andrew**

Fulfillment Agreement Coordinator  
123 Robert S. Kerr Ave. Ste. 1000  
Oklahoma City, OK 73102  
Charlotte.Andrew@TravelOK.com