



Offering the Tourism Industry
Professional Distribution

ASSOCIATION OF
PROFESSIONAL
BROCHURE
DISTRIBUTORS

2011 International Membership Directory



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76%

Picked Up a Brochure from a
Brochure Rack During Trip

In July of 2010, The Center for Marketing Technology at Bentley University in Massachusetts, conducted an international survey of travelers. Under the direction of Professor Ian Cross, they were asked questions about influences on their travel plans. View the full report at iapbd.org/2010survey.



BROCHURES ARE THE
#1 VISITOR
INFORMATION
SOURCE IN-MARKET

2010 INTERNATIONAL SURVEY

Key Benefits of Professional Brochure Distribution and Display



APBD Code of Ethics

- Customer satisfaction always comes first.
- Distribution services including fees, terms and conditions will be defined in advance in writing, and a list of distribution locations will be made available.
- All brochure display racks will be serviced on a regular basis, and kept clean and in good repair. Brochure display racks will be located to maximize accessibility by the traveling public.
- Members will strive to display brochures to their best advantage, always providing each customer with the same consideration.
- Service will be provided in a professional and courteous manner, with constant consideration for the value of each customer's brochure, and the locations where displayed.
- Members will remain environmentally conscious at all times.
- Members shall be supportive of the travel industry and other distribution service companies, and will strive to be involved in local tourism and civic organizations that promote travel and tourism.

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

> Quality service at a reasonable price!

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

> Advertising with virtually no waste!

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

> Sales tools that work!

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

> Always on duty!

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

Helpful Tips For Your Next Brochure

I. Design: A strong, simple headline is essential. Your sales message needs to appear in the top 2-3" of the front panel. The headline should be repeated on the back panel. 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/discount). If using photographs, make sure they are current, clear and appealing.

II. Size: Discuss the size of your brochure with your designer, distributor and printer. Vertical layout is essential. Information containing the city/region, subject and other pertinent information, should be displayed "boldly" within the upper 2-3" of the brochure for "in-rack" visibility. For best display, brochures and/or rack cards should be 4" wide x 9" tall.

III. Paper: Compare the costs and availability of the paper you presently use to that 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 cards, we recommend using a 10 pt. card stock.

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

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 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 photographic prints. Using color negatives is strongly discouraged.

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).

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

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 brochures might need only 100 per bundle.

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, including the number of brochures. Insure a full container for shipping purposes. All shipments are to be sent PREPAID. Boxes not filled can be damaged during shipping and storage. Pack them well with recyclable materials.

X. Ownership of Art, Color Separations: Verify with the producer (ad agency, graphic arts firm and/or printer) accessibility to and ownership of intellectual property 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 by Copyright Laws and varies within the graphic arts community.

XI. Combination Runs: See if others in your business may be printing a brochure 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 friend to carpool with."

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. The printer can usually print the brochure at their convenience. This may give you more flexibility in price without jeopardizing your delivery deadline.

Member Services

C CORPORATE V VISITOR INFORMATION S SPORTS T TRAVEL AGENCIES D DESIGN P PRINTING R RACK MANUFACTURER O OTHER

ÆOLUS PRODUCTIONS

Helststraat 51/7 • 2630 Aartselaar, Belgium
Phone: +32 (0)3 252 72 33 Fax: +32 (0)3 252 60 97
E-mail: aeolus@aeolus.be
Web: www.aeolus.be

Service Areas: Belgium, the Netherlands, Germany

BERKSHIRE BROCHURE DISPLAY SERVICE

10 Stockbridge Industrial Park/P.O. Box 403 • Stockbridge, MA 01262
Phone: (413) 298-3999 Fax: (413) 298-3959
E-mail: jhart@berkshirebrochures.com
Web: www.berkshirebrochures.com • www.berkshiremaps.com
Service Areas: MA, NY, CT

BHS PROMOTION

Rue du Chêne, 47b • 4100 Seraing, Belgium
Phone: +32 (0)4 231 30 33 Fax: +32 (0)4 234 30 33
E-mail: info@bhs-promotion.com
Web: www.bhs-promotion.com
Service Areas: Belgium, France

BHS PROMOTION NICE

ZI de la Vallière – Bat. 19 • 06730 St. André de la Roche
Phone: +33 (0)4 93 31 09 65 Fax: +33 (0)4 93 31 30 82
E-mail: info@bhsnice.com
Web: www.bhsnice.com
Service Areas: France (Cote d'Azur)

BROCHURE ADVERTISING SERVICES, INC.

P.O. Box 60 • Burlington, NC 27216
Shipping: 533 North Park Avenue • Burlington, NC 27217
Phone: (336) 229-9749 Fax: (336) 570-2775
E-mail: basi@bellsouth.net
Web: www.brochureserve.com
Service Areas: NC, SC

BROCHURE DISTRIBUTION SERVICES & INFOFAST

2572 Pittman Center Road • Sevierville, TN 37876
Phone: (865) 428-8735 Fax: (865) 428-5606
E-mail: jcoleman@brochuredistribution.com
Web: www.brochuredistribution.com
Service Areas: TN

BROCHURES UNLIMITED

340 Parma Center Road • Hilton, NY 14468
Phone: (585) 392-5753 Fax: (585) 392-1595
E-mail: info@brochuresunlimited.com
Web: www.brochuresunlimited.com
Service Areas: NY, PA, ON-Canada

CERTIFIED FOLDER DISPLAY SERVICE, INC.

1120 Joshua Way • Vista, CA 92081
Phone: (760) 727-5100 Fax: (760) 727-1583 Toll Free: (800) 799-7373
E-mail: info@certifiedfolder.com
Web: www.certifiedfolder.com
Service Areas: CA, WA, OR, ID, NV, UT, AZ, TX, NM, CO, WY, MT, OK, KS, NE, SD, LA, AR

CERTIFIED FOLDER DISPLAY SERVICE CANADA, INC.

#45-13320 78th Avenue • Surrey, BC V3W 0H6
Phone: (604) 572-9203 Fax: (604) 599-6206 Toll Free: (866) 572-9203
E-mail: infocan@certifiedfolder.ca Web: www.certifiedfolder.ca
Service Areas: BC, AB

CVTDR

CTM MEDIA GROUP, INC.

From the U.S.: 11 Largo Drive South • Stamford, CT 06907
Phone: (203) 323-5161 Fax: (203) 325-9412
From Canada: 1011 Haultain Court, Unit 2 • Mississauga, ON L4W 1W1
Phone: (905) 624-8950 Fax: (905) 624-2766
E-mail: info@ctmmediagroup.com Web: www.ctmmediagroup.com
Service Areas: US: CO, CT, DE, FL, GA, IA, IL, IN, KS, KY, MA, MD, ME, MI, MN, MO, NC, NE, NH, NJ, NY, OH, PA, RI, SD, TX, VA, VT, WI, DC, Puerto Rico; Canada: ON, QC

CULTURE & PROMOTION

Rue du Chêne, 47b • 4100 Seraing, Belgium
Phone: +32 (0)4 234 94 88 Fax: +32 (0)4 234 30 33
E-mail: info@culture-promotion.com Web: www.culture-promotion.com
Service Areas: Belgium

DIRECT DISTRIBUTION

Bay 2, Mafeking Street • Glasgow, UK G51 2UZ
Phone: +44 (0)141 445 8838 Fax: +44 (0)141 445 8697
E-mail: info@directdistribution.co.uk Web: www.directdistribution.co.uk
Service Areas: United Kingdom

FHS PROMOTION

Rue du Curoir 46 - 59100 Roubaix, France
Phone: +33 (0)320659500 Fax: +33 (0)320659509
E-mail: info@fhs-promotion.com Web: www.fhs-promotion.com
Service Areas: France (North of France and Champagne - Ardenne)

F.P.I.S., INC. BROCHURE DISTRIBUTION & TRAVEL MARKETING

220 Story Road • Ocoee, FL 34761-3038
Phone: (407) 656-8818 Fax: (407) 877-6629 Toll Free: (800) 346-5977
E-mail: info@fpis.com Web: www.fpis.com
Service Areas: FL, AL, GA, SC, NC, VA, WV, OH, PA

FRANCE BROCHURE SYSTEMS

1 rue Jean Mermoz - BP60117 • 95505 Gonesse, France
Phone: +33 06 84 44 38 80
E-mail: adelaplace@fbs-diffusion.com Web: www.fbs-diffusion.com
Service Areas: France (Greater Paris)

GET IT

Durango 81-201, Col. Roma • Distrito Federal 06700 México
Phone: (52.55) 30.96.37.09 Fax: (52.55) 30.96.37.08
E-mail: jmanzanares@getit.com.mx Web: www.getit.com.mx
Service Areas: México City and Estado de México

GETAWAYS ON DISPLAY, INC.

147 Arrowhead Drive, Building #3 • Manheim, PA 17545
Phone: (717) 653-8070 Fax: (717) 653-4808 Toll Free: (800) 320-2512
Web: www.GetawaysOnDisplay.com, www.PennsylvaniaOnDisplay.com, www.GreatBrochureDisplays.com E-mail: sales@getawaysondisplay.com
Service Areas: PA, NJ, MD, VA, DE

GLANCE PROMOTIONS, LTD.

Annacotty Business Park, Annacotty • Limerick, Ireland
Phone: 061-338 588 Fax: 061-338 584
E-mail: info@glancepromotions.ie Web: www.glancepromotions.ie
Service Areas: Ireland

HERE'S WHERE, INC.

P.O. Box 592; 619 Washington Road • Rye, NH 03870
Phone/Fax: (603) 964-4033
E-mail: hereswhere@aol.com Web: www.hereswhereinc.com
Service Areas: MA, ME, NH

CVSTDP

INTERWEST BROCHURES ALBERTA LTD.

319 Rocky Ridge Bay NW • Calgary, Alberta T3G 4H8
Phone: (403) 547-1925 Fax: (403) 313-7734
E-mail: info@interwest.ca Web: www.interwest.ca
Service Areas: AB, SK, MB

KENNEY COMMUNICATIONS, INC.

1215 Spruce Avenue • Orlando, FL 32824
Phone: (407) 859-3113 Fax: (407) 859-4044 Toll Free: (800) 275-8149
E-mail: info@kenneycom.com Web: www.kenneycom.com
Service Areas: Central Florida & Florida Turnpike

LANDMARK PRESS

Station Road • Carrbridge, Scotland PH23 3AP
Phone: +44 147 984 1900 Fax: +44 147 984 1750
E-mail: distribution@landmark-press.com
Web: www.landmark-press.com
Service Areas: Scotland

PP&D BROCHURE DISTRIBUTION

377 Pine Street • Burlington, VT 05401
Phone: (802) 862-4366 Fax: (802) 304-1017
E-mail: info@ppdbrochure.com Web: www.ppdbrochure.com
Service Areas: VT, NY, NH

PRINT DISTRIBUTION SERVICE, LLC

P.O. Box 355; 1903 Highway 11-E South • Jonesborough, TN 37659
Phone: (423) 753-8191 Fax: (423) 753-6900
E-mail: jstafford@printdistribution.com
Web: www.printdistribution.com
Service Areas: TN, KY, VA, NC

SILVER DOLLAR CITY BROCHURE DISTRIBUTION SERVICE

107 Industrial Park Drive • Hollister, MO 65672
Phone: (417) 336-7296 Fax: (417) 336-7295
E-mail: sstovall@silverdollarcity.com Web: www.silverdollarcity.com
Service Areas: AR, MO

TOP ATTRACTIONS MEDIA DISTRIBUTION

Unit 6 Stadium Business Park, Castle Road
Sittingbourne, Kent, UK ME10 3BG
Phone: +44 (0)1 795 421 177 / 438 800
E-mail: beate.perry@topattractions.com Web: www.topattractions.com
Service Areas: UK & Europe; Europe covering P&O ferries routes; Dover (UK) – Calais (France), Hull (UK) – Rotterdam (Holland), Hull (UK) – Zeebrugge (Belgium) & Portsmouth (UK) – Bilbao (Spain)

TOURING INFO SERVICE

Batiment Boreal • 74370 Metz-Tessy, France
Phone: +33 (0)8 20 03 12 34 Fax: +33 (0)4 50 09 01 38
E-mail: info@touringinfo.org Web: www.touringinfo.org
Service Areas: France (middle & southeast), Switzerland, Italia (north)

WESTERN BROCHURE DISTRIBUTORS, INC.

2246 Fair Park Avenue • Los Angeles, CA 90041
Phone: (323) 254-8416 Fax: (323) 255-1280 Toll Free: (800) 258-8253
E-mail: westernbrochure@sbcglobal.net Web: www.westernbrochure.com
Service Areas: CA



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Phone: (925) 598-2062 Fax: (888) 770-1945
E-mail: tdaggett@bbandt.com Web: www.insurance.bbt.com

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13257 Barton Circle • Whittier, CA 90605
Phone: (562) 941-6372 Fax: (562) 941-6584
Email: dbpop@earthlink.net Web: www.ddd-displays.com

ENTERPRISE FLEET MANAGEMENT - VEHICLE LEASING (US)

Phone: (858) 546-8200 Fax: (858) 546-8282
E-mail: sirus.r.karimi@erac.com Web: www.enterprise.com/fleets

FOSTER PRINTING SERVICE, INC. - PRINTING

4295 Ohio Street • Michigan City, IN 46360
Phone: (219) 879-8366 Fax: (219) 561-2002
E-mail: danq@fosterprinting.com Web: www.fosterprinting.com

NITTANY VALLEY OFFSET - BROCHURE PRINTING & DESIGN

1015 Benner Pike • State College, PA 16801-7319
Phone: (508) 421-9299 Fax: (508) 630-1687
E-mail: wmcinnis@nittanyvalley.com Web: www.tourismprinting.net

RACK PRINTING SERVICES - PRINTING

307-537 Heatherdale Lane • Victoria, BC V8Z 0A4
Phone: (877) 544-0181
E-mail: chris@rackprinting.com Web: www.rackprinting.com

TELTON PRINT MEDIA - PRINTING

3500 Viking Way • Richmond, BC V6V 1N6
Phone: (866) 478-2445 Toll Free Fax: (800) 757-5540
Toll Free: (800) 755-9970
E-mail: print@teldon.com Web: www.teldonprintmedia.com