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Offering the Tourism Industry Professional Distribution

# PROFESSIONAL BROCHURE DISTRIBUTORS

2009 International Membership Directory

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For more information on membership, visit our website at:

## Membership Info

To download a complete report, go to: [www.iapbd.com](http://www.iapbd.com)

There is strong evidence that brochures continue to have their basic appeal of simplicity, colorful and helpful presentation, and placement relevancy. Information while traveling!

In summary, results from this traveler survey conclusively demonstrated that brochures out competed all other media as a source of visitor information obtained from brochure display racks.

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

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

- Radio ..... 5%
- Newspapers ..... 10%
- Billboards ..... 11%
- TV ..... 15%
- Websites ..... 31%
- Friend or relative ..... 42%
- **Brochures from a brochure rack ..... 52%**

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

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

**75% of respondents were on multi-day trips.**

**77% of respondents were leisure/vacation travelers.**

Here are some of the highlights –

A total of 1,259 surveys were completed during the summer of 2003, the results of which are available for download at [www.iapbd.com](http://www.iapbd.com).

The International Association of Professional Brochure Distributors (IAPBD) 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 Ireland.

## Brochure Distribution Research

## Key Benefits of Professional Brochure Distribution and Display

## Helpful Tips For Your Next Brochure

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.

### 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.

**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 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 three-fold, "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 him the entire winter to print your brochure. The printer can usually print the brochure at his convenience. This may give you more flexibility in price without jeopardizing your delivery deadline.

Visit us on the web at: [www.iapbd.com](http://www.iapbd.com)

This information is provided as a courtesy service from the Association of Professional Brochure Distributors. For more helpful tips contact your local distributor.

# 2009 INTERNATIONAL MEMBERSHIP DIRECTORY

Interested in Joining?  
Go to [www.iapbd.com](http://www.iapbd.com)

## 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  
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

### BROCHURE MANAGEMENT SOUTH AFRICA

P.O. Box 992 • Sea Point 8060 • Cape Town, South Africa  
Phone: +27 21 4399949 Fax: +27 21 4390107  
E-mail: craig@brochuremanagement.com  
Web: www.brochuremanagement.com  
Service Areas: South Africa

### 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: sales@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

CVTDR

### CERTIFIED FOLDER DISPLAY SERVICE CANADA, INC.

#45-13320 78th Avenue • Surrey, B.C. V3W OH6  
Phone: (604) 572-9203 Fax: (604) 599-6206 Toll Free: (866) 572-9203  
E-mail: sales@certifiedfolder.ca Web: www.certifiedfolder.ca  
Service Areas: BC, AB

### 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@ctmbd.com Web: www.ctmmediagroup.com  
Service Areas: CO, CT, DE, FL, GA, IA, IL, IN, KS, MA, MD, ME, MI, MN, MO, NC, NE, NH, NJ, NY, OH, PA, RI, SC, SD, TX, UT, VA, VT, WI, DC; Puerto Rico; Canada: ON, PQ

### 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

### 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  
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 SYSTEM

1, Rue Andre • 60500 Chantilly, France  
Phone: +33 (0)3 44 67 21 21 Fax: +33 (0)3 44 58 14 04  
E-mail: info@fbs-diffusion.com Web: www.fbs-diffusion.com  
Service Areas: France (Paris)

### 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  
E-mail: sales@getawaysondisplay.com  
Service Areas: PA, NJ, MD, VA, DE

### GET IT

Durango 81-201, Col. Roma • Distrito Federal 06700 México  
Phone: (52.55) 30.96.37.11 Fax: (52.55) 30.96.37.08  
E-mail: jmanzanares@getit.com.mx Web: www.getit.com.mx  
Service Areas: México City

### 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

CVSTDP

### 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

### INTERWEST BROCHURES ALBERTA LTD.

319 Rocky Ridge Bay NW • Calgary, Alberta T3G 4H8  
Phone: (403) 547-1925 Fax: (778) 292-0665  
E-mail: info@interwest.ca Web: www.interwest.ca  
Service Areas: AB, SK

### 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, WV, NC

### SILVER DOLLAR CITY

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

### TOP ATTRACTIONS MEDIA GROUP

Unit 5A, Phase 1, New Road Industrial Estate, Grace Road  
Sheerness, Kent, UK ME12 1DB  
Phone: 01795 585 017  
E-mail: beate.perry@topattractions.com Web: www.topattractions.com  
Service Areas: UK

### 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



## EUROPE & AFRICA

ÆOLUS PRODUCTIONS  
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BHS PROMOTION NICE  
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CULTURE & PROMOTION  
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GLANCE PROMOTIONS, LTD.  
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## CENTRAL US

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CTM MEDIA GROUP, INC.  
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## SOUTHEASTERN US

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F.P.I.S., INC. BROCHURE DISTRIBUTION & TRAVEL MARKETING  
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PRINT DISTRIBUTION SERVICE, LLC  
SILVER DOLLAR CITY BROCHURE DISTRIBUTION SERVICE

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GETAWAYS ON DISPLAY, INC.  
HERE'S WHERE, INC.  
PP&D BROCHURE DISTRIBUTION  
PRINT DISTRIBUTION SERVICE, LLC

## SUPPORT OUR ALLIED MEMBERS

### BB&T-TANNER INSURANCE SERVICES - INSURANCE SERVICES

4480 Willow Road • Pleasanton, CA 94588  
Phone: (925) 463-9672 Fax: (925) 463-0192  
E-mail: tdaggett@bbandt.com Web: www.bbt.com

### DEMAND DRIVEN DISPLAYS - CUSTOM DISPLAYS

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

### NITTANY VALLEY OFFSET - DESIGN & PRINTING

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

### TELDON PRINT MEDIA - PRINTING

Phone: (250) 220-4591 Toll Free Fax: (866) 478-2435  
Toll Free: (866) 478-2445  
E-mail: cmills@teldon.com Web: www.teldonprintmedia.com