



New Hampshire Welcome Information Center (WIC)

White Mountains Attractions Association Brochure Distribution Program

Marketing your business this year will be more important than ever! Get your brochure in front of customers at up to 12 **State Welcome Centers**, at all key locations on State roads and highways including Interstates 93, 89 and 95!

White Mountains Attractions Association (WMAA) is pleased to be an authorized vendor approved to **distribute brochures** to the New Hampshire Welcome Information Centers (WICs). WMAA is a regional marketing association that has been distributing brochures throughout New Hampshire for over 40 years. We would like to help distribute your brochures or magazines for you.

Prior to distribution of your brochure or magazine, you must first apply for distribution approval and pay for your rack space at the NH Welcome Information Centers. Please visit www.resourcenh.org, log in, click on **Marketing Opportunities** and **Welcome Information Centers** to get a copy of the application, or call our office at 745-8720 and we will fax or email a copy of the application form to you.

WMAA Distribution Categories

	Six Month Contract		Twelve Month Contract	
	Client Rate Per Month	WMAA Partner Rate Per Month	Client Rate Per Month	WMAA Partner Rate Per Month
Category 1 1-5 WICs	\$40	\$30	\$35	\$25
Category 2 6-9 WICs	\$70	\$50	\$65	\$45
Category 3 10+ WICs	\$140	\$100	\$120	\$90
Category 4 (ALL WICS and local businesses in the White Mts/Lakes Region)			\$5000.00 per year	
Category 5 (Local businesses in the White Mts/Lakes Region)			\$4000.00 per year	

Distribution rates are for a standard 4"x 9" brochure per a month. Magazine or Digest size requires a 50% additional charge for distribution. For larger sizes, please call for pricing.

Note: These rates above do not include the State's annual rack fee, which you will pay when you apply for distribution approval and rack space (see above).

We are delighted to offer distribution to the State Welcome Centers, and look forward to working with you to ensure your brochure is available to the traveling public. Should you have any questions, please feel free to call Estlin or Mikey at the White Mountains Attractions Association 603-745-8720.



White Mountains Attractions -Welcome Information Center (WIC) Brochure Distribution Contract

Date: _____
 Business Name: _____ Brochure Name: _____
 Billing Address: _____
 Contact: _____ Phone: _____ Fax: _____
 Email: _____

1. Please put a check beside the category in which you wish to participate. **Rates listed below are per brochure.**

Check One	Categories	Three or Six Month Contract		Twelve Month Contract	
		Non-Partner Rate Per Month	Partner Rate Per Month	Non-Partner Rate Per Month	Partner Rate Per Month
<input type="checkbox"/>	#1 1 to 5 WICs	\$40	\$30	\$35	\$25
<input type="checkbox"/>	#2 6 to 9 WICs	\$70	\$50	\$65	\$45
<input type="checkbox"/>	#3 10+ WICs	\$140	\$100	\$120	\$90
<input type="checkbox"/>	#4 ALL WICS & local member businesses			\$5000.00/year	
<input type="checkbox"/>	#5 Local member businesses in White Mtns/Lakes Region			\$4,000.00/year	

Rates are for standard 4"x 9" brochures. Magazine or Digest size requires a 50% additional charge for distribution. Larger sizes: please call for pricing.

2. Check off the Welcome Information Centers for which you are approved or for which you are seeking approval. If you want all available options, please indicate by checking **ALL**.

WIC Selections:

- | | | | | |
|--------------------------|------------|----------------------------|--------------------------|--|
| <input type="checkbox"/> | ALL | ALL 12 REST AREAS | | (*Seasonal open May-October) |
| <input type="checkbox"/> | CAN | Canterbury Rest Area | <input type="checkbox"/> | NC North Conway Rest Area |
| <input type="checkbox"/> | COL | *Colebrook Rest Area | <input type="checkbox"/> | SAL Salem Rest Area/Welcome Center |
| <input type="checkbox"/> | HN | Hooksett Rest Area – North | <input type="checkbox"/> | SAN Sanbornton Rest Area |
| <input type="checkbox"/> | HS | Hooksett Rest Area – South | <input type="checkbox"/> | SEA Seabrook Rest Area/Welcome Center |
| <input type="checkbox"/> | LEB | *Lebanon Rest Area | <input type="checkbox"/> | SPR Springfield Rest Area |
| <input type="checkbox"/> | LIT | *Littleton Rest Area | <input type="checkbox"/> | SUT Sutton Rest Area |

3. Type of Publication: Brochure _____ Magazine/Digest _____

4. Length of contract desired: 3 Months _____ 6 Months _____ 12 Months _____

5. Contract Dates: _____ to _____

Total Contract Fees due: \$ _____ **

****Note:** Change for 2015 & beyond: State Rack Fees are payable directly to the State with your application for rack space.

Brochures are the property of the client and are not insured by White Mountains Recreation Association (WMRA). WMRA will not be held responsible for loss or damage of brochures nor any claims arising from brochures, their contents or any claims made therein.

Authorized Signature: _____ **Customer Name:** _____ **Date:** _____

Please return by: Fax to 603-745-6765

Mail to WMAA, P.O. Box 10, 200 Kancamagus Hwy., North Woodstock, NH 03262

Email: eloparto@visitwhitemountains.com Phone: 603-745-8720

Note: Packaging Requirements: All brochure cases need to be labeled with your business name and brochure quantity and should not weigh no more than 30lbs per box