



# 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. The application can be found [here](#), or call our office at 745-8720 and we will 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
<b>Category 1</b> 1-5 WICs	\$40	\$30	\$35	\$25
<b>Category 2</b> 6-9 WICs	\$70	\$50	\$65	\$45
<b>Category 3</b> 10+ WICs	\$140	\$100	\$120	\$90
<b>Category 4</b> (ALL WICS and local businesses in the White Mts/Lakes Region)			\$5000.00 per year	
<b>Category 5</b> (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 NH Welcome Information Centers, and look forward to working with you to ensure your brochure is available to the traveling public. Should you have any questions, please contact Heather at the White Mountains Attractions Association, 603-745-8720 or [hfillion@visitwhitemountains.com](mailto:hfillion@visitwhitemountains.com).



## 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	
		Client Rate Per Month	Partner Rate Per Month	Client 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 partner businesses			\$5000.00/year	
<input type="checkbox"/>	#5 Local partner 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"/> | <b>ALL</b> | <b>ALL 12 REST AREAS</b>   | <input type="checkbox"/> | <b>NC</b>  | North Conway Rest Area            |
| <input type="checkbox"/> | <b>CAN</b> | Canterbury Rest Area       | <input type="checkbox"/> | <b>SAL</b> | Salem Rest Area/Welcome Center    |
| <input type="checkbox"/> | <b>COL</b> | Colebrook Rest Area        | <input type="checkbox"/> | <b>SAN</b> | Sanbornton Rest Area              |
| <input type="checkbox"/> | <b>HN</b>  | Hooksett Rest Area – North | <input type="checkbox"/> | <b>SEA</b> | Seabrook Rest Area/Welcome Center |
| <input type="checkbox"/> | <b>HS</b>  | Hooksett Rest Area – South | <input type="checkbox"/> | <b>SPR</b> | Springfield Rest Area             |
| <input type="checkbox"/> | <b>LEB</b> | Lebanon Rest Area          | <input type="checkbox"/> | <b>SUT</b> | Sutton Rest Area                  |
| <input type="checkbox"/> | <b>LIT</b> | Littleton 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: hfillion@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 weigh no more than 30lbs per box**