

**MARKETING/PROMOTIONAL MATERIAL**  
**GUIDELINES**

Vermont Information Centers Division (VICD) oversees the operations and management of Vermont's Information and Welcome Centers. Part of the mission of VICD is to provide facilities for the comfort and safety of the traveling public and to promote tourist, cultural, and business activities. In an effort to promote tourist, cultural and business activities VICD has begun permitting the display of promotional materials within VICD sites throughout the State. This advertising opportunity is available for a fee according to the following guidelines.

VICD will make the final decision as to the promotional materials displayed and reserves the right to display any material deemed appropriate to fulfilling the needs of the traveling public.

The VICD also reserves the right to refuse to display any promotional material which is deemed inappropriate to fulfilling the needs of the traveling public, or material which contains inaccurate or invidious information.

Promotional materials that do not follow the prescribed guidelines may be displayed at the information centers if space allows. That decision will be made by VICD and is not subject to appeal or review.

Definitions:

- (1) "Promotional material" includes, but is not limited to, any panel, display, advertising panel, kiosk, brochure, Wi-Fi electronic banner and/or portal page, or other medium within a VICD site.
- (2) "Matters relating to and of interest to the traveling public" includes, but is not limited to, information about public places operated by Federal, State, or local governments, natural phenomena, historic sites, areas of natural scenic beauty or naturally suited for outdoor recreation and places for camping, lodging, eating, and vehicle service and repair.

**Approval Guidelines**  
**for**  
**Promotional Material Displays**  
**at**  
**Vermont Information Centers Division Sites**

**Parties seeking to display promotional materials at VICD sites must comply with the following requirements:**

- 1) All promotional material must be limited to matters relating to and of interest to the traveling public.<sup>1</sup>**

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<sup>1</sup> FHWA requires any federally funded information center or rest area to limit advertising to "matters relating to and of interest to the traveling public. (CFR Title 23, § 752.8)

- 2) **All promotional materials must be up-to-date with current information dealing with admission prices, dates and hours of operation.**
- 3) **Promotional materials relating to seasonal events or time-limited events must have an expiration date. By way of example, the Tunbridge World Fair runs for a limited time in the month of September and materials promoting the fair would need to indicate the dates of the fair.**
- 4) **Promotional materials must be professionally type set, error-free, and grammatically correct.**
- 5) **Promotional panels must conform to the display system currently available through the State of Vermont contract. (link “VICD Promotional Panel Size Requirements” section below)**
- 6) **All promotional panels must comply with VICD Display Panel sizing requirements. (link to Contract)**
- 7) **Promotional materials must not contain any prohibited material. (link to “Prohibited material” section below)**

#### **First-Come, First-Serve**

All promotional material will be accepted on a first-come, first-serve basis.

#### **VICD Promotional Panel Size Requirements**

- **Frame:** Advertisement size must conform to the display system currently available through the State of Vermont (SOV) contract and may have a vertical or horizontal format in order to attach to available display frames. For information, see VICD web site at [http://informationcenter.vermont.gov/business\\_marketing](http://informationcenter.vermont.gov/business_marketing)
- **Skin:** Promotional panel advertisement must conform in both size and substance to the display system currently available through the State of Vermont contract and may have a vertical or horizontal format. After VICD approval of content, panels must be created in coordination with the current SOV contract.
- The Director of VICD may permit the display of Promotional materials that do not follow the prescribed format, if the Director, in his or her sole discretion, determines that the display is consistent with these guidelines and that the proposed display will physically fit in the available space.

## **Prohibited Material**

**Certain promotional materials are ineligible for display in VICD sites. Ineligible promotional materials are those materials that contain:**

- Political or religious publications or materials
- Advertisements selling alcohol beverages, except ads for wineries or breweries which are places of interest to the traveling public and ads/brochures from the Vermont Department of Liquor Control
- Out-of-date promotional material (i.e., properties that have changed names, locations, hours).
- Any material that promotes illegal activities, vulgarity, obscenity, or any material that contains nudity.
- Catalogs or order blanks for merchandise or items for sale, entry forms, registration or membership forms, etc.
- Ads for firearms, tobacco, personal ads, or sex-related products or services.
- Ads for casinos or lotteries, except State-run lotteries or one-time fund-raising events.
- Petitions from organizations or individuals.
- Attacks against individuals or specific groups or organizations.
- Headlines, text, or graphics that are designed to frighten, intimidate, or harass.

Note: Any promotional material regarding Cannabidiol (CBD) or Cannabis requires the approval of the Cannabis Control Board. Link to the Cannabis Control Board website: <https://ccb.vermont.gov/>

## **Display Cases**

- All the display case space is free to craftsmen, artisans, and Vermont manufactures who want to display their product on a rotational and first-come, first-serve basis.

## **Special Event Posters**

- Promotional materials regarding a specific event will be allowed at the Information Centers for two weeks prior to the event. If space permits, VICD may approve special event posters for more than two weeks.

## **Free Space**

Forty (40) percent of all advertising space in any visitor center will be designated as free promotional space. This space will be made available on a rotational basis for the following entities.

- Municipalities
- State government agencies/departments (panels only; not brochures)
- Non-profit Organizations
  - Require Proof – Federal ID Number
- Public Service Announcements
- Chambers of Commerce -- state, regional, or local chambers

VICD will market the free space available at VICD sites through newsletter, outreach campaigns, presentations, and BGS' website.

The location of free promotional space will be designated by VICD staff.

Free promotional space is reserved on a rotational basis; a scheduling list is maintained for each visitor center location. The free promotional space is available for one-month intervals. Each month the spaces will become available to the next eligible entity on the list whose advertisement conforms to these guidelines.

The assignment of free space will only be renewed/extended if no other organization has expressed an interest in that space.

The cost of production of all promotional material will be born by the advertiser.

The following class of organizations will be given priority placement for free space promotional materials:

1. Official state and federal publications, which promote Vermont and vehicle safety (i.e., Vermont map, highway safety brochures, etc.)
2. State of Vermont promotional material from other departments
3. In-state, regional, organizational and historical association promotional materials, e.g., historical society,
4. Municipality and Chambers of Commerce publications/materials.
5. If space is available, trade organizations or affinity organizations (like VAST and VOGA),

### **Paid Advertising Space**

Up to Sixty (60) percent of all advertising space in any visitor center will be designated as paid promotional space. Paid promotional space will be reserved for the following entities:

- Any for-profit business that meets all guideline criteria

While the paid promotional space can be reserved for shorter periods of time, the agreement relative to any reserved paid space must be renewed at least annually.

This paid space will be reserved on a first-come, first-serve basis.

### **Cost**

Cost of production will be borne by the advertiser and is not included in the advertising rate structure.

Current advertising rates and locations can be found on the VICD website (see VICD Rate Card) at [http://informationcenter.vermont.gov/business\\_marketing](http://informationcenter.vermont.gov/business_marketing)