

WELCOME CENTER COLLATERAL DISPLAY STANDARDS



Each year, more than 100,000 guests visit our Welcome Centers seeking lodging options, activities, attractions, restaurants and events to enjoy while vacationing in our destination. Our Industry Partners may display collateral material free of charge in our centers. Here's how to make the most of this valuable marketing opportunity.

ELIGIBILITY FOR DISPLAY

Display space is available to any licensed business in our district (Gulf Shores, Orange Beach, unincorporated areas of Fort Morgan) who offers products or services of interest to area visitors. Collateral that markets lodging units outside of our identified tax districts, even if in conjunction with lodging inside our area, are prohibited.

Lodging partners must be registered with the State of Alabama as a lodging tax collector and should be in good standing as such. Lodging collateral materials may market only short-term lodging and rentals that are subject to lodging tax.

Brochures for regional tourist attractions located outside our stated tax districts, and within 50 miles of our Welcome Centers, may be accommodated if space is available.

Only collateral that adheres to our display standards will be approved for display. Any miscellaneous collateral will be approved at our discretion and is subject to these standards. Please email a proof for approval to KChapman@GulfShores.com, or take a copy to either Gulf Shores or Orange Beach Welcome Center.

COLLATERAL DESIGN STANDARDS

- Brochure paper weight should be a minimum of 80 lb. text
Rack card paper weight should be a minimum of 100 lb. cover
- Brochure and rack card **width** should be no smaller than 3.5", and no more than 4"
Brochure and rack card **height** should be no smaller than 8.5", and no more than 9"
- Magazine-sized vacation rental guides or tourism guides are accepted if space is available
Guides should be no smaller than 5.5"x8.5", and no larger than 9"x12"
- Please note that material in bad taste is prohibited

DESIGN RECOMMENDATIONS

- A vertical layout will display well in our brochure racks
- Clear and distinct type fonts are best
- Use of full color photography adds visual appeal



COLLATERAL PACKING AND DELIVERY INSTRUCTIONS

Please provide a quantity of 600 of your collateral items two to three days before your desired display date. Event related collateral should be available two to three months prior to the event for the greatest exposure.

Deliver collateral materials to one or both of our Welcome Centers listed below. Boxes should not exceed thirty (30) pounds each and should be labeled with contents and quantity. All items delivered should be display ready.

Display space is limited and will be filled on a first-come, first-served basis.

EVENT FLYERS & POSTERS

A limited amount of bulletin board display space is available for short-term display of Industry Partner and community event flyers and posters. Materials should be of interest to area visitors and should promote seasonal events. The design must be tasteful and family-friendly. No more than one poster or flyer is allowed per Industry Partner or event, and space is filled on a first-come, first-served basis. Materials will be discarded following the event date.

Non-Digital Bulletin Board Specs (Orange Beach Welcome Center)

Flyers should be no larger than 8.5"x11" and no smaller than 4"x6". Please limit the poster to letter size (8.5"x11"), legal size (8.5"x14"), or ledger size (11"x17").

Digital Bulletin Board Specs (Gulf Shores Welcome Center)

To maximize the allotted display space, design a jpg, pct, bmp, tif, png, or gif image that is 1080px (width) by 1920 px (height), and email to KChapman@GulfShores.com for review, approval, and posting. PDFs are also acceptable. We will do our best to limit cropping of letter, legal, and ledger materials that are submitted in-person at either local welcome center; however, some minor alteration of the image may occur.

COUPONS

Coupon and coupon book display space is also available to our Industry Partners. Single coupons should be printed on card stock and should be no larger than 4" wide and 9" tall. Coupon books should be no larger than 8.5"x11". Expired coupons and coupon books will be recycled or destroyed.

MENUS

Restaurants may provide pre-folded menus for display, provided they adhere to brochure guidelines, including the minimum paper weight and size. Tri-fold brochure format is recommended for large menus. All should prominently display the restaurant name on the front.

WELCOME CENTER LOCATIONS

GULF SHORES

3459 Gulf Shores Pkwy.
Gulf Shores, AL 36542

ORANGE BEACH

23685 Perdido Beach Blvd.
Orange Beach, AL 36561



**GULF SHORES &
ORANGE BEACH
TOURISM**

Questions?

Contact Kim Chapman
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251-968-9319