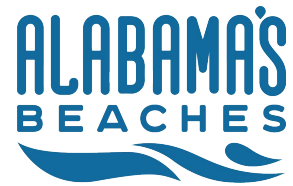


WELCOME CENTER COLLATERAL DISPLAY STANDARDS



Each year, guests visit our Welcome Center 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 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@AlabamasBeaches.com, or take a copy to our welcome center.

COLLATERAL DESIGN STANDARDS

- Recommended brochure paper weight should be a minimum of 80 lb. text.
- Rack card paper weight should be a minimum of 100 lb. cover.
- The collateral must be able to stand up without falling over.
- Recommended brochure and rack card width should adhere to standard sizing: 4"x 9".
- Magazine-sized vacation rental guides or tourism guides are accepted if space is available.

DESIGN RECOMMENDATIONS

- A vertical layout will display well in our brochure racks
- Clear and distinct type fonts are best
- Use of full color photography to add visual appeal
- Remember to clearly display your business name and your address and/or website.

COLLATERAL PACKING AND DELIVERY INSTRUCTIONS

Please provide a quantity of at least 200 of your collateral items two to three days before your desired display date.

Deliver collateral materials to our Welcome Center 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

Digital 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. Space is filled on a first-come, first-served basis. Materials will be discarded following the event date.

To maximize the allotted display space, provide a jpg, pct, bmp, tif, png, or gif image that is 1080px (width) by 1920 px (height). PDFs are also acceptable. Email to KChapman@AlabamasBeaches.com for review, approval, and posting. Should you choose to provide a printed piece, our staff will scan your art and create a digital file; however, some cropping may be necessary to fit the digital sign dimensions.

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 LOCATION

ORANGE BEACH
23685 Perdido Beach Blvd.
Orange Beach, AL 36561

Questions?

Contact Kim Chapman

KChapman@AlabamasBeaches.com

251-968-9319