



OREGON Welcome Center Brochure Program



2009 APPLICATION INSTRUCTIONS

This enclosed application is for display of brochures or magazines at one or more of the eight Oregon Welcome Centers on gateways into the state. Please review these guidelines before proceeding:

GUIDELINES

GENERAL

All organizations and businesses wishing to place their brochures in one or more of the eight Oregon Welcome Centers will be charged an annual fee based upon the number of locations selected and the “class of service”.

QUALIFICATION

The Oregon Travel Information Council will make the final decision on an applicant’s brochure eligibility to be accepted for distribution in the Welcome Centers. Brochures and oversized promotional material will be accepted dependent on space available in the selected Welcome Centers and on the following conditions:

- The product or service advertised must be of interest to and serve the needs of tourists.
- All advertising must be in good taste.
- Brochures advertising liquor, tobacco products, political, religious or other controversial data will not be accepted (brochures advertising tours of wineries and breweries are acceptable).

ANNUAL RATES:

Fees are based on the class of service and the number of locations chosen. All rates are per standard 4”x9” card or folded brochure placed in a display rack. Any oversized document such as a magazine, tabloid, or newspaper will be charged the listed oversize rate for the class of service involved.

INSTRUCTIONS

Step 1: Complete the top section of the Application Form

Please fill in your contact and brochure information on the top of the enclosed application form.

Step 2: Determine your Class of Service

Please read the following information and determine your class of service.

COMMERCIAL: All profit-oriented businesses and associations established to selectively serve specific types of business. Including all tax exempt (non-profit) organizations that charge a gate fee, or an admission fee, or who’s funding comes in part from a permanent staffed facility that sells goods to the public.

SMALL BUSINESS: Businesses or associations as above with 15 or fewer employees during your busy season; or your business must be operational for no more than 6 months during a calendar year.

SERVICE: All Chambers of Commerce and VCBs located in communities with a population exceeding 3000, and to all governmental service agencies other than Federal and State agencies as noted below. This classification also applies to other non-profit organizations that rely primarily on memberships and voluntary contributions for funding, and do not provide any commercial service to the public or selective service for specific types of business.

SC 3000: Chambers of Commerce and VCBs located in small communities with populations of less than 3000.

Reference: Chambers of Commerce located in small communities with populations of less than 3000, and only in those cases where a Chamber wants a Welcome Center to maintain a supply of their brochures “behind the counter” to be handed out upon request only.

NOTE: Federal and State government agency brochures that are informational only are EXEMPT (exception: Government agency brochures with commercial advertising qualify under the service classification.)

Step 3: Select Distribution Locations and Determine Your Rate:

- A. Review the enclosed map to find information about Welcome Center locations, hours of operation, and annual visitor counts.
- B. Using the grid on the application form, select the Welcome Center locations where you would like your literature displayed by marking in the columns of the Welcome Centers you want, and in the row that represents your Class of Service.

Step 4: Sign the application form and return to TIC with your payment:

A check for the full annual rate must accompany this application. If your application is denied for any reason, your check will be returned with an explanation. Upon acceptance of your application, you will be contacted by a representative from each Welcome Center you selected, and will be instructed in regards to the quantity of brochures to send to each location. When it is time to restock your brochure, a Welcome Center employee will contact you.

Please mail application and payment to: **Craig Tutor**
Travel Information Council
229 Madrona Ave. S.E.
Salem, Oregon 97302

OREGON Welcome Center Brochure Program 2009 APPLICATION FORM

Organization Name: _____ Contact Name: _____

Address: _____ E-mail: _____

City, State, ZIP: _____ Telephone: _____

Briefly describe the products or services provided to the traveling public by your organization:

Brochure Title: _____

My Brochure is: Standard size (up to 4" x 9") Larger than standard size/Oversize

Select the Welcome Center locations where you would like your literature displayed by marking in the columns of the locations you want, and in the row that represents your Class of Service:

Welcome Center Locations ▶ My Class of Service Is: ▼	Astoria	Brookings	Klamath	Lakeview	Ontario	Oregon City	Ashland	Umatilla	Choose any 2 locations	Choose any 4 locations	Choose any 8 locations
Commercial									\$300 standard \$450 oversize	\$400 standard \$600 oversize	\$485 standard \$725 oversize
Small Business									\$125 standard \$190 oversize	\$140 standard \$210 oversize	\$175 standard \$260 oversize
Service									\$125 standard \$190 oversize	\$125 standard \$190 oversize	\$125 standard \$190 oversize
SC 3000									\$60 Standard \$100 oversize	\$60 standard \$100 oversize	\$60 standard \$100 oversize
Reference									No Charge	No charge	No charge

A check payable to **Travel Information Council** is enclosed for \$ _____

Signature: _____ Date: _____

Please mail application and payment to: **Craig Tutor, Travel Information Council**
229 Madrona Ave. S.E. Salem, Oregon 97302

This section for internal use: Application Reviewed by: _____ Date: _____

Application Approved

Application Denied: Explanation: _____

Oregon Welcome Centers

Basic hours of operation: 8am-6pm M-S, except Sundays 9am-5pm In April & October: close at 5pm T-S, Closed Sundays and Mondays

PORTLAND INTERNATIONAL AIRPORT WELCOME CENTER
Coming Summer 2009

Contact Person: Caro Johnson
e-mail: cjohnson@lakecountychamber.org

ASTORIA WELCOME CENTER
at Astoria-Warrenton Chamber of Commerce
(Open all year)
111 West Marine Drive
P. O. Box 176
Astoria, OR 97103
Phone: 503-325-6311
Fax: 503-325-9767
Contact Persons: Barb Roberts
e-mail: oldoregon@charterinternet.com

ONTARIO WELCOME CENTER
(Open April - October)
1202 S I-84 North
Ontario, OR 97914
Phone/Fax: 541-889-8569
Contact Persons: Karen Cleaver
e-mail: ontcen@fmtc.com

BROOKINGS WELCOME CENTER
(Open all year)
14433 Highway 101
P. O. Box 6098
Brookings, OR 97415
Phone/Fax: 541-469-4117
Contact Person: Ann Spencer
e-mail: bkgscen@harborside.com

REGIONAL VISITOR INFORMATION CENTER AT OREGON CITY
(Open all year)
1726 Washington Street
Oregon City, OR 97045
Phone: 1-800-424-3002 or 503-657-9336 x114
Fax: 503-650-2505
Contact Persons: Kathi McMahon
e-mail: visitorservices@endoftheoregontrail.org

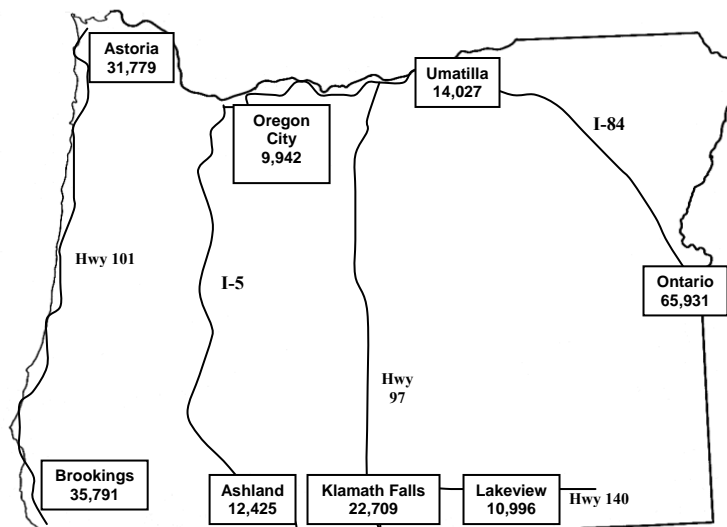
KLAMATH WELCOME CENTER
(Open April - October)
11001 Highway 97 South
Klamath Falls, OR 97603
Phone/Fax: 541-882-7330
Contact Person: Linda Taylor
e-mail: welcome@cvewireless.net

SOUTHERN OREGON STATE WELCOME CENTER
(Open all year)
60 Lowe Rd.
Ashland, OR 97520
Phone: 541-488-1805
Fax: 541-488-1323
Contact Person: Bonnie McCormick
e-mail: soswelcome@charterinternet.com

LAKEVIEW WELCOME CENTER
(Open all year)
at Lake County Chamber of Commerce
126 North E Street
Lakeview, OR 97630
Phone: 541-947-6040
Fax: 541-947-4892

UMATILLA WELCOME CENTER
(Open April - October)
100 Cline
P. O. Box 1560
Umatilla, OR 97882
Phone: 541-922-2599
Fax: 541.9229551
Contact Persons Helen Stanley
e-mail: umawc@dialogoregon.net

Oregon Welcome Center Locations and Visitor Counts



Map not drawn to scale ~ Locations indicated are approximate ~ Visitor counts are from 2007