

## **Salem Visitors Center Criteria**

The Official Salem Area Visitors Center is operated by the Salem Convention and Visitors Association. More than 30,000 visitors utilize the Visitors Center each year to discover what to see and do in Salem, Marion County, Polk County and Oregon. Information distributed through the Salem Area Visitors Center is available to all entities that meet the following criteria.

- The entity (e.g. business, organization, event) must be a base member of the Salem Convention and Visitors Association and have selected the Visitors Center marketing option.
- The promotional information must be of direct interest to visitors. (No political, religious, personal, propaganda or pornographic information is allowed.)
- The promotional information must include a physical address and a contact telephone number where visitors may obtain additional information about the business, event or organization.

Only official Oregon Convention and Visitors Bureaus/Associations and Oregon Chambers that display the Official Salem Area Visitors guide in their Visitors Centers will receive a reciprocal brochure placement in the Salem Area Visitors Center.

## **Visitor Center Brochure Criteria**

- Must be a basic member of SCVA.
- Promotional material must follow these standards
  - 9" x 4" brochure up to magazine size brochure.
  - Magazine size materials will be charged extra for using two 9"x4" spaces.
  - Materials must be of high quality and design.
  - One page flyers are not accepted unless designed as a tri-fold brochure.
  - Rack cards must be printed on card stock paper to avoid drooping in racks.
  - No political, religious or pornographic content (rated G)
- Members must call on a regular basis to ensure SCVA has a supply of brochures.
- One piece of promotional material per member. Special temporary event brochures will be allowed if space is available.