



## **BROCHURE DISTRIBUTION**

May 20, 2024

Dear Tourism Industry Member,

Henley Graphics is in its 34th year of providing tourism brochure distribution to Ashland, Knox, Richland, Wayne and Holmes counties. **With about 90 distribution sites** and great brochures in our racks that command attention, our brochure distribution service creates impact for the tourism industry. **Many people pick up brochures and learn about businesses they otherwise would not have.**

Whether your business is a local gift shop or a statewide attraction, you too can benefit from having your brochures stocked in many high traffic sites in our distribution territory that includes the Mansfield, Mt. Vernon, Mohican, Ashland, and Amish Country areas. Please see the attached sheet for our complete list of distribution sites.

To best serve our clients, our distribution territory is divided into three zones. For the best value of \$730/year we will distribute your brochure to all three zones, or if you prefer, we can target your brochure to the zone of your choice for just \$355/year. Two zones is \$570/year. 4"x9" Visitor Guides with 32 pages (panels) or more have a base price of \$950 for all three zones. Magazine size Visitor Guides are priced separately. Most of our distribution sites have our attractive wood stationary rack.

Enclosed is a list of 63 businesses that currently subscribe to our service. When all three zones are selected, we distribute anywhere from 4,000 to 15,000 brochures or visitor guides annually, depending on the draw of the business and the attractiveness of the brochure.

To sign up, just return the enclosed order form and deliver a supply of brochures to us. If you are within our five county service area, just call us to have us pick up your brochures. Distribution of your brochure will begin immediately and last through May 31, 2025. Send no money now. We will invoice you upon receipt of your brochures. Our subscription year runs from June 1 to May 31, so your first year subscription will be pro-rated for the months you join after June 1.

If you have any questions or concerns, please feel free to contact us. We look forward to being of service to you.

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Sincerely,

Larry Henley