

Cross Country Promotions
BROCHURE DISTRIBUTION SERVICE
Ohio's Wine Country
and YOUNGSTOWN & WARREN AREA


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YEAR 4

From Larry Henley (July 23, 2024):

Henley Graphics is excited in this being our 4th year of the Cross Country Promotions brochure distribution service. **The most exciting part is the addition of about a dozen brand new brochure racks as shown in the pictures on this page & the back.** These new racks have a number of deeper pockets (3 ½” rather than 1”) to allow more magazines per slot than the past. This is important for the faster moving locations.

We also are in the process of refurbishing our old brochure racks. We are adding a bottom shelf which again will allow for more magazines to be placed in the rack. We're also touching up these brochure racks.

So last year we added a lot of brochure rack locations. If you would like to have a brochure rack at your location, please let us know. We service the brochure racks in a timely and presentable fashion. Donnie Winchell (previous owner & see below) and Stephanie Siegel of Ashtabula County CVB will testify to this.

The main purpose of this letter is to invite you to consider having Henley Graphics distribute your brochure, visitor guide or magazine to Ohio's Wine Country and the Youngstown & Warren area. Please see the attached sheet that shows the many rack locations in these two areas.

Many people run into these brochure racks and pick up information that they would not have otherwise done. In other words, people find your brochure/visitor guide even though they didn't seek it out. Each time a person sees your guide, it makes an impression whether they pick it up or not. It acts as a mini billboard! All this makes impact for the tourism industry.

Whether you are a local business or a statewide attraction, you too can benefit from having your brochures/visitor guides stocked up to about 100 locations in the Cross Country route. **We invite you to have us distribute your literature.**

Please see our Brochure Distribution Agreement form that gives the rates. Our annual subscription year begins June 1 and businesses may join after that at a pro-rated rate. **Please call Larry Henley on arrangements to get your literature to us.**

From Donnie Winchell (May 1, 2021):

Cross Country Promotions is pleased to announce that Larry Henley of Henley Graphics has taken over our brochure distribution service and will be growing a sorely needed service in the Lake/Ashtabula Counties and Youngstown area.

The area is booming. Each weekend from March through the end of the year, 15,000 or more visitors flock to our wineries and our other attractions. Statistics show strong visitation from Cleveland, Columbus, Akron-Canton, Youngstown-Warren, West Virginia, Pittsburgh, Meadville, and Erie. Average household income of the travelers to this region exceeds \$50,000 annually. This area attracts a very desirable demographic mix.

Please consider looking at this area again as a place to share the stories of your business via brochures in the system being expanded by Larry and his team.



Marianne's Chocolates - Ashtabula

All Photos Taken May 2023



Cask 307 - Madison



Pasta Oven - Rock Creed



Hampton Inn - Austinburg



Arrival of New Racks at the Warehouse



Giant Eagle - Geneva



GOTL Visitor Center