Cross Country Promotions

BROCHURE DISTRIBUTION SERVICE

Ohio's Wine Country

and YOUNGSTOWN & WARREN AREA

print | web
henley
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YEAR 5

From Larry Henley (August 29, 2025):

Henley Graphics is more than excited about our 5th year of servicing now about 100 brochure racks in a four-county area! In the last eight months we have added the following new brochure rack locations:

Zone 1 – Ohio's Wine Country
(Ashtabula & Lake Counties)
Ferrante Winery & Ristorante
Hampton Inn & Suites (Mentor)
Riverbend Hotel & Suites (Ashtabula)

Zone 2 – Youngstown & Warren Area
Comfort Suites Youngstown North
Fowler General Store (Cortland)
High Octane Coffee (Austintown)
Medici Museum of Art (Warren)
Sleep Inn Austintown
Sweet Memories Vintage Tees & Candy (Girard)

We purchased about eight more new racks that have 3½" deep pockets that benefit thick and popular Visitor Guides to keep stocked!

Marianne's Chocolates - Ashtabula

We also have been on a refurbishing program for about a year now that takes our old Cross Country racks and we add all new wood on the bottom including a bottom magazine shelf. The bottom shelf allows us to place 3 thick and popular local visitor guides in large stacks. Refurbishing our old racks just cleans up the presentation as well.

In October, Alison Amsdell from Ashtabula, joined our team to service all our Cross Country racks. Alison actually started working for us in June, 2024 servicing the State's Tourist Information Center in Conneaut. When our Loudonville driver had heart surgery in October, Alison stepped in. It is best for all parties for Alison to continue the great job that she is doing.

If fact, Alison is responsible for getting 90% of the rack locations above. And she has provided people interested in distribution with our brochure distribution information.

By going from 75 rack locations to 100 rack locations in four years along with placing many new racks and refurbished racks, our infrastructure is fully in place. Year five is the year for us to fill up the available brochure slots to interested tourism businesses that would like us to distribute their tourism literature.

So with the above introduction, we 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.

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.

Photos Taken from May 2023–July 2025

The Lodge at Geneva-on-the-Lake

Holiday Inn & Suites – Madison

Hampton Inn – Mentor

Holiday Inn Express – Newton Falls

NEW LOCATION!
Ferrante Winery & Ristorante – Geneva

Refurbished Rack at High Octane Coffee – Austintown