

## eMarketing - 2008

### Brochure PDF Program

novascotia.com, the official tourism website of the Province of Nova Scotia, is offering operators the opportunity to add a PDF brochure to each of their Accommodation, Attraction, Tour Operator, Festival & Event, and Outdoor Operator listings on the novascotia.com website.

Each PDF brochure may be updated once during the 1-year term. The Brochure PDF program begins January 1, 2008 and ends December 31, 2008.

Potential travelers download over 600,000 pieces of promotional literature each year from novascotia.com. Adding a brochure to your listing is an easy way to provide potential visitors an opportunity to find out more about your tourism experience. At the end of the calendar year, we'll send you a report of your brochure download statistics.

If you are interested in participating in the Brochure PDF program, please email or mail a PDF of your brochure, company name, phone number, and contact name to:

Contact: Laura Patrick, Department of Tourism, Culture & Heritage  
1800 Argyle Street, Suite 603, Halifax, NS, B3J2R5  
Phone: (902) 424-0939  
Email: [novascotia.com@gmail.com](mailto:novascotia.com@gmail.com)

Cost: \$50/per calendar year for each listing

#### NOTE:

Please note that we can only accept PDF brochures by email or on CD. The Department has the right to refuse to post any PDF brochure which is deemed inappropriate. All PDF brochures must adhere to the "Guidelines for Literature Distribution" set out by the Department of Tourism, Culture and Heritage and used to regulate brochures, which are distributed in the Visitor Information Centers.

#### Guidelines for Literature Distribution key requirements overview:

- Brochures with hand drawn locator maps will not be accepted.
- All fixed roof accommodations and campgrounds must be rated by a nationally or internationally recognized quality program (Canada Select, CAA, etc.) or meet the new quality standards established by TIANS.
- Brochures will be reviewed by Tourism, Culture and Heritage. They must give a clear and accurate representation of the facility. They must meet the requirements of the Human Rights Act.
- Only tourist-orientated brochures will be posted.