



**NEW HAMPSHIRE BUREAU OF VISITOR SERVICES  
WELCOME AND INFORMATION CENTER  
BROCHURE PROGRAM APPLICATION**

Please complete this application and return to the NH Bureau of Visitor Services (BVS), with a copy of the brochure. An application is required for each brochure. Please note that until an approval letter is received, whether new or renewal, distribution of the brochure is not to commence. Please allow for a 30 day window of review and notification of approval/denial.

Please select an option:

- NEW PUBLICATION**
- SHORT TERM EVENTS PUBLICATION (see specific criteria in program guidelines)**
- RENEWAL\***

**\*We value your participation in the New Hampshire Brochure Program, and we recognize you rely on us to ensure your uninterrupted presence in our Centers. Therefore, we will automatically renew active participants under the same selections and forward an invoice at the end of their approval year. Automatic renewals allows for a continued presence in our Centers as each registration year transitions to the next. Participants can make selection changes at time of renewal by completing an application and mailing it in.**

<b>Name of Brochure:</b>	
<b>Contact Person:</b>	
<b>Submitting Organization:</b>	
<b>Type of Organization:</b>	
<b>Tourism Region:</b>	
<b>Mailing Address:</b>	
<b>City/State/Zip Code:</b>	
<b>Phone #</b>	
<b>Email:</b>	
<b>Website:</b>	

**Distribution Vendor:**

- Smiley Publishing (dba Best Read Guide)       White Mountains Attractions Association

**Will this brochure have a separate summer or winter version?**

- Yes**       **No**

If yes, what is the name of the brochure?

What are the months that each brochure will be displayed?

**SAFETY REST AREA/WELCOME AND INFORMATION CENTER SELECTION**

Please mark the Safety Rest Area you would like your brochure to be displayed in.

Welcome and Information Centers (WIC)					
Canterbury		Intervale**		Sanbornton	
Colebrook		Lebanon		Seabrook	
Hooksett North*		Littleton		Springfield	
Hooksett South*		Salem		Sutton-Temp. Closed	

\*Premium pricing on these centers. \*\*Formerly North Conway

No cost for Sutton Center - do not calculate in fee grid below.

**New Applicants - Please Note:** If publication is not currently approved to be in Hooksett, please contact BVS for availability before sending rack fee payment in.

If space is not available in Hooksett, would you like to be put on the waiting list and be notified when available.

YES

NO

**Publication Size:**

SINGLE (max of 4"x9")

DOUBLE (4"x9" - 8"x11")

**Business Type:**

For Profit

501(c)6 Business Organization/NH Non-Profit

State Agency (no rack fee)

(c)3 Non-Profit

**BVS BROCHURE PROGRAM RACK FEES**

Prices listed below reflect the fee per center for one year. Please note: The Hooksett centers have separate pricing and do not vary by business type.

For example: A For-Profit with a single-size brochure seeking distribution in 5 WIC's excluding Hooksett (5 centers x \$20.00) totals \$100.00 in annual rack fees.

Rack Fee Calculation								
Business Type	SINGLE SIZE Brochures				DOUBLE Size Brochures			
	# of Centers		Cost	TOTAL	# of Centers		Cost	TOTAL
<b>For Profit</b>								
# of WICs (Excluding Hooksett)		x	\$20.00			x	\$40.00	
Hooksett North		x	\$30.00			x	\$60.00	
Hooksett South		x	\$30.00			x	\$60.00	
<b>Business Org &amp; 501(C)6</b>								
# of WICs (Excluding Hooksett)		x	\$10.00			x	\$20.00	
Hooksett North		x	\$30.00			x	\$60.00	
Hooksett South		x	\$30.00			x	\$60.00	
<b>Non-Profit 501(C)3</b>								
# of WICs (Excluding Hooksett)		x	\$5.00			x	\$10.00	
Hooksett North		x	\$30.00			x	\$60.00	
Hooksett South		x	\$30.00			x	\$60.00	
	<b>GRAND TOTAL</b>				<b>GRAND TOTAL</b>			

**\*\*Multiply the # of centers by cost (reflect in total); calculate the total for all centers in Grand Total box.**

**\*\*\*No Cost to State Agencies.**

MAILING CHECK LIST:

1. Complete application (including signatures)
2. Enclose **one copy of the publication** (if seasonal, please provide each brochure when available)
3. **Provide Non-Profit Status Documentation (if applicable)**
4. Include a check for **Rack Fee Payment, payable to: Treasurer - State of NH** (renewals only)
5. Mail all items to:  
BEA- Bureau of Visitor Services  
Attn: SRA/WIC Brochure Program Administrator  
100 North Main Street, Suite 100  
Concord, NH 03301

*I have read and understand the policies written above and agree to abide by the requirements of the program.*

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

Should you have any questions, please contact us  
at [brochures@livefree.nh.gov](mailto:brochures@livefree.nh.gov)

**\*\*\*The Sutton Welcome Center is currently closed due to staffing shortages. The Center can be selected for brochures but should not be included in rack fee calculations above. When Sutton reopens, brochures will be displayed at no cost until next renewal is due.\*\*\***

<b>**OFFICIAL USE ONLY**</b>				<b>Rev 1.2023</b>	
Date of Approval:		Amount Paid:		Fee Invoiced:	
Approved by:		Check #:		Approval Exp:	