

Lexington

Buena Vista & Rockbridge County

Policy for Rack Cards/Brochure at Visitor Centers

The Rockbridge Area Tourism office is happy to assist area industry partners by displaying rack cards in the Lexington/Buena Vista/Natural Bridge State Park visitor centers.

RACK CARDS/BROCHURES REQUIREMENTS

1. **Size:** 4”x 9” (required size for folded brochures)
2. **Paper:** Card stock or heavier paper so that they will not droop in the racks. We cannot accept brochures printed on lighter weight paper. When fliers and brochures flop over in the racks, they do not advertise your business to the best advantage and makes our visitor centers look unprofessional.
3. **Design:** Name must be readily visible. Address and telephone number must also appear on the brochure.
4. **Type of Business:** Only those brochures containing information on attractions, events, dining, lodging, and shopping will be displayed at the Visitor Centers.
5. **Quantity:** 200 minimum (500 – 1,000 preferred).
6. **Restocking:** Tourism will notify business when inventory is low and it is the responsibility of the business to deliver materials to the Lexington Visitor Center.
7. **Reciprocal Display of Materials:** As a professional courtesy, the tourism office requests that businesses who display their rack cards/brochures in our visitor centers reciprocate and display the Lexington, Buena Vista and Rockbridge County Visitor Guide and if suitable, other visitor resources, at their place of business. Tourism will provide an appropriately sized display stand to keep the area tidy and organized.
8. **Business License:** For Tourism to promote a hospitality business, a current business license is required. Please email a copy to Patty Williams, marketing@lexingtonvirginia.com.

Our brochure requirements reflect those of the Virginia Tourism Corporation.

If you have any questions, please contact:
Patty Williams, Director of Marketing
marketing@lexingtonvirginia.com