

2026-27 Official Florida Welcome Center Brochure Rack Space Program Guidelines



Literature will not be displayed in any Official Florida Welcome Center until it has been reviewed & approved by a VISIT FLORIDA administrative staff member.

Please keep in mind – you are responsible for shipping brochures direct to the Welcome Centers.

Questions?

Contact VISIT FLORIDA at (850) 488-5607 or welcomecenter@VISITFLORIDA.org.

VISIT FLORIDA® and the Official Florida Welcome Centers are pleased to offer several advertising opportunities in which companies can market their organizations directly to the 2.7 million tourists visiting the Welcome Centers each year.

The Brochure Rack Space provides tourism industry members the opportunity to display their organization's materials, providing visitors with an increased awareness of the many things to do and see in Florida, and helping them extend their stay and visit additional Florida destinations.

As a VISIT FLORIDA Partner, you receive an automatic free brochure space at each of the highway Welcome Centers. Also, VISIT FLORIDA Partners have the right to use the VISIT FLORIDA Partner registered logo and mark on printed or electronic media that promotes tourism to Florida, subject to limitations. (Please download the VISIT FLORIDA Partner logo from the visitflorida.org website.)

Non-Partners are not be allowed to display brochures with the Florida Welcome Centers. If your company would like information on or become a VISIT FLORIDA Partner, please contact us at Partner@VISITFLORIDA.org.

TO PARTICIPATE IN THE OFFICIAL FLORIDA WELCOME CENTER BROCHURE PROGRAM

- Please contact VISIT FLORIDA at (850) 488-5607 or welcomecenter@VISITFLORIDA.org.
- Please review the attached Official Florida Welcome Center Brochure Rack Space Program Guidelines
- All brochures must be approved by Visitor Services staff before they can be displayed. Blue line or draft copy approval is a great way to be sure your brochure meets all requirements before it is printed. A digital copy of the literature you wish to display should be sent to welcomecenter@VISITFLORIDA.org for approval.
- After receiving creative approval, information on how to ship your brochures and suggested quantities will be provided. You may then ship your brochures directly to the centers.

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VISIT FLORIDA, on behalf of the Florida Commission on Tourism, operates the Official Florida Welcome Centers and provides opportunities for tourism-related businesses to advertise by placing materials for display and distribution in the Centers.

Commission policy limits what information may legally be displayed or distributed in Welcome Centers. This policy is detailed below, indicating what materials may be placed and what procedures must be followed.

GENERAL BROCHURE RACK SPACE PROGRAM GUIDELINES

- Seasonal/Event Enrollments - Brochures will be displayed on a continuous basis. For additional information regarding special or seasonal events where continuous display is not desired, please contact VISIT FLORIDA at (850) 488-5607 or welcomecenter@VISITFLORIDA.org.
- Brochure rack spaces are available in 4" x 9" or 8 ½" x 11" sizes at each of the four highway Welcome Centers.
- All brochures displayed in the Welcome Centers must comply with the 2026-27 Official Florida Welcome Center Brochure Rack Space Program Guidelines.
- Literature will not be displayed in any Official Florida Welcome Center until it has been reviewed & approved by VISIT FLORIDA administrative staff.
- Brochure content is the sole responsibility of the participating business.
- Content violations found after a brochure has been approved by VISIT FLORIDA administrative staff are still subject to the 2026-27 Official Florida Welcome Center Brochure Rack Space Program Guidelines.
 - This includes both approved printed brochures and approved blue-line drafts.
 - The business contact will be notified of violations and instructed on how to update the brochure so that it fits within the Welcome Center policies and guidelines.
 - The cost for correcting the content violations will be paid by the participating business.
 - Revised brochures – free of all violations - must be corrected and shipped to the Welcome Centers by a deadline set by VISIT FLORIDA.
 - All remaining quantities of the original brochure will be discarded on the deadline date at the discretion of the Welcome Center Managers.
- All printed materials must help promote Florida tourism and furnish pertinent information about destinations, attractions, activities, events, or points of interest to the general public.
- Each property may display one type of brochure with one coupon attached. No envelopes or packages are permitted.
- The Welcome Center staff is responsible for putting the brochures in the racks, maintaining an inventory count, and sending out re-supply notices.

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LIMITATIONS ON BROCHURES

- All brochures must promote Florida tourism and provide information about destinations, attractions, activities, and events which admit the general public. All brochures must clearly pertain to the above tourism related items.
- No more than 5% of any publication may inform or advertise non-Florida items.
- All brochures must be family oriented.
- Brochures may not advertise the sale of land or homes, real estate or time shares, manufactured housing or membership in recreation areas. Information promoting relocation or retirement is prohibited. Content containing information targeting residents, living and working in the area or business development is prohibited.
- Editorial content (written or visual) in Florida Destination Marketing Organization or Chamber of Commerce visitor guides that positions the positive community attributes of the destination that may ultimately attract future residents and/or businesses would be acceptable content. Limited to no more than 2 pages.

COUPONS

- Coupons with an expiration date may be included in publications and must be honored as printed.
- Brochures containing coupons which have expired or are not honored will be removed from display.

DISPOSAL OF OUTDATED OR INAPPROPRIATE BROCHURES

- Any brochure which violates these above policies will be removed from display by the Welcome Center staff.
- If the provider of the brochures does not arrange for the removal from the Welcome Center within 10 working days of being notified, Welcome Center staff will dispose of the materials as they deem fit.

APPEARANCE

- Visitor Services will advise applicants concerning the most effective format and the appropriate sizes for brochures.
- The minimum weight of the paper must be 80lb. text for single panel brochures. Any brochure which detracts from the overall appearance of the Welcome Center will be removed from display.
- Photocopies will not be accepted. For this reason, it is suggested that applicants confer with Visitor Services Administrative Staff before producing material to ensure program compliance.
- No envelopes or packages are permitted.

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BROCHURE REVISIONS:

- Brochure Revisions - any change in content is categorized as “revised” by VISIT FLORIDA & must be submitted, reviewed & approved by the Visitor Services staff prior to being displayed in the Official Florida Welcome Centers. (Ex. advertisement changes, calendar changes, event changes, contact changes etc.)
- All revised brochures must adhere to the Official Florida Welcome Center Brochure Rack Space Program Guidelines.
- Revised brochures that violate the Official Florida Welcome Center Brochure Rack Space Program Guidelines will be denied.
- Please review the attached Official Florida Welcome Center Brochure Rack Space Program Guidelines and submit a blue line, draft, hard or pdf copy of your brochure to welcomecenter@VISITFLORIDA.org or the mailing address found in the following pages.

BROCHURE RE-SUBMISSIONS:

- Brochure Re-submission – any brochure previously denied due to one or more violation/s of the Official Florida Welcome Center Brochure Rack Space Program Guidelines. These brochures must be resubmitted, reviewed & approved by the Visitor Services staff prior to being displayed in the Official Florida Welcome Centers.
- All Brochure Re-submissions must adhere to the Official Florida Welcome Center Brochure Rack Space Program Guidelines.
- Brochure Re-submissions that violate the Official Florida Welcome Center Brochure Rack Space Program Guidelines will be denied.
- Please review the attached Official Florida Welcome Center Brochure Rack Space Program Guidelines and submit a blue line, draft, hard or pdf copy of your brochure to welcomecenter@VISITFLORIDA.org or the mailing address found below.

Questions?

Please contact VISIT FLORIDA at (850) 488-5607 or welcomecenter@VISITFLORIDA.org.

VISIT FLORIDA

101 North Monroe Street, Suite 900

Tallahassee, Florida, 32301