



# FSTP Brochure & Warehouse Guidelines

Thank you for choosing *Florida Suncoast Tourism Promotions (FSTP)* to meet your distribution needs. Warehousing your printed materials is FREE when using FSTP as your distributor. In order to facilitate safety in the handling of your brochures in our warehouse as well as to promote accuracy in inventory taking and distribution reporting, we ask that you conform to our following standards and requirements when supplying the brochures to us for distribution:

- All brochures MUST BE BOXED IN CARDBOARD BOXES not to exceed a Box Weight: Max 65 lbs. NO SHRINK WRAPPED BUNDLES (this will save you money too). Paper or rubber banded OK, but not required (cardboard dividers will suffice). Warehousing your printed materials is FREE!
- Box Dimensions: Max dimensions: Length - 18"; Height - 12"; Width - 12"
- Freight on Pallet: Max height not to exceed 46"
- NO Plastic or damaged pallets
- All freight must be on pallets for quantity over 20 cases. \*Shipper/driver will be responsible to off-load on pallet. (All freight FOB Seminole, FL 33777 - FOR INSIDE DELIVERY)
- We reserve the right to refuse any Damaged/Open freight

**NEW Warehouse Delivery Hours** - Monday-Thursday 9AM - 2 PM (except 11:30-1 by appointment only as we may be closed for lunch). PLEASE BE SURE THESE ARE INCLUDED ON ALL BILLS OF LADING IF USING A CARRIER, UPS OR FED EX.

No deliveries on Friday (except by appointment). Regular stocking of locations occurs Monday-Friday. We are closed the following holidays: Good Friday, Memorial Day, July 4th, Labor Day, Thanksgiving & following Friday, Christmas, & New Years Day)

## SHIP BROCHURES TO:

Florida Suncoast Tourism Promotions  
10750 75th Street  
Seminole, FL 33777

If your brochure will also (or is just) for the **AAA ROUTE**, an additional three boxes need to be shipped to:

Florida Suncoast Tourism  
C/O CTM  
3924 N. 29th Ave.  
Hollywood, FL 33020

Serving Florida Tourism since 1985!



**FSTP** requests your printed materials arrive no later than 10 working days prior to the start of your contract. This ensures materials are ready for distribution at the start of our agreement.

**FSTP** recommends the top 2.5 inches of any printed material include important offers and show the general idea of your business. This will provide a greater opportunity for visitors to learn about your business. Finished trim size of a rackcard should be 4" x 9". If providing a rack card please print on a minimum of 100# gloss text cut long grain, a 2 panel brochure min 100# gloss text, and a three panel brochure 80# gloss text. We are happy to provide design assistance and recommendations. **IMPORTANT:** Whenever changing content in your brochure PLEASE make a subtle change on top 2.5 inches if you have not made a complete front cover revision so that we are better able to handle rotation or replacement in the field.

**FSTP** printing partners offer competitive rates for rack cards and multi-panel brochures. Contact us for a FREE quote!

**FSTP's** professional and uniformed service representatives ensure each location receives the attention it deserves. Many locations require multiple visits each week!

**FSTP** will provide warehouse inventory per your request.

**FloridaTourism.com** connects visitors to your company through web and mobile platforms. Learn how updating your business profile with quality photos, events, offers, video and unique content can drive more visitors to your door.

