Brochure Approval Guidelines and Procedures

1) Must be related to the travel industry in Alabama only. Must be open to the general public. International directories will not be accepted. Two national hotel/motel directories are accepted per Welcome Center (maintained under the counter, for reference only - not for distribution to the public).

2) Must not be commercial sales real estate, timeshare and/or membership-only or land developments. Only rental properties in travel-related areas handled by real estate agencies, etc. are acceptable.

3) Brochures containing advertising will be accepted only when all advertising is directly related to the promotion of tourism in Alabama.

4) All brochures and/or rack cards - i.e., hotels, motels, campgrounds, bed and breakfasts, restaurants, attractions and events with quoted rates, dollars off, percentage off, and/or free coupons - must have expiration date printed on them. Open-ended rates, i.e., "$29.95 and up," are accepted only with an expiration date.

5) All brochures should contain proper English usage, and be concise and to-the-point with a good selling message. Brochures must have complete address and telephone number. It is strongly recommended that any important selling message that draws attention to the brochure be printed on the upper half of the front of the brochure, as this will ensure easy visibility when displayed in brochure racks.

6) Brochures must fit easily into display rack. Standard rack size is 4" x 9". To prevent brochures from curling over in racks, it is recommended that brochures be printed on 110 lb. stock paper. Due to limited space at the Welcome Centers, if a brochure does not meet the standard rack size, it may not be immediately visible or it may not be possible to display it to the public.

7) Brochures must be received for approval at least 30 days prior to distribution. Special events brochures must be received for approval at least three months in advance.

8) For approval consideration for Welcome Center distribution, a copy of the brochure should be mailed to: Ardmore Welcome Center, Attn: Trisa Collier, P.O. Box 372, Elkmont, AL 35620, (334) 313-1184 or emailed to trisa.collier@tourism.alabama.gov.

9) Matching Grants brochures are pre-approved through the director's office. For Matching Grants guidelines and application forms, click here.

10) An initial shipment of 2,000 brochures (after approval) is required to establish distribution to the Welcome Centers. For inventory purposes, all brochures are required to be shipped directly to the main office: Alabama Tourism Department, Attn: Mattie Pierce, 401 Adams Ave., Ste 126, Montgomery, AL 36104, (334) 242-4644 or mattie.pierce@tourism.alabama.gov. Brochures will be distributed after the inventory process is completed. During the busy travel season the eight Welcome Centers may quickly deplete the initial supply of 2,000 brochures. A postcard will be sent to the brochure's contact person when it is time to replenish ATD's supply of the brochure.

11) All brochures must be approved for Welcome Center distribution prior to consideration for Rest Area distribution. Information and instructions for Rest Area distribution is available through ATD or the Alabama Department of Transportation.
201 Alabama Welcome Center Staff Updates

Ardmore Welcome Center
Limestone County I-65 S. of TN Line
P. O. Box 372
Elkmont, AL 35620
(256) 423-3891
Email: Ardmore.center@tourism.alabama.gov
   Jessica Jackson, Manager
   Sherry Griffith
   Ashley Harris
   Bernice Hopson
   David Stanford

UPS Address:
18771 Interstate 65
Elkmont, AL 35620

Baldwin Welcome Center
Baldwin County I-10 W. of FL Line
P. O. Box 407
Loxley, AL 36551
334-328-5849 (cell no landline)
Email: Baldwin.center@tourism.alabama.gov
   Ursel Forbes, Manager
   Paul Shestak
   Barbara Trevathan
   Pat Yemm
   Shalynthia Gulley

UPS Address:
1 I-10 Welcome Center
Seminole, AL 36574

Cleburne Welcome Center
Cleburne County I-20 W. of GA Line
P. O. Box 85
Heflin, AL 36264
(256) 748-4303 fax
Email: Cleburne.center@tourism.alabama.gov
   Kathy Freeman, Manager
   Aundria Sanders
   Tabetha Akins
   Lora Walker
   Courtney Nelson

UPS Address:
213155 Interstate 20 Ste. A
Heflin, AL 36264

DeKalb Welcome Center

UPS Address:
DeKalb County I-59 S. of GA Line  
P. O. Box 152  
Valley Head, AL  35989  
(334)549-5496 (cell phone-no landline)  
Email: Dekalb.center@tourism.alabama.gov  
**Sosthenes Sealy, Team Leader**  
Rex Blevins  
Cathy Cureton  
Kelli Dawson  
Heather Tuxbury

**Grand Bay Welcome Center**  
Mobile County I-10 E. of MS Line  
P.O. Drawer 626  
Grand Bay, AL  36541  
(251) 865-4741  
Email: Grandbay.center@tourism.alabama.gov  
**Connie Pearce, Manager**  
Becky Clark  
Minnie Spicer  
Emily White  
Anne Hayden  
Connie Douglas  
Sandra Presley

**Houston Welcome Center**  
Houston County U.S. 231 N. of FL Line  
15121 S. U.S. Hwy. 231  
Slocomb, AL  36375  
(334) 677-5042  
Email: Houston.center@tourism.alabama.gov  
**Deborah Tillis, Manager**  
Emily Fails  
Ann Tiller  
Travis McArdle  
Tiffney Cole

**Lanett Welcome Center**
Chambers County I-85 W. of GA Line
P.O. Box 234
Valley, AL 36854
(334) 576-2116
Email: Lanett.center@tourism.alabama.gov

Laura Smith, Manager
Patrick Greenia
Melinda Edwards
Kelvante’ Philpot
Linda Adams

Sumter Welcome Center
Sumter County I-20/59 E. of MS Line
P.O. Box 216
Cuba, AL 36907
(205) 392-5443
Email: Sumter.center@tourism.alabama.gov

Gerlena Hale, Manager
Christine Boyd
Belinda Nation
Sandy Jenkins
Teresa Wynn

UPS Address:
I-59
Cuba, AL 36907

Trisa Collier
Welcome Center Administrator
334-313-1184
Email: Trisa.collier@tourism.alabama.gov

Revised 2/12/19
ALABAMA TOURISM
WELCOME CENTER TOURISM DAY CELEBRATIONS

Each Welcome Center will be celebrating their own National Tourism Day in May 2019. If you are interested in participating, there is no charge. Contact the Center’s manager for attendance

LANETT WELCOME CENTER-9TH
GRAND BAY WELCOME CENTER-9TH
HOUSTON WELCOME CENTER-9TH
BALDWIN WELCOME CENTER-10TH
CLEBURNE WELCOME CENTER-15TH
SUMTER WELCOME CENTER-16TH
ARDMORE WELCOME ENTER-23RD
DEKALB WELCOME CENTER-30TH