









## FLORIDA

### BROCHURE DISTRIBUTION PROGRAMS

BROCHURE DISPLAYS, INC. headquartered in Daytona Beach has provided professional brochure distribution for over 44 years along Florida's northeast coast covering the resort destinations of Daytona Beach, including New Smyrna Beach and Deland, plus St. Augustine and Jacksonville. Our Atlanta Division covers Georgia and portions of Tennessee and the Carolinas.

|   | Service Program                                 | Service Interval   | Locations   | Area of Service                          | Rate   |
|---|---|--|---|--|--|
|    | <b>FL-A</b><br>DAYTONA BEACH<br>(All Inclusive) | Most displays require service weekly, others twice monthly and some only once a month        | 340   | The Greater Daytona Beach Resort Area    | ~ CALL ~   |
| <b>DESCRIPTION:</b> The FL-A program package consists of all locations in the greater DAYTONA BEACH RESORT AREA, including New Smyrna Beach, Deland and Palm Coast. All FL-B and FL-C locations are included in this package.   |   |  |   |  |  |
|    | <b>FL-B</b><br>DAYTONA BEACH<br>(Standard)      | Most displays require service weekly, others twice monthly and some only once a month        | 320   | The Greater Daytona Beach Resort Area    | ~ CALL ~   |
| <b>DESCRIPTION:</b> The only difference in this service program and FL-A is the exclusion of about 20 displays located in smaller properties that can only accommodate small display racks. Once these are full they are removed from the FL-A program. However, all FL-C program locations are included in with the FL-B package.  |   |  |   |  |  |
|    | <b>FL-C</b><br>DAYTONA BEACH<br>(Special)       | These displays are in some of the busiest properties requiring service at least twice weekly | 106   | The Greater Daytona Beach Resort Area    | ~ CALL ~   |
| <b>DESCRIPTION:</b> Special FL-C service program displays are located in motels, hotels and businesses that have the greatest volume of tourist traffic and brochure usage, requiring servicing more frequently due to a larger volume of rack cards and brochures being picked up, especially during special events, i.e. Speed Weeks, Spring Break and other peak vacation periods.   |   |  |   |  |  |
|    | <b>FL-D</b><br>JACKSONVILLE                     | Most of these displays require service weekly, but some need servicing only twice monthly    | 134   | Jacksonville Market ONLY (All locations) | ~ CALL ~   |
|   | <b>FL-E</b><br>COMBINATION                      | Most of these displays require service weekly, but some need servicing only twice monthly    | 280   | Jacksonville & St. Augustine COMBINATION | ~ CALL ~   |
| <b>DESCRIPTION:</b> The FL-E service program is available only to businesses actually located in St. Augustine or Jacksonville. It consists of all our display rack locations in both the Jacksonville FL-D & St. Augustine FL-F/a programs, <i>PLUS</i> about 20 additional 'counter-top' displays at area businesses where only local tourism information is allowed to be displayed. |   |  |   |  |  |
|    | <b>FL-F</b><br>ST. AUG.                         | - FL-F/a<br>- FL-F/b<br>- FL-F/c   | Most of these displays require service weekly, but some need servicing only twice monthly | 126<br>110<br>40                         | St. Augustine Market ONLY (3 Packages)<br>~ CALL ~<br>~ CALL ~<br>~ CALL ~ |

- Space (pockets) in our brochure display racks are sold on a first come, first served basis.
- Rates listed represent FLORIDA markets only. GEORGIA Division rates are available separately.
- Rate sheets are adjusted periodically to accurately reflect the number of displays in each program.
- Rates for all service programs are based on an initial contract for 12 consecutive months of service.
- The color DOTS beside each program match that respective service program on our coverage map.
- Distribution clients receive a significant discount off regular printing & design rates for our printing company, Digital Press, Inc. This applies to any client print job, not just brochures and rack cards!

**CORPORATE ADDRESS: P.O. BOX 10270 / DAYTONA BEACH, FLORIDA 32120 / 386-271-5500 / 800-343-3478**  
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