

2016 Brochure Allocation Sheet

Nova Scotia Distribution Centre
10 Acadia Street, Suite 2, Dartmouth, Nova Scotia B2Y 4H3
Tel: (902) 424-4544 Fax: (902) 424-0609
Hours: M-F 8:30am-4:30pm



Please include the allocation sheet with your brochure shipment to the Distribution Centre

Business Name _____

Business Number: _____

Brochure Name _____

Contact (Your Name) _____

Address _____

Tel. _____ Email _____ Fax _____

Quantity: Per Bundle _____ Per Carton _____ Total Quality: _____
(Bundles of 50 OR 100 accepted) (Min # Brochures: 500, Max # of Brochures: 5000)

Allocation Tips:

Provincial Visitor Information Centres (VICs) are operated by Tourism Nova Scotia and can accept brochures from all areas of the province.

R = Regional VICs – can accommodate brochures from all areas of the province, as space permits.

Local VICs (Community VICs) - can only accommodate individual brochures from the regions in which they are located, they must also display all regional guides.

Tourism operators are encouraged to deliver brochures directly to the VICs in their region(s) to ensure frontline staff are familiar with the products and services they offer for visitors.

I would like to have my brochure/literature displayed in the following VICs:

Nova Scotia Provincial VICs (6)

Local Region (Community) and Regional VICs that are able to accept my brochure

Please specify quantity to be delivered to each VIC in the table. A minimum of 50 brochures can be shipped to each VIC.

Provincial VIC Centres

PROV. VIC	OPERATIONAL DATES 2016	ACCOMMODATES BROCHURES FROM	VISITATION #'s 2015	BROCHURE QUANTITY
Airport	Year Round	All regions	92,101	
Amherst	Year Round	All regions	59,958	
Halifax Waterfront	Year Round	All regions	89,959	
Peggy's Cove	May 20 – Oct 23	All regions	31,518	
Port Hastings	May 20 – Oct 23	All regions	70,861	
Yarmouth	Jun 1 – Sept 30	All regions	12,968	

Local (Community) & Regional VICs (Subject to Changes)

- Regional VICs have a R symbol beside the VIC Location
- Due to limited storage at many local/Community VICs, operators are encouraged to limit shipments to a maximum of 100 brochures to these locations

EASTERN SHORE	APPROX. OPERATIONAL DATES	ACCOMMODATES BROCHURES FROM	VISITATION #s 2015	BROCHURE QUANTITY
Canso	Jun 1 – Sept 30	Local region	2,014	
Guysborough	Jun - Oct	Local region	1,753	
Musquodoboit Harbour	Jul - Aug	Provincial literature only	2,060	
Mulgrave	Jul 1 – Sept 7	Local region	1,316	
Sheet Harbour	Jun 15 – Sept 15	Local region	2,392	
Sherbrooke (R)	Jun 1 – Oct 26	All regions	17,227	

BAY OF FUNDY & ANNAPOLIS VALLEY	APPROX. OPERATIONAL DATES	ACCOMMODATES BROCHURES FROM	VISITATION #s 2015	BROCHURE QUANTITY
Annapolis Royal	May 15 – Oct 15	South Shore, Hfx Metro & Bay of Fundy & Annapolis Valley	10,477	
Bear River	Jun 21 - Aug + Ltd hours in Sep	South Shore, Bay of Fundy & Annapolis Valley	35	
Berwick	May 26 – Aug 29	South Shore, Bay of Fundy & Annapolis Valley	756	
Bridgetown	Jun 22 – Sep 13	South Shore, Bay of Fundy & Annapolis Valley	676	
Digby (R)	May 15 – Oct 15	All regions	15,731	
Kentville (R)	May-Jun + p/t hours year round	All regions	1,265	
Kingston/Greenwood	May 13 – Sep 11	South Shore, Bay of Fundy & Annapolis Valley	2,343	
Maitland (R)	May 15 - Oct 10	All regions	6,427	
Middleton	May 23 – Sep 28	South Shore, Bay of Fundy & Annapolis Valley	1,954	
Parrsboro (R)	Year Round	All regions	2,968	
Springhill	May 15– Oct 12	Local region	3,630	
Stewiacke	Year Round	Bay of Fundy & Annapolis Valley	8,427	
Tiverton	Jun 29 – Sept 27	South Shore, Bay of Fundy & Annapolis Valley	2,900	
Truro (Welcome Ctr)	May 15 – Oct 15	Bay of Fundy & Annapolis Valley	6,932	
Truro Tidal Bore Ctr	May 15-Oct 15	Bay of Fundy & Annapolis Valley	Not available	
Weymouth	May 11 – Oct 9	South Shore, Bay of Fundy & Annapolis Valley	1,892	
Windsor (R)	May 17 – Oct 12	All regions	3,060	
Wolfville	May 1 – Oct 30	South Shore, Hfx Metro & Bay of Fundy & Annapolis Valley	8,759	

YARMOUTH & ACADIAN SHORES	APPROX. OPERATIONAL DATES	ACCOMMODATES BROCHURES FROM	VISITATION #s 2015	BROCHURE QUANTITY
Rendez-Vous de la Baie, Pointe-De-L'Eglise	Apr 1- Oct 31	South Shore, Bay of Fundy & Annapolis Valley, Yarmouth & Acadian Shores	Not available	

SOUTH SHORE	APPROX. OPERATIONAL DATES	ACCOMMODATES BROCHURES FROM	VISITATION #s 2015	BROCHURE QUANTITY
Barrington (R)	May 12 – Oct 14	All regions	2,684	
Blockhouse	Apr 13 – Oct 23	South Shore, Bay of Fundy & Annapolis Valley	10,663	
Caledonia	May 15 – Oct 10	South Shore, Bay of Fundy & Annapolis Valley	5,074	
Chester (R)	May 1 – Oct 10	All regions	6,092	
Clark's Harbour	Jun 1 – Sept 30	South Shore	690	
Liverpool	May 11 – Oct 9	South Shore, Bay of Fundy & Annapolis Valley	6,784	
Lockeport (R)	May 16 – Oct 12	All regions	5,145	
Lunenburg (R)	May 4 – Oct 31	All regions	14,135	
Mahone Bay	May 15 – Oct 13	South Shore	9,391	
Shelburne	May 14 – Oct 14	HRM, B. of Fundy & A. Valley, South Shore, Yarm. & Acadian Shores	8,565	

CAPE BRETON	APPROX. OPERATIONAL DATES	ACCOMMODATES BROCHURES FROM	VISITATION #s 2015	BROCHURE QUANTITY
Baddeck	Jun 13 – Oct 17	Local region	20,514	
Cheticamp	May 23 – Oct 15	Local region	16,873	
Inverness	Jun 13 - Oct	Local region	6,050	
Louisbourg	Jun 13 – Oct 17	Local region	4,670	
Margaree Forks	Jun 13 - Sept	Local region	6,574	
St. Peter's	Jun 13 - Oct	Local region	17,219	
Sydney Port**	May 31 – Oct 17	All regions	22,651	

NORTHUMBERLAND SHORE	APPROX. OPERATIONAL DATES	ACCOMMODATES BROCHURES FROM	VISITATION #s 2015	BROCHURE QUANTITY
Antigonish (R)	May 15 – Oct 12	All regions	3,804	
Oxford	May 15 – Aug 30	Local region - TBA	Not available	
Pictou (R)	June 15 – Oct 10	All regions	6,618	
Pugwash	CAP Site Hrs + Add'l hrs May-Sep	Local region	Not available	
Tatamagouche	Jun 30 – Aug 31	Local region	1,634	
Wallace	Year Round	Local region	2,381	
Westville*	May 15 - Sept 15	Local region	2,697	

NOTE: *River John receives literature from Westville (lack of storage)

NOTE: **Sydney Port will open only for cruise ship days in May (May 1, 11, 20, 22, 31)