



2017 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 9:00 am - 4:00 pm

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

Business Name _____

Brochure Name _____

Contact (Your Name) _____

Address _____

Tel _____ Email _____ Fax _____

Quantity: Per Bundle _____ Per Carton _____ Total Quantity: _____
 (Bundles of 50 OR 100 accepted) (Min # Brochures: 100, Max # of Brochures: 3,000)

Allocation Tips:

Provincial Visitor Information Centres (VICs) – displays all brochures and guides

Regional VICs (R) – displays all brochures and guides

Community VICs – displays brochures from the region(s) in which they are located, and regional guides

Community VICs – displays brochures from multiple regions or specific areas and regional guides

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

- Nova Scotia Provincial VICs
- Regional VICs
- Community VICs
- Community VICs

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

Provincial VICs

PROV. VIC	OPERATIONAL DATES 2017	ALL BROCHURES	VISITATION #'s 2016	BROCHURE QUANTITY
Airport	Year Round		76,383	
Amherst	Year Round		65,612	
Halifax Waterfront	Year Round		88,027	
Peggy's Cove	May 19 – October 22		22,781	
Port Hastings	May 19 – October 22		77,251	
Yarmouth	May 31 – October 22		7,188	

Regional/Community VICs/Community VICs

EASTERN SHORE	APPROX. OPERATIONAL DATES	DISPLAYS BROCHURES FROM	VISITATION #'s 2016	BROCHURE QUANTITY
Canso	Jun 1 – Sept 30	Eastern Shore	324	
Guysborough	Jun – Oct	Eastern Shore	473	
Musquodoboit Harbour	Jul – Aug	Provincial literature only	3,573	
Mulgrave	Jul 1 – Sept 7	Eastern Shore	1,127	
Sheet Harbour	Jun 15 – Sept 15	Eastern Shore	2,491	
Sherbrooke (R)	Jun 1 – Oct 26	All brochures	20,032	

BAY OF FUNDY & ANNAPOLIS VALLEY	APPROX. OPERATIONAL DATES	DISPLAYS BROCHURES FROM	VISITATION #'s 2016	BROCHURE QUANTITY
Annapolis Royal	May 15 – Oct 15	Bay of Fundy & Annapolis Valley	14,476	
Bear River	Jun 21 – Aug + Ltd hours in Sep	Bay of Fundy & Annapolis Valley	596	
Berwick	May 26 – Aug 29	Bay of Fundy & Annapolis Valley	802	
Bridgetown	Jun 22 – Sep 13	Bay of Fundy & Annapolis Valley	385	
Digby (R)	May 15 – Oct 15	All brochures	18,520	
Kentville (R)	May-Jun + p/t hours year round	All brochures	562	
Kingston/Greenwood (R)	May 13 – Sep 11	All brochures	1,886	
Middleton	May 23 – Sep 28	South Shore, Bay of Fundy & Annapolis Valley	1,806	
Parrsboro	Year Round	Parrsboro Shore	1,981	
South Maitland (Fundy Tidal Int. Centre)	May 20 – Oct. 14	All brochures	6,427	
Springhill	May 15 – Oct 12	Bay of Fundy & Annapolis Valley	5,306	
Stewiacke	Year Round	Bay of Fundy & Annapolis Valley	9,075	
Tiverton	Jun 29 – Sept 27	South Shore, Bay of Fundy & Annapolis Valley	1,799	
Truro (Welcome Ctr)	May 15 – Oct 15	Bay of Fundy & Annapolis Valley	5,519	
Truro Tidal Bore Ctr	May 15 – Oct 15	Bay of Fundy & Annapolis Valley	5,214	
Weymouth	May 11 – Oct 9	South Shore, Bay of Fundy & Annapolis Valley	1,784	
Windsor (R)	May 17 – Oct 12	All brochures	3,519	
Wolfville (R)	May 1 – Oct 30	All brochures	13,263	

YARMOUTH & ACADIAN SHORES	APPROX. OPERATIONAL DATES	DISPLAYS BROCHURES FROM	VISITATION #'s 2016	BROCHURE QUANTITY
Rendez-Vous de la Baie, Pointe-De-L'Eglise	Mid April – mid October	Yarmouth and Acadian Shores	3,320	

SOUTH SHORE	APPROX. OPERATIONAL DATES	DISPLAYS BROCHURES FROM	VISITATION #'s 2016	BROCHURE QUANTITY
Barrington (R)	May 12 – Oct 14	All brochures	2,629	
Blockhouse (R)	Apr 13 – Oct 23	All brochures	10,636	
Caledonia	May 15 – Oct 10	South Shore, Bay of Fundy & Annapolis Valley	4,356	
Chester (R)	May 1 – Oct 10	All brochures	4,509	
Liverpool (R)	May 11 – Oct 9	South Shore, Bay of Fundy & Annapolis Valley	5,500	
Lockeport (R)	May 16 – Oct 12	All brochures	5,095	
Lunenburg (R)	May 4 – Oct 31	All brochures	19,518	
Mahone Bay	May 15 – Oct 13	South Shore	9,929	
Shelburne	May 14 – Oct 14	All brochures	6,613	

CAPE BRETON	APPROX. OPERATIONAL DATES	DISPLAYS BROCHURES FROM	VISITATION #'s 2016	BROCHURE QUANTITY
Baddeck	Jun 13 – Oct 17	Cape Breton	24,734	
Cheticamp	May 23 – Oct 15	Cape Breton	19,639	
Inverness	Jun 13 – Oct	Cape Breton	4,859	
Louisbourg	Jun 13 – Oct 17	Cape Breton	2,673	
Margaree Forks	Jun 13 – Sept	Cape Breton	7,998	
North Sydney (R)	May 23 – Oct 30	All brochures	2,500	
St. Peter's	Jun 13 – Oct	Cape Breton	18,403	
Sydney Port (R)	May 31 – Oct 17	All brochures	26,069	

NORTHUMBERLAND SHORE	APPROX. OPERATIONAL DATES	DISPLAYS BROCHURES FROM	VISITATION #'s 2016	BROCHURE QUANTITY
Antigonish (R)	May 15 – Oct 12	All brochures	3,601	
Oxford	May 15 – Aug 30	Northumberland Shore	N/A	
Pictou (R)	June 15 – Oct 10	All brochures	5,388	
Pugwash	CAP Site Hrs + Add'l hrs May-Sep	Northumberland Shore	302	
Tatamagouche	Jun 30 – Aug 31	Northumberland Shore	N/A	
Wallace	Year Round	Northumberland Shore	700	
Westville (River John receives literature from Westville)	May 15 – Sept 15	Northumberland Shore	2,988	

