



GUIDELINES FOR PUBLICATION ACCEPTANCE IN TOURISM SIMCOE COUNTY PROGRAMS

- 1) Publications must promote tourism facilities in the County of Simcoe, City of Barrie or the City of Orillia and certain adjacent neighbouring areas.
- 2) Publications with the majority of its content representing other areas of Ontario and/or Canada cannot be distributed. However, staff may accept publications from multilocation businesses that have at least one location in the County of Simcoe, City of Barrie or the City of Orillia.
- 3) Publications must be strictly promotional in nature without material shown being deemed in any form abusive, vulgar, obscene, sexually oriented or sexually explicit in any way.
- 4) Publications designed for commercial or non-tourism oriented purposes cannot be distributed – i.e. sales catalogues, real estate catalogues, political campaigns.
- 5) Publications that have a purchase price cannot be distributed.
- 6) Staff may decline a publication for reasons other than those set out in these guidelines. The business may appeal the decision to the Board of Directors. The Board of Directors will be the sole arbiter in all matters relating to acceptance of publications for distribution and its decision will be final.
- 7) Tourism Simcoe County will not be liable for any damages as a result of its declining a publication.
- 8) Should a publication be declined and money had been paid to Tourism Simcoe County, a refund, less a fifteen dollar (\$ 15) administrative fee, will be reimbursed to the applicable business.
- 9) Staff may decline a publication after it has been distributed, in which case the publications will be removed from the brochure racks.
- 10) These guidelines are applicable to all programs of Tourism Simcoe County.