

Wisconsin Rest Area Maintenance (RAM) Program *Literature Approval Policy*

A. INTRODUCTION

The Rest Area Maintenance Program (RAM), a cooperative effort between the Wisconsin Department of Transportation, RFW, and local rehabilitation agencies, provides maintenance services at state rest areas and other roadside sites while employing people with disabilities. As part of this program, we maintain tourist information racks at rest areas and distribute state maps, safety-related materials, and state and local tourism information. Currently, twenty-four (24) rest areas distribute materials. These sites do not have welcome center counters, the literature racks are stocked by the local rehabilitation companies who provide the janitorial and landscape maintenance services at the sites.

B. PROCEDURE

In seeking approval for placement of literature at any of the 24 Wisconsin rest areas that distribute materials, please follow the procedure below:

1. Send 1 sample to the RFW, the Rest Area Maintenance Program Manager:

Rehabilitation For Wisconsin, Inc.
1302 Mendota Street, Suite 200; Madison, WI 53714
Attention: Susan Davis Phone: 608-244-5310 Email: sdavis@rfw.org
2. Include your name, address, and telephone number and a list of rest areas you wish to distribute your materials at (see map of rest area locations in Section 10.3 of this manual.)
3. Your submission will be reviewed using the criteria outlined below. Upon approval, RFW will contact and provide rest area address information and recommend how many you should send to each rest area location. Quantities are based on the amount of traffic that stops at the site and the location of the rest area in relation to your community. Materials are placed in the racks on a first come first serve basis as space allows.
4. Cost: There is no cost for placing your materials at the rest areas other than the cost for you to send your materials to the site.
5. After the initial shipment, the rest area site managers will then order directly from you or your supplier when they run out of materials. Managers may order just once in the spring, but many also reorder during peak travel seasons depending on their location, traffic count and storage capability. The supplier must **ship only the amount requested** due to space and/or storage restrictions.

C. WISCONSIN DEPARTMENT OF TRANSPORTATION CRITERIA

All literature distributed through the Wisconsin Department of Transportation Rest Area Maintenance Program must first obtain approval. Literature must meet the following criteria:

1. All literature must be clearly tourism-related. Literature must contain useful information such as specific listings of accommodations, events, attractions, area services, recreational opportunities, and **ideally, an area map.**
2. All literature must promote **Wisconsin** attractions, events or facilities. Literature that promotes Wisconsin jointly with other states must demonstrate a balance of content about Wisconsin equal to or greater than any other individual state.

3. Literature must promote a tourist attraction (either natural, manmade, historical or educational); an unusual or noteworthy geological feature or architectural structure; or an event of statewide or national interest.
4. Literature promoting several facilities operated by the same business entity must devote at least seventy-five (75%) of its space to the above-mentioned categories.
5. Literature marketing a saleable tourism-related publication or product by a private individual or business **will not be displayed**.
6. Literature must be sized (trimmed or folded) to fit existing tourism display racks: minimum size 3 1/2" x 7" and maximum size of 8 1/2" x 11".
7. Literature must be printed in a vertical format with the title appearing in the upper one-third (1/3) of the piece.
8. Literature must reflect commonly accepted standards of quality production.
9. Literature must be printed on stock of sufficient basis weight to prevent excessive "drooping" in the display racks, (for single-panel pieces, a minimum of 100-lb offset or equivalent).
10. Literature must be furnished without charge. The supplier must be prepared to pay for all separate shipments to the rest area locations as requested.

D. LITERATURE THAT WILL NOT BE APPROVED

Several types of brochures will **not** be approved for distribution. They include:

1. Box of packaged literature intended for rest areas **must not** weigh more than 35 pounds. If the boxes exceed 35 pounds, the **shipment will be refused and returned** to the supplier at their cost.
2. Individual brochures from dining and lodging establishments and/ or retail businesses **will not** be approved. (This does not refer to regional tourism related or statewide tourism related association directories.)
3. Literature soliciting membership, subscriptions or donations **will not** be approved.
4. Advertising in publications **cannot** be sold with any stated or implied guarantee that the publication will be displayed at Wisconsin rest areas. There should be no reference in the publication to display or distribution by the Wisconsin Department of Transportation rest areas.

Disclaimer:

The Department of Transportation reserves the right to refuse any brochure that may be offensive or inappropriate for the traveling public or rest area visitors. We also reserve the right to change the status of previously accepted brochures; those pieces not approved may be re-submitted after revision or on an annual basis. This Literature Approval Policy will be reviewed periodically.

Wisconsin Rest Area Sites Distributing Tourism Materials



COUNTY	SITE NAME	SITE LOCATION	CITY NEAR
Barron	RA 33 (SB) & 34 (NB)	USH 53	New Auburn
Columbia	RA 11 (EB) & 12 (WB)	I-90/94	Portage
Dodge	RA 63 (SB) & 64 (NB)	USH 41	Lomira
Dunn	RA 61 (EB) & 62 (WB)	I-94	Menomonie
Jackson	RA 53 (EB) & 54 (WB)	I-94	Millston
Jefferson	RA 13 (EB) & 14 (WB)	I-94	Lake Mills, Johnson Creek
Juneau	RA 9 (EB) & 10 (WB)	I90/94	Mauston
Manitowoc	RA 51 (SB) & 52 (NB)	I-43	Cooperston, Manitowoc
Marquette	RA 81 (SB) & 82 (NB)	USH 51	Westfield & Coloma
Monroe/LaCrosse	RA 15 (EB) & 16 (WB)	I-90	Bangor
Rock	RA 17 (EB)	I-90	Janesville
Walworth	RA 35 (EB) & 36 (WB)	I-43	Elkhorn
Waupaca	ASW 101 (SB)	USH 45	Marion