

North Dakota Rest Area Brochure Program

The Tourism and Marketing Division of the North Dakota Department of Commerce partners with the North Dakota Department of Transportation (NDDOT) and the State Historical Society of North Dakota to distribute travel brochures at:

- 13 NDDOT rest areas
- 2 State Historical Society Visitor Centers

This program is only open to North Dakota-based destinations, events, accommodations, attractions, and tourism-related services.

The brochure program is designed to ensure that travelers have access to reliable, up-to-date printed travel information throughout North Dakota. Since the state does not operate official, state-run visitor centers, the rest area brochure program plays a vital role in filling that gap—helping to inform and inspire visitors about the diverse tourism opportunities available across the state.

By offering this service, we aim to enhance the overall visitor experience, encouraging longer stays and increased spending, which in turn supports local communities and strengthens North Dakota's tourism economy.

How It Works

ND Tourism administers the program and works with partners to:

- Sign up partners and collect partnership fees.
- Collect, store, and inventory brochures at a central warehouse.
- Set up, stock and maintain brochure racks.
- Ship materials to rest areas and visitor centers when quantities are low.
- Work with NDDOT caretakers and Historical Society staff to keep racks clean and stocked.

Program Details

Registration

- Open: December 8, 2025 – March 1, 2026

Fee:

- \$300 per brochure type
- \$325 after January 15, 2026
- This is a flat fee and is the same regardless of the number of sites chosen.

How to Register

Complete the online form on the ND Tourism website.

Site Selection

Participants may choose which rest areas or visitor centers will display their brochures.

Brochure Guidelines

Recommended Quantity: We suggest providing approximately 350 brochures per site, totaling 4,900 brochures if all 14 locations are chosen.

- Quantities may be adjusted based on the popularity and demand for each brochure.
 - Partners are encouraged to supply enough brochures to keep each site stocked throughout the year.
 - Partners who consistently maintain a full supply will receive **priority consideration** for participation in the program the following year.
 - If brochure quantities fall short and racks are not adequately stocked, placement may be limited, and the number of display sites available could be adjusted accordingly.
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- Size: Should be between 3.5" x 8" and 9" x 12".
 - Content: At least 75% must focus on North Dakota.
 - Evergreen Materials: Undated brochures with relevant information may be reused and restocked each year.
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- Design Tips:
 - Place key identifying information in the top third of the brochure.
 - Brochures utilizing full-color, glossy paper are more popular.
 - Sturdy paper is recommended to prevent bending or flopping.

Delivery & Inventory

Delivery Deadline: Brochures must arrive at Presort Plus by **April 3, 2026**.

Shipping Address:

Presort Plus

ND Tourism Rest Area Program

2355 Vermont Avenue

Bismarck, ND 58504

Inventory Management

ND Tourism tracks inventory monthly and notify partners when restocks are needed.

Partners are responsible for shipping material to the warehouse and supplying enough brochures to keep racks supplied year-round.

Construction Update

Two rest area brochure sites will be impacted by construction in 2026. The reconstruction of the Oriska Rest Area will continue into the Fall of 2026. The Apple Creek Westbound Rest Area will be closed by the reconstruction of the northern lane of I-94 east of Bismarck. The construction and closure will begin in April and will last through the fall.