



2021 AAA Brochure Fulfillment Program

Try out this unique and successful brochure fulfillment and distribution service!

Since 2017, BCI has offered a AAA Brochure Fulfillment Program, another way we can assist you in getting your tourism information into the hands of qualified travelers for a reasonable rate. Our goal is to save you time and money while connecting your brand with the traveling public. It has been well-received by AAA offices around the country and keeps growing! You might consider this program if:

- You are currently storing brochures with BCI, so you have stock at the ready to move.
- You already use BCI for bulk mailing services to other receiving points. Add AAA offices to the mix!
- You just don't have time to keep up with all the ongoing bulk fulfillment obligations in your own office.

Here's how it works:

- We will craft a request form with your brochure details and cover image, to be sent to participating AAA offices in states including NY, NJ, OH, PA, New England and beyond. More AAA offices send in requests each month as we continue to do outreach.
- As we receive the request forms back from each office, we will bundle and send them your brochures.
- We will keep an inventory of how many of your brochures we have sent and to which offices, to share with you along with your billing statements.
- We do an outreach to AAA offices once a month, using regular and digital mail options, taking into consideration that many of them are small and have limited storage space so they may have to order smaller quantities more often.
- BCI charges each brochure customer for straight postage costs, plus our rate of \$18/hour for materials handling and packing.
- *Note: The AAA Brochure Fulfillment Program enrollment is currently only open to BCI customers participating in a minimum 12 month brochure rack distribution program. Not enrolled in a 12-month distribution? Let's talk!*

BCI 2021 AAA Brochure Fulfillment Program

Enroll today! Send a JPG or PDF image of your brochure cover to hello@bciatyourservice.com

- 4x9 rack card 4x9 multi-page brochure Magazine-sized travel guide

I understand that I will be billed on a monthly basis for postage and handling fees for any AAA Brochure Fulfillment Program activities in 2021.

Company

Contact Person

Address

City, State, Zip

Email

Telephone

Mail to: BCI, PO Box 93, Akron, NY 14001. Call today & enroll by phone: 716.380.4343.
Additional forms and information available online at www.bciatyourservice.com/brochure-services.

For BCI Office Use Only:

Date Received by BCI

Notes