

**THE ROLE OF BROCHURES IN THE PROMOTION OF
ARCHAEOLOGICAL HERITAGE SITES
The Case of Castilla and Leon, Spain**

Ana María Mansilla
Oficina Española de Cooperación
Técnica – Brasilia - Brasil

This paper analyses the brochures as instruments for promoting archaeological heritage. These brochures are yet not considered important and not many studies have been made on the subject since they are considered a short living material. A case study is presented related to the role they play in the Castilla and Leon Autonomous Community (Spain) where over the last few years has been an official policy of archaeological heritage appraisal and promotion.

KEY WORDS: *archaeological heritage; promotion; brochures; discourse.*