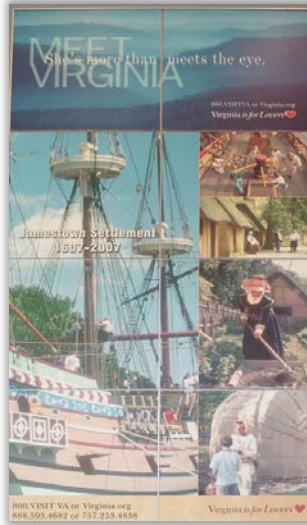




Virginia Welcome Center 2017 Ad Panel Reservation



How to Reserve a Display Ad and Gain Exposure at Virginia's Welcome Centers:

1. Send your completed Enrollment Form via one of the following ways:

Mail: Highway Information Media, LLC.
PO Box 248 Rockville, VA 23146

Email: info@himediallc.com

Fax: 804-496-6111

– OR –

You may also go ONLINE and enroll electronically:

Go to www.himediallc.com and click the red button on the right to find enrollment forms.

2. Upon confirmation of your chosen Display Ad size/location/month, using the specs provided, have your Ad designed.
3. Before production, submit an electronic version of the final advertising image for the Display Ad to info@himediallc.com for review/approval. Design must be submitted prior to final approval or production.
4. Once approved, an installation payment is expected and advertising space rental begins on the 1st day of the following month.



Ad Panel Guidelines:

The final image for Translites, Ad Panels, and Custom Displays must be approved by VTC. The image must accompany this reservation form or be submitted electronically prior approval. There is limited space.

Images will be reviewed by VTC every two years for replacement. VTC reserves the right to request updated images, and renewal(s) may be denied if updated image is not produced. VTC incurs no expense for the production of the advertising images, nor will refunds be made at any time. Specs for your Translite, Ad Panel, and Custom Display will be provided to you once your enrollment has been received.



Virginia Welcome Center - Display Ad Reservation

Welcome Center Location	Panel/Display Size	Annual Unit Price	TOTAL \$ Amount
<input type="checkbox"/> Bracey	2'w x 4'h Ad Panel	\$945	
<input type="checkbox"/> Bracey	4'w x 4'h Ad Panel	\$945	
<input type="checkbox"/> Bracey	4'w x 8'h Ad Panel	\$945	
<input type="checkbox"/> Bristol	23"w x 36"h Translite	\$945	
<input type="checkbox"/> Clear Brook	24"h x 32"w Ad Panel	\$1,400	
<input type="checkbox"/> Clear Brook	48"h x 32"w Ad Panel	\$1,800	
<input type="checkbox"/> Covington	23"w x 36"h Translite	\$945	
<input type="checkbox"/> East Coast Gateway	4'w x 6'h Ad Panel	\$4,800	
<input type="checkbox"/> East Coast Gateway	64"h x 21"w Ad Panel	\$2,500	
<input type="checkbox"/> East Coast Gateway	Custom Floor Space	\$2,400	
<input type="checkbox"/> Fredericksburg	24"h x 16"w Ad Panel	\$945	
<input type="checkbox"/> Fredericksburg	24"h x 32"w Ad Panel	\$1,400	
<input type="checkbox"/> Fredericksburg	Counter Wall Space	\$1,800	
<input type="checkbox"/> Fredericksburg	48"h x 32"w Ad Panel	\$1,800	
<input type="checkbox"/> Fredericksburg	Wall Mural	\$2,400	
<input type="checkbox"/> Lambsburg	24"h x 32"w Ad Panel	\$1,400	
<input type="checkbox"/> Lambsburg	48"h x 32"w Ad Panel	\$1,800	
<input type="checkbox"/> Lambsburg	Custom Island	\$900	
<input type="checkbox"/> Lambsburg	Custom Wall	\$1,000	



<input type="checkbox"/> Manassas	Custom Wall Space 48”h x 32”w	\$1,400	
<input type="checkbox"/> Manassas	23”w x 36”h Translite	\$945	
<input type="checkbox"/> New Church	23”w x 36”h Translite	\$945	
<input type="checkbox"/> Rocky Gap	23”w x 36”h Translite	\$945	
<input type="checkbox"/> Skippers	23”w x 36”h Translite	\$945	
GRAND TOTAL			

Please note: In cases where multiple requests are made for the same space/Welcome Center, you will be notified for an alternate space and/or location.

Organization/Company	Phone	Fax
Contact Name/Title	Email	
Address	City/State	Zip
Business Category (ie: lodging, attraction, retail)		

Please reserve a display space for my advertising panel/custom display in the Welcome Centers as indicated above. I understand this space will be reserved beginning the 1st day of the month following receipt of my completed reservation form and payment. This reserved space will continue until December 31, 2017.

By signing this agreement, I agree to the pricing terms set forth above. Payment will be made within 30 days of invoice date.

Signature _____ Date _____

Please do not send payment with your enrollment form. You will be invoiced after we have confirmed your enrollment information. Thank you for your participation!

Terms and Conditions

Highway Information Media, LLC (HIMedia) is not responsible for Ad Panel/Custom Display reservations that are cancelled due to VDOT or VTC programs taking precedence over PMAP program reservations. In those cases where an Ad Panel/Custom Display reservation is cancelled due to VDOT or VTC having priority access, HIMedia will offer alternative locations and/or alternative months for your Advertising Panel/Custom Display. No refunds will be made on Ad Panel/Custom Display reservations if display materials are not approved prior to the beginning reservation date. Reservations for a location/duration will be taken in the order they are received. HIMedia will confirm reservation availability. The display of public and private graphic images at Virginia Welcome Centers does not constitute an endorsement or recommendation of the product or guarantee the accuracy of the information provided. The Virginia Tourism Corporation remains the controlling authority at all times, and the display of graphic images is at the sole and absolute discretion of Virginia Tourism Corporation.