

Virginia Welcome Center 2017 AFTER HOURS BROCHURE RACKS

Get more heads in beds!

Highway Information Media is offering an After Hours Lodging Brochure Rack program. This allows Lodging Partners to reach travelers after Welcome Center business hours, when last-minute drive-up guests are deciding where to spend the night.

Available at the Clear Brook and Fredericksburg Welcome Centers!

These mobile brochure racks are placed in the Welcome Center foyers every evening at 4:30 (near vending and rest room services) and brought into the Welcome Center for restocking every morning.

Lodging Partners that are enrolled in the Welcome Center and/or Safety Rest Area Marketing program can add this channel to their brochure distribution. This rack is being offered exclusively for accommodations – bed and breakfasts, hotels, and campgrounds.

Add the after-hours option to your Welcome Center brochure for only \$240/year per Welcome Center!

To enroll, please check the Welcome Center(s) where you want your brochure distributed:



Welcome Center (2 choices of Welcome Centers for enrollment)

- Clear Brook (Mile Marker 320, I-81 South)
- Fredericksburg (Mile Marker 132, I-95 South)

NAME OF BROCHURE: _____

*****ONE BROCHURE PER ENROLLMENT FORM*****



		Cost Calculation		
Please choose a SIZE for your AFTER HOURS RACK 2017 Advertising Brochures		Annual Pocket Fee Per Welcome Center	# of Welcome Centers	Total Cost
<input type="checkbox"/> Single Pocket Slot Designed for 4"x 9" brochures		\$240/location		
<input type="checkbox"/> Double Pocket Slot Designed for brochures larger than 4"x 9" up to 8.5" x 11"		\$480/location		
GRAND TOTAL COST <i>*New brochures to the program will be pro-rated based on date of enrollment</i>				\$

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

Please indicate how you will ship your brochures to the Welcome Centers in 2017:

- I will ship my brochures to the PMAP Central Warehouse for distribution to the Welcome Centers.
- I will ship my brochures directly to the Welcome Centers.
- I'm not sure.

NAME OF BROCHURE: _____
*****ONE BROCHURE PER ENROLLMENT FORM*****

To complete enrollment in the Program:

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

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 and 2017 Welcome Center selections. Thank you for your participation!

Terms and Conditions

The Welcome Center brochure distribution program is a 12-month program that begins January 1st, and runs until December 31st. Your enrollment remains in effect for the entire year, even if the brochures you supply are depleted prior to the end of the year. Highway Information Media or the Welcome Center staff will contact you and request additional brochures for distribution should the supply of brochures you provide be depleted.