

Virginia Welcome Center 2017 BROCHURE Advertising Enrollment

You have options for enrolling!

You may go ONLINE and enroll electronically:

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

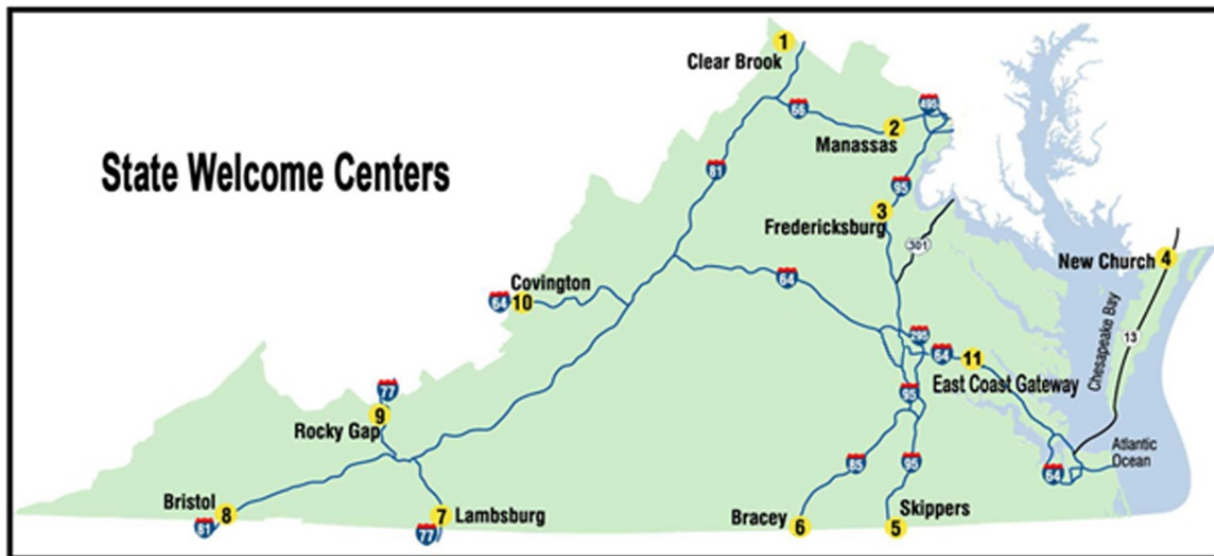
– OR –

Send us 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



Please check the Welcome Centers where you want your brochure distributed:

Welcome Center (11 choices of Welcome Centers for enrollment)

- Bracey (Mile Marker 1, I-85N)
#6 on map; 795,700 travelers in 2012
- Bristol (Mile Marker 0, I-81N)
#8 on map; 492,800 travelers in 2012
- Clear Brook (Mile Marker 320, I-81S)
#1 on map; 883,300 travelers in 2012
- Covington (Mile Marker 2, I-64E)
#10 on map; 310,300 travelers in 2012
- Fredericksburg (Mile Marker 132, I-95S)
#3 on map; 1,434,500 travelers in 2012
- Lamsburg (Mile Marker 0, I-77N)
#7 on map; 1,288,500 travelers in 2012
- Manassas (Mile Marker 48, I-66W)
#2 on map; 598,600 travelers in 2012
- New Church (US 13 N/S, 3420 Lankford Hwy)
#4 on map; 277,400 travelers in 2012
- East Coast Gateway (Mile Marker 213, I-64E)
#11 on map; 1,763,000 travelers in 2012
- Rocky Gap (Mile Marker 61, I-77S)
#9 on map; 678,900 travelers in 2012
- Skippers (Mile Marker 0, I-95N)
#5 on map; 1,299,400 travelers in 2012

NAME OF BROCHURE: _____

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

**Calculate your enrollment based on brochure size and
Welcome Centers selected.**

Please choose a pocket size for your 2015 Welcome Center Brochure	Annual Pocket Fee Per Welcome Center 1 – 9 centers	Annual Pocket Fee Per Welcome Center 10 or 11 centers	Cost Calculation	
			# of Welcome Centers	Total Cost
<input type="checkbox"/> Single Pocket Slot Designed for 4"x 9" brochures	\$120	\$108		
<input type="checkbox"/> Double Pocket Slot Designed for brochures larger than 4"x 9" up to 8.5" x 11"	\$240	\$216		
<input type="checkbox"/> Short Term Events Only – Single Pocket Slot: 3 Month Distribution of 4" x 9" brochure Months for Event: _____ Additional months \$20 each	\$60/per center (3 months)	\$60/per center (3 months)		
<input type="checkbox"/> Short Term Events Only – Double Pocket Slot: 3 Month Distribution of brochure larger than 4"x 9" up to 8.5" x 11" Months for Event: _____ Additional months \$40 each	\$120/per center (3 months)	\$120/per center (3 months)		
TOTAL COST				\$

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

Please indicate how your brochures will be delivered to the Welcome Centers in 2017:
Complete information on your delivery options are on the next page and on the enclosed brochure.

- I will ship my brochures to the PMAP Central Warehouse for distribution to the Welcome Centers. A copy of your brochure must be emailed to lsone@himediallc.com PRIOR to shipment to the Central Warehouse.
- I will ship my brochures directly to the Welcome Centers.

(continue on next page)



NAME OF BROCHURE: _____

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

Please indicate the following:

Were you enrolled in the program last year?

- No- If you check this box proceed to signing Enrollment Form.
- Yes- If you answered **Yes**, PLEASE ANSWER THE FOLLOWING:

Will this brochure REPLACE your 2016 version of this brochure?

- Yes – this is a new version of my brochure for 2017.**
- No – this brochure is exactly the same as the 2016 version.**

If yes (to the above questions) – this is a replacement brochure, please indicate how you want us to handle the current brochure inventory:

- Use current inventory until depleted
- Use current inventory until the new brochure arrives – DATE EXPECTED _____
- Recycle existing inventory
- I will pick remaining inventory up from the Central Warehouse
- I will pick remaining inventory up from the Welcome Center(s)

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. A three-month Short Term Event option is available for non-recurring events (reenactments, festivals, sporting events, and celebrations of historic anniversaries.) 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.

Brochure Delivery to the Welcome Centers

There are two ways you can get your brochures to the Visitor Welcome Center(s):

1. You can have your brochures automatically delivered to the Welcome Centers from the PMAP Program Central Warehouse (this is the “Central Warehouse” option).
2. You can manage deliveries yourself and ship your brochures directly to the Welcome Centers from your location. (This is the “Direct Delivery” option).

Central Warehouse option:

With the launch of the PMAP program, you now have an **option** to distribute your brochures via the PMAP Central Warehouse. The Central Warehouse is an **option**; it is not a required distribution methodology. As in years past, if you so choose, you can use the Direct Delivery option and assume responsibility to package, ship, and manage brochure resupply requests from the Welcome Centers.

With the Central Warehouse option, you ship your brochures to one address (the warehouse). Once received at the Warehouse, your brochure deliveries to the Welcome Centers are managed through our distribution network.

If you opt to distribute your brochures via the Warehouse, you ship all of your brochures to one address. You no longer have to ship to multiple Welcome Centers. You can also make just one or two shipments a year, for example when your brochures come off the press or you have an up-date.

We will warehouse and distribute your brochures to the Welcome Centers; the Welcome Center staff orders your brochure through our online ordering site. Once a brochure is ordered, the brochure is pulled, packaged, and delivered/shipped to the Welcome Center.

You receive a monthly inventory report showing quantity on hand at the Central Warehouse. When your warehouse inventory gets low, we notify you that additional inventory is needed.

“Self Distribution/Direct Delivery” option:

You might choose to ship your brochures to each Welcome Center yourself. We call this option “Direct Delivery”.

If you choose the Direct Delivery option, you are responsible for sending sufficient brochures to all of the Welcome Centers that are distributing your brochures.

With the Direct Delivery option, the staff at each Welcome Center distributing your brochure will contact you throughout the year whenever additional brochures are needed at that Welcome Center.