

## Virginia Welcome Center 2017 Digital Spotlight Reservation

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All Virginia Welcome Centers have an LCD screen on the information counter – these screens display a series of 1-minute and 30 second digital profiles that put a Digital Spotlight on destinations, attractions, and events across the Commonwealth.

Six Digital Spotlight slots are available every quarter at each Welcome Center. For a \$50 investment, you can put your destination, attraction, or special event on center stage.

### **Launch your Digital Spotlight for as little as \$50 per quarter, per Welcome Center**

#### **Digital Spotlight Features:**

- ✓ Your Spotlight can incorporate a custom slideshow with sound or video footage.
- ✓ Use your Spotlight to highlight destinations, attractions, and even special events.
- ✓ Your Spotlight is displayed on either a digital monitor or a digital frame
- ✓ Digital monitors or frames are located on the information counter for maximum exposure.
- ✓ Only 6 Spotlight slots are available in a Welcome Center. Partners receive a minimum exposure of 5 showings per hour - 80 minutes of viewing time during each business day.
- ✓ Spotlight space is reserved and displayed on a quarterly basis.
- ✓ You may choose multiple quarters, multiple centers, and even multiple Spotlight topics.

#### **To Reserve a Digital Spotlight and Gain Exposure at Virginia's Welcome Centers:**

1. **You may go ONLINE and enroll electronically:**

Go to [www.himediallc.com](http://www.himediallc.com) and click the red button on the right to locate enrollment forms  
– OR –

**Send us your completed Enrollment Form via one of the following ways:**

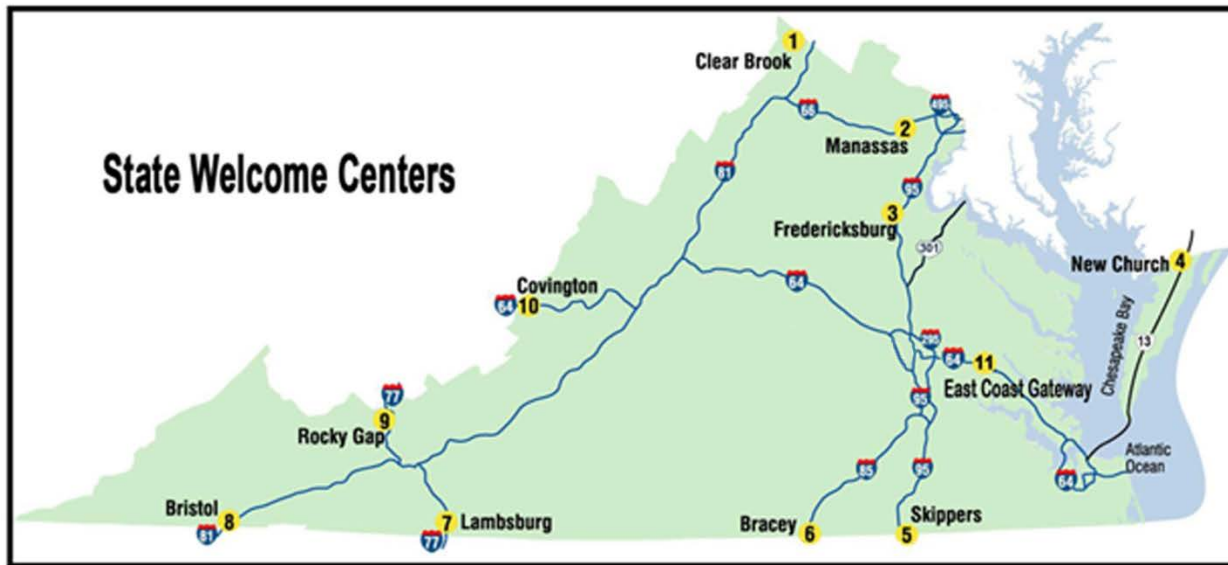
**Mail:** Highway Information Media, LLC. PO Box 248 Rockville, VA 23146

**Email:** [info@himediallc.com](mailto:info@himediallc.com)

**Fax:** 804-496-6111

2. Upon confirmation of your chosen Digital Spotlight location/timing, submit a maximum of 30 images for the creation of a slide-show spotlight, or a video file for the creation of a video spotlight. Material must be received at least 60 days in advance of launch. Send to [info@himediallc.com](mailto:info@himediallc.com). Failure to submit images and/or video files by the deadline may result in late inclusion in the display cycle.

## Virginia Welcome Center - Digital Spotlight Reservation



Please check the Welcome Centers in which you would like to reserve a Digital Spotlight:

### 1st Quarter 2017 (Jan-Feb-Mar)

- |  |   |
|--|---|
| <input type="checkbox"/> Bracey (Mile Marker 1, I-85N)<br>#6 on map; 1,007,400 travelers in 2012           | <input type="checkbox"/> Manassas (Mile Marker 48, I-66W)<br>#2 on map; 663,205 travelers in 2012               |
| <input type="checkbox"/> Bristol (Mile Marker 0, I-81N)<br>#8 on map; 583,510 travelers in 2012            | <input type="checkbox"/> New Church (Mile Marker 1, Route 13 S)<br>#4 on map; 340,055 travelers in 2012         |
| <input type="checkbox"/> Clear Brook (Mile Marker 320, I-81S)<br>#1 on map; 923,450 travelers in 2012      | <input type="checkbox"/> East Coast Gateway (Mile Marker 213, I-64E)<br>#11 on map; 2,132,330 travelers in 2012 |
| <input type="checkbox"/> Covington (Mile Marker 2, I-64E)<br>#10 on map; 402,960 travelers in 2012         | <input type="checkbox"/> Rocky Gap (Mile Marker 61, I-77S)<br>#9 on map; 919,310 travelers in 2012              |
| <input type="checkbox"/> Fredericksburg (Mile Marker 132, I-95S)<br>#3 on map; 1,578,260 travelers in 2012 |   |
| <input type="checkbox"/> Lamsburg (Mile Marker 0, I-77N)<br>#7 on map; 1,569,865 travelers in 2012         |   |

### 2nd Quarter 2017 (Apr-May-Jun)

- |  |   |
|--|---|
| <input type="checkbox"/> Bracey (Mile Marker 1, I-85N)<br>#6 on map; 1,007,400 travelers in 2012           | <input type="checkbox"/> Manassas (Mile Marker 48, I-66W)<br>#2 on map; 663,205 travelers in 2012               |
| <input type="checkbox"/> Bristol (Mile Marker 0, I-81N)<br>#8 on map; 583,510 travelers in 2012            | <input type="checkbox"/> New Church (Mile Marker 1, Route 13 S)<br>#4 on map; 340,055 travelers in 2012         |
| <input type="checkbox"/> Clear Brook (Mile Marker 320, I-81S)<br>#1 on map; 923,450 travelers in 2012      | <input type="checkbox"/> East Coast Gateway (Mile Marker 213, I-64E)<br>#11 on map; 2,132,330 travelers in 2012 |
| <input type="checkbox"/> Covington (Mile Marker 2, I-64E)<br>#10 on map; 402,960 travelers in 2012         | <input type="checkbox"/> Rocky Gap (Mile Marker 61, I-77S)<br>#9 on map; 919,310 travelers in 2012              |
| <input type="checkbox"/> Fredericksburg (Mile Marker 132, I-95S)<br>#3 on map; 1,578,260 travelers in 2012 |   |
| <input type="checkbox"/> Lamsburg (Mile Marker 0, I-77N)<br>#7 on map; 1,569,865 travelers in 2012         |   |



**3rd Quarter 2017 (Jul-Aug-Sep)**

- Bracey (Mile Marker 1, I-85N) #6 on map; 1,007,400 travelers in 2012
- Bristol (Mile Marker 0, I-81N) #8 on map; 583,510 travelers in 2012
- Clear Brook (Mile Marker 320, I-81S) #1 on map; 923,450 travelers in 2012
- Covington (Mile Marker 2, I-64E) #10 on map; 402,960 travelers in 2012
- Fredericksburg (Mile Marker 132, I-95S) #3 on map; 1,578,260 travelers in 2012
- Lamsburg (Mile Marker 0, I-77N) #7 on map; 1,569,865 travelers in 2012
- Manassas (Mile Marker 48, I-66W) #2 on map; 663,205 travelers in 2012
- New Church (Mile Marker 1, Route 13 S) #4 on map; 340,055 travelers in 2012
- East Coast Gateway (Mile Marker 213, I-64E) #11 on map; 2,132,330 travelers in 2012
- Rocky Gap (Mile Marker 61, I-77S) #9 on map; 919,310 travelers in 2012

**4th Quarter 2017 (Oct-Nov-Dec)**

- Bracey (Mile Marker 1, I-85N) #6 on map; 1,007,400 travelers in 2012
- Bristol (Mile Marker 0, I-81N) #8 on map; 583,510 travelers in 2012
- Clear Brook (Mile Marker 320, I-81S) #1 on map; 923,450 travelers in 2012
- Covington (Mile Marker 2, I-64E) #10 on map; 402,960 travelers in 2012
- Fredericksburg (Mile Marker 132, I-95S) #3 on map; 1,578,260 travelers in 2012
- Lamsburg (Mile Marker 0, I-77N) #7 on map; 1,569,865 travelers in 2012
- Manassas (Mile Marker 48, I-66W) #2 on map; 663,205 travelers in 2012
- New Church (Mile Marker 1, Route 13 S) #4 on map; 340,055 travelers in 2012
- East Coast Gateway (Mile Marker 213, I-64E) #11 on map; 2,132,330 travelers in 2012
- Rocky Gap (Mile Marker 61, I-77S) #9 on map; 919,310 travelers in 2012

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

	Fee Per Quarter/ Per Welcome Center location	Cost Calculation	
		# of Welcome Centers	Total Cost
1st Quarter 2017 (Jan-Feb-Mar)	\$50		
2nd Quarter 2017 (Apr-May-Jun)	\$50		
3rd Quarter 2017 (Jul-Aug-Sep)	\$50		
4th Quarter 2017 (Oct-Nov-Dec)	\$50		
<b>TOTAL COST</b>			

Please reserve my Digital Spotlight in the Virginia Welcome Center(s) as indicated above. By completing this form, I am reserving my space and understand that requests are processed on a first-come, first-served basis.

The Digital Spotlight fee is \$50 per quarter/per Welcome Center. Payment is expected prior to the start of your Digital Spotlight's schedule. Spotlight content must be received 60 days prior to your Spotlight's launch. This will allow for production and for VTC to review/approve your completed Spotlight.

*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!**

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**Terms and Conditions**

Highway Information Media, LLC (HIMedia) is not responsible for Digital Spotlight reservations that are cancelled due to VDOT or VTC programs taking precedence over PMAP program reservations. If a Digital Spotlight reservation is cancelled due to VDOT or VTC having priority access, HIMedia will offer an alternative location and/or quarter for your Digital Spotlight.

Reservations will be taken in the order they are received.

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