

Virginia Welcome Center 2017 Enhanced Digital Spotlight Reservation

The Skippers and Northern Virginia Gateway Virginia Welcome Centers have 65" screens in the centers – these screens display a series of 1-minute and 30 second digital profiles that put an Enhanced Digital Spotlight on destinations, attractions, and events across the Commonwealth.

Six Enhanced Digital Spotlight slots are available every quarter at each Welcome Center. For a \$199 investment, you can put your destination, attraction, or special event on center stage.

Launch your Enhanced Digital Spotlight for as little as \$199 per quarter, per Welcome Center

Enhanced Digital Spotlight Features:

- ✓ These spotlights can be viewed by travelers 24 hours a day, 7 days a week!
- ✓ 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 a 65" digital screen.
- ✓ Digital screens are located near the Welcome Center entrance for maximum exposure.
- ✓ Only 6 Spotlight slots are available in a Welcome Center. Partners receive a minimum exposure of 6 showings per hour!
- ✓ Spotlight space is reserved and displayed on a quarterly basis.
- ✓ You may choose multiple quarters, multiple centers, and even multiple Spotlight topics.

To Reserve an Enhanced Digital Spotlight and Gain Exposure at Virginia's Welcome Centers:

1. You may go ONLINE and enroll electronically:

Go to www.himediallc.com and click the red button on the right to locate enrollment forms
– OR –

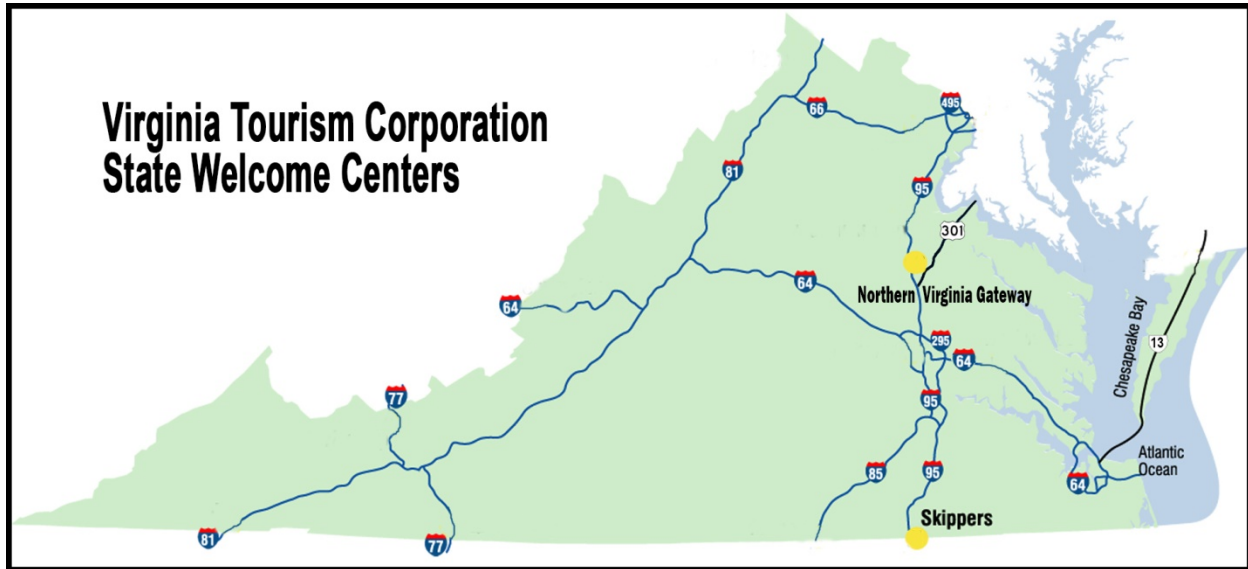
Send us your completed Enrollment Form via one of the following ways:

Mail: Highway Information Media, LLC. PO Box 248 Rockville, VA 23146
Email: info@himediallc.com
Fax: 804-496-6111

- 2.** Upon confirmation of your chosen Enhanced Digital Spotlight location/timing, submit a maximum of 25 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 30 days in advance of launch. Send to 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 – Enhanced Digital Spotlight Reservation



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

1st Quarter 2017 (Jan-Feb-Mar)

- | | |
|---|--|
| <input type="checkbox"/> Northern Virginia Gateway (Mile Marker 107, I-95N) | <input type="checkbox"/> Skippers (Mile Marker 0, I-95N) |
|---|--|

2nd Quarter 2017 (Apr-May-Jun)

- | | |
|---|--|
| <input type="checkbox"/> Northern Virginia Gateway (Mile Marker 107, I-95N) | <input type="checkbox"/> Skippers (Mile Marker 0, I-95N) |
|---|--|

3rd Quarter 2017 (Jul-Aug-Sep)

- | | |
|---|--|
| <input type="checkbox"/> Northern Virginia Gateway (Mile Marker 107, I-95N) | <input type="checkbox"/> Skippers (Mile Marker 0, I-95N) |
|---|--|

4th Quarter 2017 (Oct-Nov-Dec)

- | | |
|---|--|
| <input type="checkbox"/> Northern Virginia Gateway (Mile Marker 107, I-95N) | <input type="checkbox"/> Skippers (Mile Marker 0, I-95N) |
|---|--|



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

| | | Cost Calculation | |
|--------------------------------|--|----------------------|------------|
| | Fee Per Quarter/ Per Welcome Center location | # of Welcome Centers | Total Cost |
| 1st Quarter 2017 (Jan-Feb-Mar) | \$199 | | |
| 2nd Quarter 2017 (Apr-May-Jun) | \$199 | | |
| 3rd Quarter 2017 (Jul-Aug-Sep) | \$199 | | |
| 4th Quarter 2017 (Oct-Nov-Dec) | \$199 | | |
| TOTAL COST | | | |

Please reserve my Enhanced 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 Enhanced Digital Spotlight fee is \$199 per quarter/per Welcome Center. Payment is expected prior to the start of your Enhanced Digital Spotlight’s schedule. Spotlight content must be received 30 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!



Terms and Conditions

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

Reservations will be taken in the order they are received.
