

## Virginia Welcome Center & Safety Rest Area 2017 Free-Standing Publication Rack Reservation

Travel and Tourism-related businesses, organizations, attractions, and DMOs have the opportunity to place a free-to-travelers publication rack at Virginia Tourism Welcome Centers and VDOT Safety Rest Areas. More than 33 million travelers stop at these 41 locations annually – placing a distribution rack for your publication at all or at targeted locations places your printed piece where travelers will see it when they stop!

### Examples of Publication Rack Placements at Rest Areas and Welcome Centers\*



(\*All racks are placed in VTC/VDOT-approved locations. Locations are different at each rest area and Welcome Center based on building design and pedestrian safety requirements. There are eight approved outdoor rack spaces at rest areas and Welcome Centers; please note at six Welcome Centers there are only five indoor rack spaces available due to those smaller building sizes.)

### All Free-Standing Racks at Virginia Tourism Welcome Centers are \$450 annually

You have daily servicing of your rack. Welcome Center Staff have your publication inside the Welcome Center during operating hours in an indoor rack you provide (VTC must approve indoor racks); at 4:30 every evening your publication is placed in the weather-resistant outdoor rack you provide.

### All Free-Standing Racks at VDOT Safety Rest Areas are \$450 annually. Partners with racks at 25 or more Rest Areas receive a discounted rate of \$399 annually.

You provide the weather-resistant outdoor rack for the rest areas you enroll for placement. You maintain and restock the racks with the approved publication for your rack. Please note: Enrollment is for ONE rack distributing ONE publication at a location. Contact Highway Information Media if you wish to distribute multiple publications in one rack, or wish to place multiple racks at one location. Preferably, racks should not exceed the guideline dimensions of 60" tall, 25" wide, 20" deep.

### Here's How to Enroll in the Free-Standing Rack Program:

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](mailto:info@himediallc.com)

**Fax:** 804-496-6111

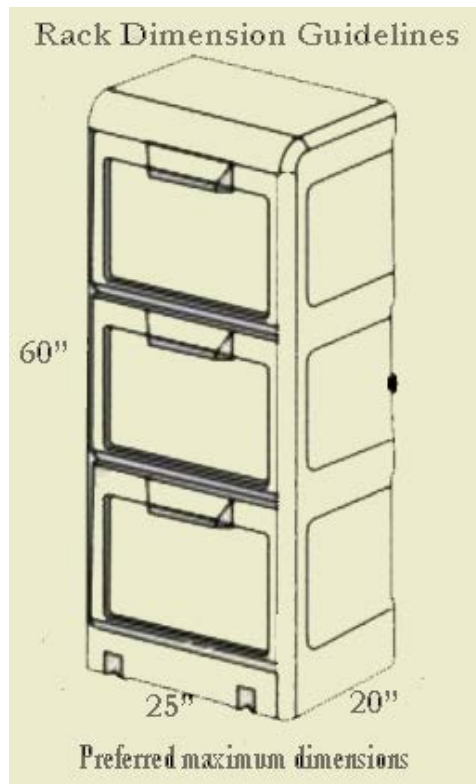
– OR – You may also go ONLINE and enroll electronically:

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

Highway Information Media, LLC. • PO Box 248 Rockville, VA 23146 • Phone: 804-382-4850 • Fax 804-496-6111 •

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

## Terms and Conditions and Free-Standing Rack Specifications



For 2017, eight Free-Standing Rack spaces are available at Rest Area and Welcome Center locations.

To maintain a uniform aesthetic appearance and to keep walkways and the building entrances accessible, we request your distribution racks comply with the following size guidelines:

- No more than 60" high
- No more than 25" wide
- No more than 20" deep

Highway Information Media LLC will provide your company/organization access to the Virginia Department of Transportation Safety Rest Areas (SRAs) and/or Virginia Tourism's Visitor Welcome Centers (VWCs) for the purpose of placing an all-weather, free-standing magazine distribution box (rack) in an approved, designated area for the purpose of distributing your approved publication. Racks larger than 60" tall, 25" wide and 20" deep require review by VDOT to ensure walkways and building access are not impeded.

You agree your publication will comply with the Virginia Tourism Corporation's distribution guidelines, and it will be made available to travelers using the Virginia SRAs and Welcome Centers at no cost to the traveler. Any publication sold

/distributed via a coin box requires a different agreement designed for vending services. That agreement is administered by CRH Catering Inc.

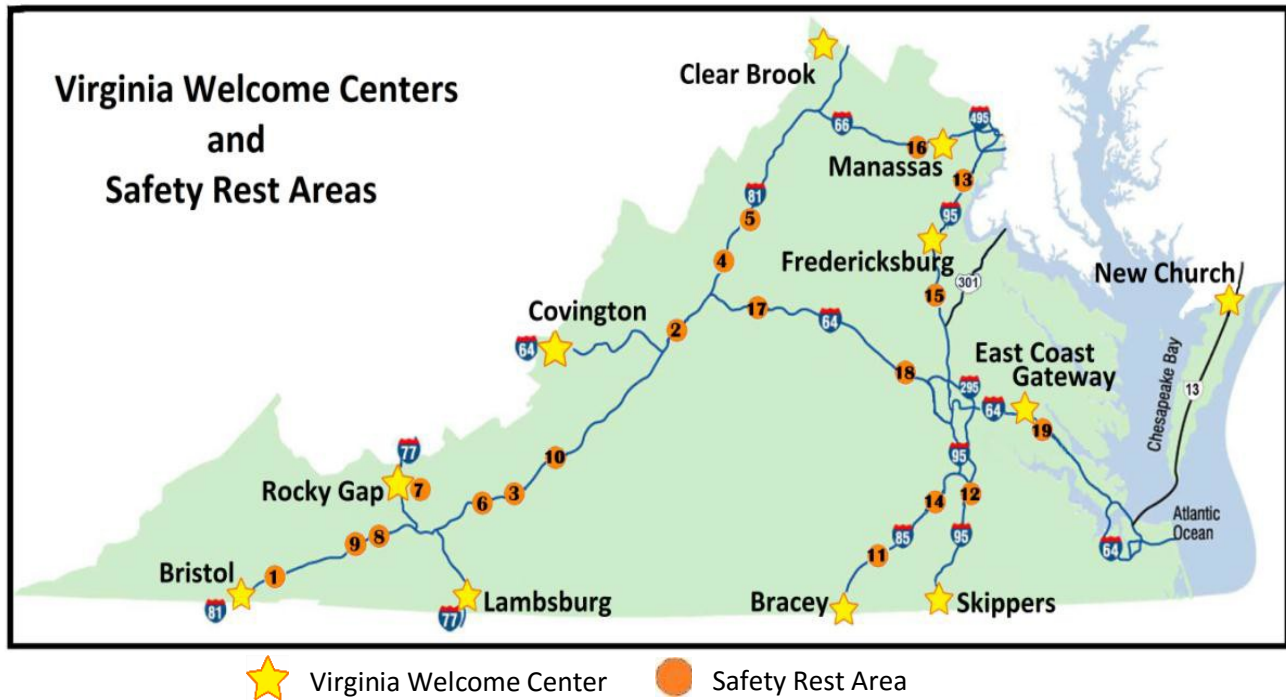
Maintenance of your distribution rack(s) is the responsibility of your organization. You agree that your rack(s) will be resupplied with your current publication by your employees, contractors, or agents a minimum of once a month. More frequent supply may be necessary as travel demand and content updates dictate. Highway Information Media LLC, Virginia Department of Transportation, Virginia Tourism Corporation, and their contractors and agents assume no responsibility for the care or maintenance of your racks unless agreed to in a separate document.

You agree you will repair or remove within 72 hours of receiving a telephone, email, fax, or mailed notification from Highway Information Media LLC, Virginia's Department of Transportation, Virginia Tourism Corporation, or their contractors or agents, any rack that is in disrepair, has been damaged, or has not been supplied with your current publication for 30 consecutive days. No rebate, discount, or refund shall be provided for a rack that is not kept in good repair or is not resupplied by you, your employees, contractors, or agents.

You agree to pay Highway Information Media LLC in advance or as otherwise agreed the amount shown in this enrollment agreement within the terms of the invoice(s) resulting from this agreement. Unless noted otherwise, this agreement is for the period January 1, 2017 to December 31, 2017. Full payment for the year is due within 30 days of invoicing.

You acknowledge that Highway Information Media LLC, the Virginia Department of Transportation, Virginia Tourism Corporation, or their contractors or agents may remove any or all of your SRA and VWC distribution rack(s) if a rack remains empty/subserviced, damaged, or in disrepair for more than 72 hours after notice has been sent, or if you have a 30-day or more past-due balance on any account with Highway Information Media LLC.

Virginia Welcome Center & Safety Rest Area – Free-Standing Rack Reservation



Select the Welcome Centers and Rest Areas where you want to place a rack

Welcome Center

- |  |  |
|--|--|
| A. Bracey (Mile Marker 1, I-85N)           | G. Manassas (Mile Marker 48, I-66W)            |
| B. Bristol (Mile Marker 0, I-81N)          | H. New Church (Mile Marker 1, Route 13 S)      |
| C. Clear Brook (Mile Marker 320, I-81S)    | I. East Coast Gateway (Mile Marker 213, I-64E) |
| D. Covington (Mile Marker 2, I-64E)        | J. Rocky Gap (Mile Marker 61, I-77S)           |
| E. Fredericksburg (Mile Marker 132, I-95S) | K. Skippers (Mile Marker 0, I-95N)             |
| F. Lamsburg (Mile Marker 0, I-77N)         |  |

Rest Areas

- |                         |                               |                               |
|-------------------------|-------------------------------|-------------------------------|
| 1 Abingdon (I-81 NB)    | 8 Rural Retreat (I-81 NB)     | 14a Dinwiddie (I-85 NB)       |
| 2 Fairfield (I-81 SB)   | 9 Smyth (I-81 SB)             | 14b Dinwiddie (I-85 SB)       |
| 3 Ironto (I-81 NB)      | 10 Troutville (I-81 SB)       | 15a Ladysmith (I-95 NB)       |
| 4a Mt. Sidney (I-81 NB) | 11a Alberta (I-85 NB)         | 15b Ladysmith (I-95 SB)       |
| 4b Mt. Sidney (I-81 SB) | 11b Alberta (I-85 SB)         | 16 Manassas (I-66 EB)         |
| 5a New Market (I-81 NB) | 12 Carson (I-95 NB)           | 17a Charlottesville (I-64 EB) |
| 5b New Market (I-81 SB) | 13a Dale City (I-95 NB)       | 17b Charlottesville (I-64 WB) |
| 6a Radford (I-81 NB)    | 13b Dale City (I-95 SB)       | 18a Goochland (I-64 EB)       |
| 6b Radford (I-81 SB)    | 13c Dale City Trucks(I-95 NB) | 18b Goochland (I-64 WB)       |
| 7 Rocky Gap (I-77 NB)   | 13d Dale City Trucks(I-95 SB) | 19 New Kent (I-64 WB)         |

See next page for Reservation Form.

## Virginia Welcome Center & Safety Rest Area – Free-Standing Rack Reservation

Welcome Centers		Cost Calculations	
<b>Location - #/Letter</b> <small>Please specify from previous page the corresponding #/letter for the Location Name</small>	<b>Number of Welcome Centers Selected</b>	<b>Rate per Welcome Center</b>	<b>Total Cost for Welcome Centers</b>
		\$450	
Safety Rest Areas		Cost Calculations	
<b>Location - #/Letter</b> <small>Please specify from previous page the corresponding #/letter for the Location Name</small>	<b>Rate per Rest Area 1 – 24 rest areas selected</b>	<b>Rate per Rest Area 25+ rest areas selected</b>	<b>Total Cost for Safety Rest Areas</b>
	\$450	\$399	
<b>2016 Grand Total for Welcome Centers and Rest Areas</b>			<b>\$</b>

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

### To complete enrollment in the Program:

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

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– OR –

**You may also go ONLINE and enroll electronically:** Go to [www.himediallc.com](http://www.himediallc.com) and click the red button on the right to find enrollment forms

Highway Information Media will contact you upon receipt of your enrollment form to confirm your locations and enrollment costs, review the all-weather rack you will be providing, and to discuss the placement of your rack and your servicing and restocking schedule for the year.

*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 once your reservation has been confirmed. Thank you for your participation!**

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