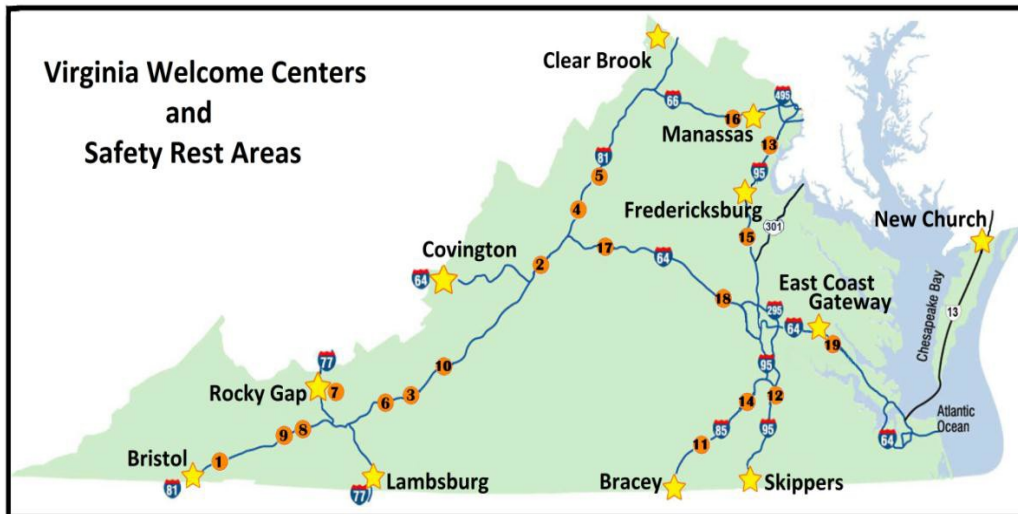


## Virginia Safety Rest Area 2017 BROCHURE Advertising Enrollment

Increase the effectiveness of your marketing in 2017: Consider the benefits you can receive by combining Tourism’s Welcome Centers, and Virginia’s Safety Rest Areas. It’s at this local and regional level that tourism partners increase visibility, awareness, and revenue from travelers.

VDOT traffic reports tell us Virginia highways had increased vehicle counts in 2016 – more travelers are taking advantage of Virginia’s convenient, well-maintained rest areas. Over 3 million brochures were distributed from the rest area displays in 2016! Reach travelers again during their drive time on Virginia’s highways so *they* can take advantage of your services.



### Please check the Safety Rest Area Corridors where you want your brochure distributed:

I-81 & I-77 Corridor (13)  
(locations 1 - 10 on map)

**Annual Traffic Count:**  
**9,282,100**

Abingdon (I-81 NB)  
Fairfield (I-81 SB)  
Ironto (I-81 NB)  
Mt. Sidney (I-81 NB & SB)  
New Market (I-81 NB & SB)  
Radford (I-81 NB & SB)  
Rocky Gap (I-77 NB)  
Rural Retreat (I-81 NB)  
Smyth (I-81 SB)  
Troutville (I-81 SB)

I-95 & I-85 & I-66 Corridor (12)  
(locations 11 - 16 on map)

**Annual Traffic Count:**  
**9,128,800**

Alberta (I-85 NB & SB)  
Carson (I-95 NB)  
Dale City (I-95 NB & SB)  
Dale City Trucks (I-95 NB & SB)  
Dinwiddie (I-85 NB & SB)  
Ladysmith (I-95 NB & SB)  
Manassas (I-66 EB)

I-64 Corridor (5)  
(locations 17 - 19 on map)

**Annual Traffic Count:**  
**4,332,700**

Charlottesville (I-64 EB & WB)  
Goochland (I-64 EB & WB)  
East Coast Gateway (I-64 WB)

**NAME OF BROCHURE:** \_\_\_\_\_

**\*\*\*ONE BROCHURE PER ENROLLMENT FORM. However, if you are enrolling for an additional pocket, please indicate 2nd Pocket Brochure Name \*\*\***

**NAME OF BROCHURE:** \_\_\_\_\_

**\*\*\*ONE BROCHURE PER ENROLLMENT FORM, However, if you are enrolling for an additional pocket, please indicate 2nd Pocket Brochure Name \*\*\***

*All additional pockets will be sold at the 2nd Pocket Rate*

			Cost Calculation	
Please choose a <b>CORRIDOR</b> for your Safety Rest Area 2015 Advertising Brochures	# of Pockets Per Safety Rest Area	Annual Pocket Fee Per Safety Rest Area Corridor	Annual Pocket Cost	Total Cost
<input type="checkbox"/> I-81 & I-77 Corridor (13)	<input type="checkbox"/> One Pocket <input type="checkbox"/> 2nd Pocket	<input type="checkbox"/> \$3,210 Annual fee; <b>One-time Annual billing</b> <input type="checkbox"/> \$3,300 Annual fee; <b>Quarterly billing: BILLED 4x's PER YEAR: \$825.00/Quarter</b> <input type="checkbox"/> 2nd Pocket...\$1,605 Annual fee		
<input type="checkbox"/> I-95 & I-85 & I-66 Corridor (12)	<input type="checkbox"/> One Pocket <input type="checkbox"/> 2nd Pocket	<input type="checkbox"/> \$3,210 Annual fee; <b>One-time Annual billing</b> <input type="checkbox"/> \$3,300 Annual fee; <b>Quarterly billing: BILLED 4x's PER YEAR: \$825.00/Quarter</b> <input type="checkbox"/> 2nd Pocket...\$1,605 Annual fee		
<input type="checkbox"/> I-64 Corridor (5)	<input type="checkbox"/> One Pocket <input type="checkbox"/> 2nd Pocket	<input type="checkbox"/> \$1,873 Annual fee; <b>One-time Annual billing</b> <input type="checkbox"/> \$1,940 Annual fee; <b>Quarterly billing: BILLED 4x's PER YEAR: \$485.00/Quarter</b> <input type="checkbox"/> 2nd Pocket...\$936.50 Annual fee		
<input type="checkbox"/> <b>3-Corridor Rest Area Package:</b> All I-81, I-95, and I-64 Rest Area Locations		<b>3-Corridor Rest Area Package Billing</b> <input type="checkbox"/> \$7,750 Annual fee; <b>One-time Annual billing</b> <input type="checkbox"/> \$8,000 Annual fee; <b>Quarterly billing: BILLED 4x's PER YEAR: \$2,000.00/Quarter</b>		
<b>TOTAL COST</b>				\$

**\*Please note that Safety Rest Area brochures are distributed through our Central Warehouse. We will provide you with shipping instructions after we have confirmed your enrollment information and 2017 Safety Rest Area selections. A copy of the brochure must be emailed to [lslope@himediallc.com](mailto:lslope@himediallc.com) prior to shipping.**

#### Terms and Conditions

The Rest Area brochure distribution program is a 12-month program that begins January 1, and runs until December 31. 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 will provide you with a monthly inventory report of brochures on hand, and also contact you and request additional brochures for distribution should the supply of brochures you provide fall below the quantity needed.

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

**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

**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**

– 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

*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 Safety Rest Area selections. Thank you for your participation!**