

## Virginia Welcome Center & Safety Rest Area 2017 Stand-Up Banner Display Advertising Reservation

The PMAP banner program has been expanded to accommodate indoor stand-up banners in all eleven Virginia Welcome Center. Indoor banners display for a week. These eleven locations offer high-visibility interior space where travelers will see your banner when they stop!

**Stand-Up Banner Displays are  
\$99 per week  
Monday - Monday**

*Available at the following locations:*

**Welcome Centers:**

Bracey  
Bristol  
Clear Brook  
Covington  
Fredericksburg  
Lamburg  
Manassas  
New Church  
New Kent/ East Coast Gateway  
Rocky Gap  
Skippers

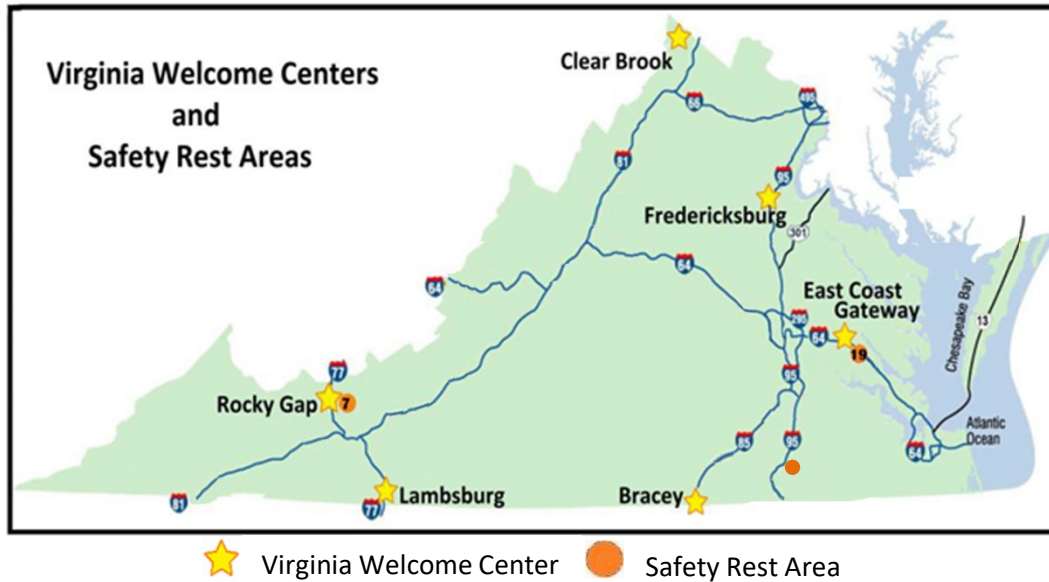


### **Banner Specifications:**

Stand-up banners must have a leveling foot and a telescopic rod. The leveling foot enhances the display's stability, and the supportive telescopic rod allows the banner to stand, as well as fold down conveniently for transporting.

- The stand-up banners' **Assembled Size** cannot be larger than 47" wide and 90" tall.
- Banners must be on Fire Marshall compliant fire-retardant materials.

## Virginia Welcome Center – Stand-Up Banner Reservation



### Welcome Center

- |  |  |
|--|--|
| A. Bracey (Mile Marker 1, I-85N)           | H. New Church (US 13 N/S, 3420 Lankford Hwy)             |
| B. Bristol (Mile Marker 0, I-81N)          | I. New Kent/ East Coast Gateway (Mile Marker 213, I-64E) |
| C. Clear Brook (Mile Marker 320, I-81S)    | J. Rocky Gap (Mile Marker 61, I-77S)                     |
| D. Covington (Mile Marker 2, I-64E)        | K. Skippers (Mile Marker 0, I-95N)                       |
| E. Fredericksburg (Mile Marker 132, I-95S) |  |
| F. Lamsburg (Mile Marker 0, I-77N)         |  |
| G. Manassas (Mile Marker 48, I-66W)        |  |

### Here's how to reserve a Stand-Up Banner:

1. Send your completed Enrollment Form via mail, email, fax, or online (details on next page).
2. Using the general specs provided, have your banner designed.
3. Before production, submit your design AND banner sizing to [info@himediallc.com](mailto:info@himediallc.com) for review/approval. Design must be submitted a minimum of two weeks before your display date.
4. Once production is complete, please have the banner delivered to the Welcome Center a minimum of one week in advance of display date.

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### Terms and Conditions

Highway Information Media, LLC (HIMedia) is not responsible for banner reservations that are cancelled due to VDOT or VTC programs taking precedence over PMAP program reservations. In those cases where a banner display reservation is cancelled due to VDOT or VTC having priority access, HIMedia will offer alternative locations and/or alternative weeks for your banner's display.

No refunds will be made on display reservations if artwork is sent late for review, or your banner is not produced and available for display one week prior to the display date.

Reservations for a location/duration will be taken in the order they are received. HIMedia will confirm reservation availability. HIMedia, VTC, and VDOT assume no liability for banner displays due to vandalism or other negligent behavior which cannot be prevented due to the nature of the location and display material.



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			Cost Calculations	
Location - #/Letter	Reservation Start Date (Monday)	# Weeks	Cost per Week \$99 per week	Total Cost
			\$99	
			\$99	
			\$99	
			<b>TOTAL COST</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:

- 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

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