

Virginia Hospitality and Travel Association's BROCHURE DISTRIBUTION SERVICE

MORE distribution options, and EVEN MORE affordable!

EXCELLENT REGIONAL COVERAGE

In 2010, VHTA will be offering a joint distribution service for our Regular and Rest Area Brochure Programs. Take the opportunity to place your brochure in up to 12 of the most frequently visited state rest areas in addition to over 400 hotel, restaurant and retailer rack locations throughout Virginia! Choose from distribution on one or more of our interstate corridors (I-81, I-95 or I-64).

"VHTA's exclusive Interstate Rest Area Program, in just a few years, has proven to be the most effective method of brochure distribution ever initiated in Virginia." John Shaffer, Luray Caverns

MORE FREQUENT SERVICING

With one joint service, VHTA's professionally uniformed staff will now be servicing your brochures up to five days a week!

FIRST COME, FIRST SERVED BASIS!

Join other tourism partners in one of the most competitively priced brochure programs offered throughout the Commonwealth!

Coming soon, over 35 NEW display racks are being placed in the Williamsburg area!



"For three years, Colonial Williamsburg has enjoyed increased visitation and fundraising, getting an extra boost with a visit by British Queen Elizabeth II during the 400th anniversary of Jamestown. Ticket sales in 07' reached 780,000, a 5 percent increase over 06', and a record 119,000 donors contributed \$41 million. We're now adjusting our advertising at the margin to a closer audience, recognizing the fact that people from, let's say, New England might be less willing to drive down to Virginia," Robert Taylor, Senior V.P of Finance and Administration, Colonial Williamsburg

As an unwavering participant in VHTA's brochure distribution program, Colonial Williamsburg continues to take advantage of VHTA's affordable brochure distribution rates and now you can too!

- VDOT's recent rest area closures will undoubtedly drive traffic flow to the remaining rest areas, meaning even *higher traffic volume per rack location!*
- **ADDITIONAL RACK SPACE** is being made available in all remaining rest areas with ample space for your brochures and discount cards!
- Don't miss the masses! Our state rest areas and Truck-Only stops are frequented by motor coaches, buses, RVs, campers, and motor homes!
- **LOWEST brochure rates ever offered!**
- Higher visibility in the "Off-Season" Winter months enhances your chances for "Off-Season" business.
- Allow your brochure to act as a "Mini-billboard" along Virginia's Interstate corridors
- **Monthly consumption reports available upon request!**
- Reach "In-State" travelers and educate them about the quality attractions, wineries, museums and hotels within their area.
- The most viewer impressions (literally thousands) of your brochure that can be realized in a single day.
- **VDOT estimated daily traffic volume ranges from 150,000-700,000 vehicles for these interstate routes.**

Questions? Contact your friendly VHTA Staff:
Stuart Ridout, Marketing & Communications Director
Stuart@vhta.org or 804-288-3065
Dave Parker, Brochure Distribution/
Advertising Manager
Dave@vhta.org or 804-334-9258



2010-II BROCHURE DISTRIBUTION CONTRACT



This year, VHTA is offering greater savings than ever before! Compared to last year's prices, you now have the ability to be a part of both our Rest Area and Regular programs for less than the previous cost of our Rest Area Program alone!! Don't miss your chance to save and find out what VHTA's brochure distribution can do for you!

"Brochures at rest stops have allowed the City of Salem visibility in the traveling public on I-81, causing a number of them to get off the interstate and visit our community and events."

R. Carey Harveycutter, Jr., Director of Civic Facilities, City of Salem

REST AREA ONLY

INCLUDES UP TO 12 OF THE MOST HIGHLY TRAFFICKED REST AREA RACK LOCATIONS WITHIN VIRGINIA

I-81 Corridor

Abingdon, Fairfield, Ironton
New Market NB, Radford SB, Rocky Gap

___ ANNUAL FEE \$1,800.00
___ QUARTERLY FEE \$ 450.00

I-95 Corridor

Carson, Dale City (Truck-Only) NB & SB
Motor coaches, Buses & Campers Galore!

___ ANNUAL FEE \$ 900.00
___ QUARTERLY FEE \$ 225.00

I-64 Corridor

Charlottesville EB & WB, New Kent

___ ANNUAL FEE \$ 900.00
___ QUARTERLY FEE \$ 225.00

Buy a second pocket on any one corridor for HALF-OFF the original price!

___ SECOND POCKET \$ 900.00

___ SECOND POCKET \$ 450.00

___ SECOND POCKET \$ 450.00

Available to both Members & Non-Members

REGULAR ONLY

INCLUDES SOME OF THE MOST NOTABLE HOTELS, RESTAURANTS AND RETAILER RACK LOCATIONS THROUGHOUT THE COMMONWEALTH
Significant Member Discounts!!!

I-81 Corridor

MINIMUM 114 RACKS

___ Member FEE \$1,097.00
___ Non-Member FEE \$1,418.00

I-95 Corridor

MINIMUM 184 RACKS

___ Member FEE \$1,231.00
___ Non-Member FEE \$1,578.00

STATEWIDE

MINIMUM 140 RACKS (excludes 81&95)
35 NEW DISPLAYS TO BE ADDED!

___ Member FEE \$1,552.00
___ Non-Member FEE \$1,793.00

Buy a second pocket on any one corridor for HALF-OFF the original price!

___ SECOND POCKET \$ 548.50

___ SECOND POCKET \$ 615.50

___ SECOND POCKET \$ 776.00

Quarterly Billing Available Upon Request

PACKAGE SPECIALS

INCREASE YOUR CONSUMPTION AND SAVE WITH ONE OF VHTA'S BROCHURE DISTRIBUTION PACKAGES!

3-Corridor Rest Area

All I-81, I-95 & I-64 rest area locations

___ ANNUAL FEE \$3,500.00
___ QUARTERLY FEE \$ 875.00

YOU SAVE \$100!

3-Corridor Regular

Over 400 restaurant, hotel, and
retailer rack locations

___ ANNUAL FEE \$3,500.00
___ QUARTERLY FEE \$ 875.00

YOU SAVE \$380!

ALL-IN-ONE

SAVE BIG with our all-inclusive Rest
Area & Regular package deal!

___ ANNUAL FEE \$6,500.00
___ QUARTERLY FEE \$1,375.00

TOTAL SAVINGS \$500!

**PLEASE CHECK ALL THAT APPLY, COMPLETE AND MAIL WITH THE ATTACHED CONTRACT
PLEASE RETURN YOUR COMPLETED CONTRACT TO STUART RIDOUT**

2010-II BROCHURE DISTRIBUTION CONTRACT



Name of Property: _____
 Contact Person: _____ Job Title: _____
 Contact Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____ Email: _____
 Fulfillment Contact & Email: _____

Terms and Conditions

VHTA Agrees:

To place brochures in racks for a 12-month period, beginning March 1, 2010 until February 28, 2011 or as noted otherwise. The racks will be serviced up to five times per week or as prime season dictates. Your brochure is guaranteed to be placed in every rest area rack location indicated. Due to the different sizes of regular racks, every brochure will not be placed in every hotel, retailer or restaurant rack location, however you will be in at least 80% of your chosen corridor. The first 13 participants in each Special Brochure Package will be guaranteed top spots in all locations. Great care will go into fair distribution of brochures. VHTA will notify participants as more brochures are needed. For all routes: *first come, first served! Previous participants have first right of renewal.*

Participant Agrees:

To pay VHTA, in advance or as indicated the sum of the particular distribution service chosen. To provide necessary brochures for designated distribution points, understanding that the contract remains in effect even if brochures are depleted before contract expires. Participant understands that it is his/her responsibility to notify printer and/or shipper that only straight trucks with inside delivery can deliver to warehouses. Participant agrees that empty pockets will be filled at the discretion of VHTA, should participant be unable to supply materials as needed. Participant understands brochure can be no larger than 4" wide x 9 3/4" tall.

FOR VHTA STAFF USE ONLY

Rest Area	Regular	Specials
<input type="checkbox"/> I-81	<input type="checkbox"/> I-81	<input type="checkbox"/> 3CorrRA
<input type="checkbox"/> I-95	<input type="checkbox"/> I-95	<input type="checkbox"/> 3CorrReg
<input type="checkbox"/> I-64	<input type="checkbox"/> Statewide	<input type="checkbox"/> All-In-One
<input type="checkbox"/> ____	<input type="checkbox"/> ____	

Total Due: _____

PAID ANNUALLY QUARTERLY



State Rest Area Rack Locations

Form of Payment:

AMEX VISA MasterCard Discover Check Enclosed Purchase Order

Card Number: _____ Exp. Date: _____ CID#: _____ (Back of Card)

Name on Card: _____ Signature: _____

I authorize VHTA to distribute my brochures as indicated during the 2010-11 brochure distribution season. I understand that as inventory is depleted, I will be contacted to continue my brochure service by forwarding additional brochures. I am responsible for 12 months of payments or as pro-rated from the date distribution begins through February 2010. I have read and agree with the terms and conditions stated herein.

AUTHORIZED SIGNATURE: _____ Date: _____

For more information call VHTA at 804-288-3065 or email Stuart@vhta.org. Mail Payment, Sample Brochure and both Contract Forms to VHTA 2101 Libbie Avenue Richmond, Virginia 23230 or Fax to 804-285-3093.

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