

2011-2012

VIRGINIA HOSPITALITY & TRAVEL ASSOCIATION'S BROCHURE ADVERTISING DISTRIBUTION

VHTA's Brochure Distribution service is still consistent, dependable, targeted, efficient and sensible.

Take this opportunity to place your brochure in each of the up to thirty Rest Areas throughout the Commonwealth. Our Rest Area distribution packages include Interstates I-64, I-81/I-77 and I-95/I-85/I-66. The "Regular Distribution" continues to be placed in over 400 hotel, restaurant and retailer rack locations throughout the state. Once again, blanket the state with your message and reach the estimated 1.1 million tourist and travelers daily!



"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



VHTA will offer the same coverage advertisers have enjoyed for years. We operate in a first come-first served basis, so don't delay. A contract has been attached for your review. The Brochure Distribution serves both out-of-state visitors as our own citizens. By VHTA placing displays in the Rest Areas and in restaurants, hotels, and retail locations, we are exposing our participant's brochures to literally hundreds of thousands of potential visitors and consumers every day. That means increased exposure for your business, increased visitation to your events, and ultimately increased sales. We are asking that when you send in your contract that you send in your first quarterly payment. According to VDOT statistics, Virginia's Interstate Corridors are seeing a minimum daily traffic volumes ranging from 150,000-700,000 vehicles. That's enormous potential exposure by anyone's standards. VHTA stands ready to deliver customers to your businesses using the full impact of our proven traffic generating brochure advertising distribution program for 2011-2012.

VHTA is pleased to announce customized billing for our Brochure Distribution Program through Heartland Payment Systems. If you would like to be billed monthly, quarterly, or annual its not a problem. You want to be billed during your peak times and not when you are closed that's not a problem either. You tell us when you want to be billed and we can set it up using a debit or credit card or an ACH account. Call the VHTA office at 804-288-3065 and ask to speak to Rebecca Reamer she will set your billing account up. Once your account is set up and you start your billing every time your account is charged you will automatically receive a receipt for your payment via email.



**Don't delay call Rebecca and set up your
billing account TODAY!!!**

Contact:
Rebecca Reamer: 800-552-2225
Email: Rebecca@vhta.org
or
Dave Parker: 804-334-9258
Email: Dave@vhta.org

VHTA
Virginia Hospitality & Travel Association

2011-2012 BROCHURE ADVERTISING CONTRACT



VHTA offers the same coverage that advertisers have enjoyed for years... Are you taking advantage of it? VHTA stand ready to deliver customers to your business using the full impact of our proven traffic generating brochure advertising program. For the 2011-2012 season VHTA has price options that cover all budgets. You will need to send in your contract along with payment by December 31, 2010. **Don't delay send in YOUR contract TODAY!!** Remember the brochure distribution is on a first come-first served basis.

REST AREA EXCLUSIVE PACKAGE

I-81 & I-77 Corridor (13)

Abingdon NB, Fairfield SB, Ironton NB, Mt. Sidney/New Hope N/SB, New Market N/SB, Radford N/SB, Rocky Gap (I-77) NB, Rural Retreat NB, Smyth SB, and Troutville SB

___ Annual Fee \$3,210.00
 ___ Quarterly \$ 825.00
 ___ Monthly \$ 280.00

I-95 & I-85 & I-66 Corridor (12)

Alberta N/SB, Carson, Dale City (2) 2 NB & 2 SB, Dinwiddie N/SB, Ladysmith N/SB, and Manassas I-66 EB
 Motor Coaches, Buses & Campers Galore!

___ Annual Fee \$3,210.00
 ___ Quarterly \$ 825.00
 ___ Monthly \$ 280.00

I-64 Corridor (5)

Charlottes E/W, Goochland E/W, New Kent WB

___ Annual Fee \$1,873.00
 ___ Quarterly \$ 485.00
 ___ Monthly \$ 170.00

Buy a second pocket on any corridor for HALF-OFF the original price! **(Limited Availability)**

___ Second Pocket \$ 1,605.00

___ Second Pocket \$ 1,605.00

___ Second Pocket \$ 936.50

REGULAR PACKAGE

INCLUDES SOME OF THE MOST NOTABLE HOTELS, RESTAURANT AND RETAILER LOCATIONSTHROUGHOUT THE COMMONWEALTH WITH SIGNIFICANT MEMBER DISCOUNT

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

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

Buy a second pocket on any corridor for HALF-OFF the original price! **(Limited Availability)**

___ Second Pocket \$ 548.50

___ Second Pocket \$ 615.50

___ Second Pocket \$ 776.00

Quarterly Billing Available Upon Request

PREMIER PACKAGE SPECIALS

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

3-Corridor Rest Area

All I-81, I-95 & I-64 Rest Area locations

___ Annual Fee \$7,750.00
 ___ Quarterly Fee \$2,000.00
 YOU SAVE \$ 543.00

3-Corridor Regular

Over 400 restaurants, hotels, and retail location

___ Annual Fee \$3,500.00
 ___ Quarterly Fee \$ 925.00
 YOU SAVE \$ 380.00

All-In-One

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

___ Annual Fee \$9,735.00
 ___ Quarterly Fee \$2,500.00
 YOU SAVE \$1,515.00

PLEASE CHECK ALL THAT APPLY, AND MAIL OR FAX PAGES 2 AND 3 TO Rebecca Reamer, VHTA, 2101 Libbie Avenue, Richmond VA 23230, FAX to 804-285-3093
 Visit us on the web at: www.VHTA.org

2011-2012 BROCHURE ADVERTISING 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 approved brochures in racks for the 12-month period, beginning March 1, 2011 until February 28, 2012 or as noted otherwise.

REST AREAS: The rest area racks will be serviced up to three times per week or as prime season dictates. Your brochure is guaranteed to be placed in each rest area rack location indicated per your contract. VHTA will notify participants as more brochures are needed.

REGULAR DISTRIBUTION: Racks will be serviced once a month or as prime season dictates. Due to the different sizes of racks, every brochure will not be placed in every hotel, retailer or restaurant rack location however, you will be in at least 80% of the locations within your specified corridor. The first 13 participants in each Brochure Advertising Package will be guaranteed top spots in all locations. 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 brochures can be no larger than 4" wide x 9 3/4" tall. The Virginia Hospitality & Travel Association (VHTA) will not be responsible for the inability to deliver client brochures due to circumstances beyond the control of the Association; no refunds will be made on contracts in full or in part, not fulfilled due to circumstances beyond VHTA's control.

STAFF USE ONLY

Rest Area

- I-81
- I-95
- I-64

Regular

- I-81
- I-95
- Statewide

Special

- 3 Corridor RA
- 3 Corridor Reg.
- All In One

Total Due: _____

- PAID
- ANNUAL
- QUARTERLY
- MONTHLY



Payment by: VISA MasterCard Discover AMEX Check Enclosed Purchase Order

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

Name on Card: _____ Signature: _____

I authorize VHTA to distribute my approved brochures as indicated during the 2011-12 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 Feb. 2012. I have read and agree with the terms and conditions stated.

AUTHORIZED SIGNATURE: _____ Date: _____

For more information, call VHTA at 804-288-3065 or email rebecca@vhta.org.

Please mail your selection form (page 2), your signed contract (page 3), your payment, and a copy of your sample brochure to:
Rebecca Reamer, VHTA 2101 Libbie Avenue Richmond, Virginia 23230 or Fax to 804-285-3093.

Visit us on the web at: www.VHTA.org