

Enrollment Application VAPE (Page 1)

SCN:

SECTION I																	
Please Select an Advertising Format for your Ad Place an "X" in the box to the left of the advertising format of your choice																	
Step 2	<input type="checkbox"/> Directory Listing (\$150) <input type="checkbox"/> Image Ad (\$375) <input type="checkbox"/> Video Ad (\$875)																
Step 3	Advertising Fee Amount:	1A															
SECTION II																	
Please Select a Category to which your business belongs Place an "X" in the box to the left of the category of your choice																	
Step 4	<input type="checkbox"/> Food and Dining <input type="checkbox"/> Attractions and Entertainment <input type="checkbox"/> Lodging and Camping <input type="checkbox"/> Professional Services <input type="checkbox"/> Shopping																
SECTION III (Video Ads or Image Ads Only – Directory Listings skip to Step 8)																	
Please Select a Direct Placement Listing Area Place an "X" in the box to the left of each listing area of your choice. You may select one Complimentary Content Area along with your listing. The fee for each additional Content Area is \$50 ea.																	
Step 5	<table style="width: 100%; border: none;"> <tr> <td><input type="checkbox"/> Hiking</td> <td><input type="checkbox"/> Restaurants/Food</td> <td><input type="checkbox"/> Photography</td> </tr> <tr> <td><input type="checkbox"/> Biking</td> <td><input type="checkbox"/> Horseback Riding</td> <td><input type="checkbox"/> Camping and Lodging</td> </tr> <tr> <td><input type="checkbox"/> Boating</td> <td><input type="checkbox"/> Gifts and Shopping</td> <td><input type="checkbox"/> Wildlife Activities</td> </tr> <tr> <td><input type="checkbox"/> Fishing</td> <td><input type="checkbox"/> Swimming</td> <td><input type="checkbox"/> Educational Activities</td> </tr> <tr> <td><input type="checkbox"/> Hunting</td> <td><input type="checkbox"/> Winter Activities</td> <td></td> </tr> </table>		<input type="checkbox"/> Hiking	<input type="checkbox"/> Restaurants/Food	<input type="checkbox"/> Photography	<input type="checkbox"/> Biking	<input type="checkbox"/> Horseback Riding	<input type="checkbox"/> Camping and Lodging	<input type="checkbox"/> Boating	<input type="checkbox"/> Gifts and Shopping	<input type="checkbox"/> Wildlife Activities	<input type="checkbox"/> Fishing	<input type="checkbox"/> Swimming	<input type="checkbox"/> Educational Activities	<input type="checkbox"/> Hunting	<input type="checkbox"/> Winter Activities	
<input type="checkbox"/> Hiking	<input type="checkbox"/> Restaurants/Food	<input type="checkbox"/> Photography															
<input type="checkbox"/> Biking	<input type="checkbox"/> Horseback Riding	<input type="checkbox"/> Camping and Lodging															
<input type="checkbox"/> Boating	<input type="checkbox"/> Gifts and Shopping	<input type="checkbox"/> Wildlife Activities															
<input type="checkbox"/> Fishing	<input type="checkbox"/> Swimming	<input type="checkbox"/> Educational Activities															
<input type="checkbox"/> Hunting	<input type="checkbox"/> Winter Activities																
Step 6	Total Number of Listing Areas less your 1 complimentary selection:	3A															
Step 7	3A multiplied by \$50:	3B															
Step 8	From section I add the amount shown in 1A to 3B:	3C															

Enrollment Application VAPE (Page 2)

SECTION IV		
Parks List		
Place an "X" in the box to the left of the Park or Parks you wish your ad to appear in		
Step 10	<input type="checkbox"/> First Landing State Park <input type="checkbox"/> False Cape State Park <input type="checkbox"/> Kiptopeke State Park <input type="checkbox"/> York River State Park <input type="checkbox"/> Chippokes Plantation State Park <input type="checkbox"/> Belle Isle State Park <input type="checkbox"/> Westmoreland State Park <input type="checkbox"/> Caledon Natural Area <input type="checkbox"/> Claytor Lake State Park <input type="checkbox"/> Wilderness Road State Park <input type="checkbox"/> Hungry Mother State Park <input type="checkbox"/> Natural Tunnel State Park <input type="checkbox"/> Southwest Virginia Museum State Park <input type="checkbox"/> Grayson Highlands State Park <input type="checkbox"/> New River Trail State Park <input type="checkbox"/> Shenandoah River State Park	<input type="checkbox"/> Douthat State Park <input type="checkbox"/> Leesylvania State Park <input type="checkbox"/> Mason Neck State Park <input type="checkbox"/> Sky Meadows State Park <input type="checkbox"/> Staunton River State Park <input type="checkbox"/> Staunton River Battlefield State Park <input type="checkbox"/> Smith Mountain Lake State Park <input type="checkbox"/> Pocahontas State Park <input type="checkbox"/> Holliday Lake State Park <input type="checkbox"/> Lake Anna State Park <input type="checkbox"/> Twin Lakes State Park <input type="checkbox"/> Fairy Stone State Park <input type="checkbox"/> James River State Park <input type="checkbox"/> Occoneechee State Park <input type="checkbox"/> Bear Creek Lake State Park
Step 11	Total Number of Parks Selected	4A
SECTION V		
Step 12	Total Number of parks (4A) multiplied by total in 3C:	5A
Step 13	If you've chosen more than 1 park, calculate 10% discount. (5A X .10):	5B
SECTION VI		
Step 14	Subtract 5B – 5A:	6A
Enrollment Years Selection		
Place an "X" next to the year or years you would like to be enrolled.		
<input type="checkbox"/> 1 Year <input type="checkbox"/> 2 Years <input type="checkbox"/> 3 Years <input type="checkbox"/> 4 Years		
Step 15	Total Number of Years Selected:	6B
Step 16	Total Number of years (6B) multiplied by amount in 6A:	6C
SECTION VII		
Earn an EXTRA %10 Discount for enrolling for all 4 years		
Step 17	If you have chosen to enroll for all 4 years, calculate 10% of 6C (6C X .10):	7A
Step 18	Subtract the amount in 7A from the amount in 6C:	7B
Step 19	If you have chosen to enroll for 4 years, enter the amount from 7B. Otherwise, enter the amount from 6C. GRAND TOTAL:	7C

Enrollment Application VAPE (Page 3)

SECTION VIII

Advertisement Information

Write the required information as it will appear in your ad in the boxes provided. Please Print

Business Name :	Street Address:
City:	State:
Zip Code:	Phone Number:
Email Address:	Web Site:
[IMAGE ADS AND VIDEO ADS ONLY] Brief Description of Business - max 478 characters including spaces(Include Hours of Operation if applicable):	
[IMAGE ADS AND VIDEO ADS ONLY] Brief Driving Directions to Business - max 478 characters including spaces (please use general directions if using multiple parks)	

SECTION IX

Customer Information

Write the required information in the boxes provided. This information will be used for billing.

Business Name :	Street Address:
City:	State:
Zip Code:	Phone Number:
Email Address:	Web Site:
Credit Card Type, number:	CC Expiration Date:
Payment Methods: Visa, Mastercard, American Express or Check payable to Imperial Multimedia	Remit To: Imperial Multimedia, Virginia State Parks Enrollment, P.O. Box 138, Baraboo, WI 53913-0138

Please Sign Below (Required)

Customer hereby agrees to all the terms and conditions stated in the Placement Agreement (form VAPA), Advertising Selection Guide (form VASG), and this Enrollment Application (form VAPE).

Customer Name (please print):	Customer Signature :	Date:
Advertising Service Provider: IMPERIAL MULTIMEDIA LLC	Advertising Service Provider Signature:	Date:10/25/07

Sign and submit via fax to (608)356-5354 or mail to Imperial Multimedia, Virginia State Parks Enrollment, P.O. Box 138, Baraboo, WI 53913-0138