

# OHIO LINCOLN HIGHWAY HISTORIC BYWAY MEMBERSHIP & SERVICES

*Help Us Build New Tourism from an Old Road!*

**Ohio LINCOLN HIGHWAY HISTORIC BYWAY**  
the Ohio Lincoln Highway Heritage Corridor

*“... to preserve, interpret, and promote the Lincoln Highway. Our effort will strengthen education, increase tourism and encourage economic development along America’s first transcontinental paved highway”*

Known as the “Main Street Across America,” and the “Father Road,” the Lincoln Highway was America’s first paved coast-to-coast road, linking Times Square, New York to San Francisco, California.

Now the Lincoln Highway’s worthiness is being promoted as it should, due to the concerted efforts of the Ohio Lincoln Highway Heritage Corridor (OLHHC). We need to tell this rich history and cultivate that which the road created. In doing so, we gain recognition from travelers from across America and the globe.

By working together, we can preserve and that old downtown hotel, the glass-paneled auto repair shop, the cement highway marker on the corner, the almost-gone camp cabins and former “one-stops” that were the icons of America’s traveling family of the 20s and 30s, to bring increased business to today’s businesses, retails and attractions that share a spot along the road!

Our organization brings together historical information, products, discounts, historic charm and the marketing power of numbers you’ve never had before!

Whether you are a retail, a tourist attraction, a chamber or a convention bureau, join forces with us TODAY in promoting the Lincoln Highway as a premier heritage tourism destination in Ohio.



## As a member

**Basic membership (Blue Level)** members receive a frameable certificate, LH window poster and press releases and a quarterly e-newsletter apprising you of byway and tourism activities. You will receive a member listing on our website, an occasional social media mention, and many money-saving opportunities to share in discounted advertising!

Additionally, all new 2013 members will receive a FREE Shout-out on Facebook announcing your membership.

**Mid-level (White Level)** additionally receives a framed membership certificate and a free link on our web site to yours on your community’s information pages. You will also receive 2 Facebook postings of your choice announcing your events or happenings.

**Top level (Red Level)** in addition, receives a walnut membership plaque, and a feature header with your web-link on your community’s page on our website. You also receive a free ad in our quarterly newsletter.

## MEMBERSHIP INVESTMENT



Red Level Membership:  \$300.00

White Level Membership:  \$200.00

Blue Level Membership:  \$100.00

Friend of the Highway (Individual only):  \$20.00

### Dues are paid annually.

You may enclose a check and send this application to the address shown, for which you will receive a receipt. You may fax this to 330-456-8310. If we receive your application without payment, we will invoice you net 30 days. “Friends” are not invoiced. You may also join via our website using your credit card.

[www.historicbyway.com](http://www.historicbyway.com)

Business or Organization .....

Contact Name .....

Mailing Address ..... City ..... State ..... Zip .....

Phone ..... Email ..... Website .....

Facebook ..... Other .....



P.O. Box 20509 Canton, Ohio 44701

I am interested in being involved in the following way(s):

- participating in Co-op ads
- advertising on an Ohio-wide restaurant placemat
- selling Lincoln Highway products at retail
- participating in the annual BUY-WAY Yard Sale

# Products and Services



**OHIO  
LINCOLN HIGHWAY  
HISTORIC BYWAY**

## Our Special Placemat



Designed as a keepsake rather than to get soiled at a place setting, this shows a short history of the Lincoln, eight attractions or large businesses, and eight restaurants along the Ohio corridor. 30,000 mats get placed in the participating restaurants across the state to tell tourists where to stop next as they travel the Lincoln. Call your representative for close date.

*Members get 12% discount!*

## Annual BUY-WAY Yard Sale Traveler's Guide and Map

Sought after by thousands of yardsalers from all over the country, this guide and map points the way to community sales, needed amenities and extra shopping and attractions along the way...special restaurant listings, too! Over 35,000 are distributed across the Ohio corridor, with more available through web requests. Ads from \$60 to \$250. Ask for rate card. *Members get 10% discount!*



**Ohio Lincoln Highway Heritage Corridor**

This magazine is targeted to the road-lover and traveler. Our reader responses with this prove that your ad dollar goes a very long way to reach your market that will spend money with you because you are along the "byway." Ads are offered to members at a multiple time and **member discounted rate**. All ads include an online itinerary also mentioning your business. Reserve your spot today!



## AMERICAN ROAD Magazine Ads

## Sponsor a Semi-Trailer LH sign!

Wooster Motorways travels the east and midwest with trailer graphics that announce the Lincoln Highway. As a supporter, you can sponsor one of these signs for \$30. Call 419-468-6773 today!

*Our job is to promote your business or attraction!  
Join us to help increase the tourism passing by your door!*



Promote your community with these retro postcards created with the name of your choice. (Offered to member businesses and convention bureaus exclusively.)

## Member Benefits on our website...



800-362-6474

wccvb.com

	NON-MEMBER	MEMBER: \$100 Level	MEMBER: \$200 Level	MEMBER: \$300 Level	MEMBER: \$500 Level
		BLUE LEVEL	WHITE LEVEL	RED LEVEL	
\$30	FREE!	FREE!	FREE!	FREE!	<b>WEB LISTING:</b> Includes your business name, a symbol of your type business, and address with phone number on your community's information page.
\$60	\$40	FREE!	FREE!	FREE!	<b>LISTING &amp; LINK:</b> Includes the above, along with a hot link to your website
\$100	\$40	\$25	FREE!	FREE!	<b>SPECIAL EVENT LISTING:</b> A header "ad design" featuring your yearly or recurring community event on our "Community Events" page and rotating at the top or bottom of other visited pages.
\$300	\$50	\$25	FREE!	FREE!	<b>BOOK a B&amp;B, RETRO MOTEL, or CAMPGROUND/RV PARK:</b> Includes the basic listing, and a paragraph description, photo and link to your website on a special jump page from any community page
\$300	\$200	\$100	FREE!	FREE!	<b>"ACROSS the TOP PAGE" BANNER:</b> Approx 7"x1" ad with a hot link to your website, and appears on (your choice of) a subject page.
\$500	\$300	\$250	\$100	\$100	<b>DISPLAY AD:</b> We design a permanent ad on the right or left side on your community page. <b>This remains live until you ask to have it removed or change your ad.</b> Also includes a hot link to your website.

*Note: Web products are priced for one year from the date we receive payment. Allow two weeks for development of art and approvals.  
QUESTIONS? Call 419-468-6773.*

*From foil Lincoln Highway logo stickers to garden flags...to coffee mugs and steel road signs, we have many wholesale and retail products to help you promote the byway!  
Visit our partner, Lincoln Highway Trading Post at:  
[www.lhpt.com](http://www.lhpt.com)*