

MLA Travel Reservation System 2004-2005 Annual Rates

	1 location	2 locations	3 locations	4 locations
Member Property (1-250 rooms)	\$200	\$350	\$400	\$450
Member Property (251+ rooms)	\$300	\$400	\$500	\$550
Non-Member Property (1-250 rooms)	\$350	\$600	\$750	\$1,000
Non-Member Property (251+ rooms)	\$400	\$650	\$800	\$1,000
Seasonal Property and Attraction (restaurant, museum, historical site, etc.)	\$125	\$200	\$225	\$250

Rates Include:

- ⇒ **Listing displayed in search results** (when a visitor searches for your location or any word contained in your description)
 - ⇒ **Detail page with description and photos**
 - ⇒ **Direct dial button on screen for visitors to call you using phone attached to kiosk**
- ◆ Rates are for one full year from date of payment.
 - ◆ Advertising opportunities also available.

The MLA Travel Reservation System on the Massachusetts Turnpike consists of freestanding, automated kiosks. These state-of-the-art, interactive units use touch-screen technology to allow travelers to quickly search for lodging properties and attractions and contact them directly using an attached phone.



Example of automated kiosk with direct phone connection. MLA kiosks will look similar.

Locations of TRS Kiosks on the Massachusetts Turnpike

- ◆ **Lee Eastbound Visitor Center**
- ◆ **Charlton Eastbound Visitor Center**
- ◆ **Charlton Westbound Food Court**
- ◆ **Natick Eastbound Food Court**

TRAVEL RESERVATION SYSTEM ORDER FORM:

1. Circle dollar amount of desired kiosk(s) **and** kiosk locations below.
2. Complete all sections, and sign at bottom.
3. Fax completed form to MLA at 617-720-1305. Or mail to: MLA, 7 Liberty Square—Suite 200, Boston, MA 02109
4. E-mail description text and up to five photos to mfinkle@masslodging.com.

If you have questions, please call Karen Brown at 617-720-1776.

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Select from the following locations on the Massachusetts Turnpike

**Lee Eastbound Visitor Center
Charlton Eastbound Visitor Center**

**Charlton Westbound Food Court
Natick Eastbound Food Court**

Contact Name: _____
 Company: _____
 Address: _____
 City/State/Zip: _____
 Phone Number: _____ Fax: _____
 Email Address: _____

Phone Number You Want Kiosk to Dial: _____

(This number must reach a live person, since kiosks have no keypads to enter numbers for automated answering systems.)

Form of Payment:

Check (mail separately) American Express MasterCard Visa

Card Number: _____

Expiration Date: ____/____/____ Total Amount: _____

Name on Card: _____

Signature*: _____

**By signing, you agree to Terms and Conditions outlined below.

TERMS AND CONDITIONS

- A. Rates are for specified term beginning when listing first appears on kiosk(s).
- B. Rates based on customer-supplied text and artwork and do not include production costs which, if incurred, will be billed separately.
- C. Cancellation: Customer may cancel or change space at any time but no refunds given after listing is included on kiosk(s).
- D. Terms: Payment within thirty days of order unless otherwise specified by MLA.
- E. Non-Payment: In the event of non-payment, MLA reserves the right to hold customer liable for such invoices as due and payable to MLA. In addition, should it become necessary to place the account with an attorney for collection, customer agrees to pay all reasonable legal fees and collection charges.
- F. MLA reserves the right to reject any kiosk listing request and to terminate this contract at MLA's sole discretion.
- G. Contract not valid unless approved by MLA.