



# Iowa's Highway 20 Historic Auto Trail Membership 2022

An Official Iowa DOT Historic Auto Trail

Dear Old Highway 20 Friends,

We are pleased to announce the official recognition of Iowa's Historic Highway 20 approved by the Iowa Department of Transportation in January 2021!

Historic Highway 20 stretches 333 miles across Iowa through 35 cities and 13 counties between the Mississippi and Missouri Rivers and is now the longest tourism route in the state!

We are writing you to join us where its time to be 20 again in this inaugural kickoff.

### Business Membership

Membership is what drives Historic Route 20 to success!

As a small non profit organization we strive to raise the profiles of the communities along the original 1926 alignments of US Highway 20. For Iowa, this means a new Historic Auto Trail that brings the identity of Highway 20 back to the 35 cities the four lane has bypassed.

Your membership ensures that travelers from Iowa and around the world will have an opportunity to find out what makes small town Iowa worth seeing away from the 4-lane. Not only this, we are connecting to all the communities across Route 20, America's Longest Highway from Boston, MA to Newport, OR

Thank you for your generous support!

_____ Standard Business Member <b>\$50</b>
_____ Ad Rate A. Full Page <b>\$600</b>
_____ Ad Rate B. HalfPage <b>\$350</b>
_____ Ad Rate C. Business Card <b>\$175</b>
_____ OTHER DONATION \$ _____

Business Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZipCode \_\_\_\_\_

Email Address \_\_\_\_\_

### Advertising Rates

Your Basic Membership ensures a listing with your address in our 2022 Tour Guide and on the website without any artwork.

A paid advertisement will be considered as a Membership.

A. Full Page 9" x 4.5" = \$600

B. Half Page 4.5" x 4.5" = \$350

C. 1/4 Page (Business Card) = \$175

Travel Guides will be distributed across Iowa, your location and other locations in mid May 2022. A sample guide is available at [www.historicroute20.org/iowatravelguide](http://www.historicroute20.org/iowatravelguide)

This advertisement is for the Iowa Tour Guide only—ALL memberships and listings will be extended to the National Historic Route 20 Tour Guide map.

\_\_\_\_\_ NEW \_\_\_\_\_ RENEWAL

Basic Membership offers a listing in our travel guide and on our website.

### **Submit Check or Payment Info**

\_\_\_\_\_ Credit Card Number

EXP

CCV

ZipCode

**Remit to:**

**Historic Route 20**

**PO Box 787**

**Iowa City, IA 52244**

*Historic Route 20 is a 501 C 3 Not for Profit Organization—Your membership and sponsorship may be tax deductible. An IRD F-9 Tax Form can be made available.*