



Gerald F. Lackey, Ph.D.
Commissioner

COMMONWEALTH of VIRGINIA
Department of Motor Vehicles

2300 W. Broad St.
P.O. Box 27412
Richmond, VA 23269-0001
(804) 497-7100
TTY: 711 or (800) 828-1120
dmv.virginia.gov

December 1, 2024

The Honorable Karrie K. Delaney
Chair, House Committee on Transportation
General Assembly Building, Room 1112
201 North 9th Street
Richmond, Virginia 23219

Re: Interim Report of the Special Plates Study Group (House Bill 1213)

Dear Chair Delaney:

Delegate Phillip Scott introduced House Bill 1213 during the General Assembly's 2024 Regular Session. The bill proposed to amend Code § 46.2-725 by lowering the minimum number of prepaid applications required to authorize certain new military special plates from 450 to 150. After considering the bill, the House Committee on Transportation voted to lay it on the table to allow further consultation with the Department of Motor Vehicles (DMV) on several issues involving special plates.

In a charge letter dated April 17, 2024, you directed DMV to (1) study the process by which special license plate lines are established and remain in circulation; (2) examine the number of prepaid applications that the General Assembly should require before authorizing a new special plate line, taking into account the costs to create a new plate, interest level in the plate, and other relevant factors; (3) analyze the requirements for keeping a special plate line available for purchase and address when an existing line should be discontinued for new purchases; and (4) identify any other changes needed to improve the process by which special plates are offered.

In response to your letter, DMV convened a study group comprising Deputy Commissioner for Operations Linda Ford, Assistant Commissioner for Finance Scott Cummings, Assistant Commissioner for Driver and Vehicle Services Sharon Brown, Director of Legislative Services Brandon Bailey, Director of Vehicle Services Melanie Lester, and Director of Systems Support Bettie Mattice. DMV also collaborated with Marie Vargo and Barry Peins, Chief Executive Officer and Chief Operating Officer, respectively, for Virginia Correctional Enterprises (VCE), DMV's plate supplier. This letter presents the study group's interim findings in response to the four topics in your charge letter.

In addition to describing the process by which new special plate lines are created, explaining how existing special plate lines are discontinued, and identifying non-legislative

changes DMV will make to improve the special plates process, the study group recommends that the prepaid application minimum for military plates remained unchanged at 450. For the reasons laid out below, the study group defers its recommendations on changing the threshold to discontinue an existing special plate line until DMV and VCE renegotiate the contract that governs VCE's purchase of plate production materials with VCE's supplier.

1. The process by which special plates lines are established and remain in circulation.

Most special plates are governed by Code § 46.2-725. Under Code § 46.2-725(A), the General Assembly must authorize through legislation the creation of most new interest group or military special plate lines.¹ Code § 46.2-725(B)(1) generally requires the entity requesting a new special plate line (the Sponsor) to submit 450 prepaid applications to DMV within 30 days of the effective date of the plate line's authorization.² In practice, this process usually begins when the Sponsor contacts a legislator to introduce the bill authorizing the plate. The legislator must then provide DMV an Acknowledgement of Support form (the VSA 155). These plate requests must meet the 450 prepaid application minimum, which the legislator should confirm before the General Assembly session begins; such bills are typically referred to the House and Senate Transportation Committees, which often ask about the progress of the prepaid application effort when considering them. Once the bill authorizing the new plate line passes the General Assembly and is signed by the Governor or otherwise becomes law, the Sponsor must submit the prepaid applications with payment to DMV within 30 days.

Sponsors may also contact DMV directly regarding a requested plate. DMV then informs the Sponsor how many prepaid applications are required, if any. DMV provides order forms to Sponsors so they can begin collecting prepaid applications. DMV also notifies the Sponsor of any limitations on issuing or re-issuing plates that have been discontinued under Code § 46.2-725(B)(2).

Code § 46.2-725(B)(2) generally requires DMV to discontinue a special plate line if fewer than 200 active sets of plates remain in circulation five years after production began.³

¹ By contrast, there are standing authorizations for special plates for colleges and universities (Code § 46.2-749), certain civic organizations and fraternities or sororities at institutions of higher education (Code § 46.2-746.7), and Virginia cities, counties, and towns (Code §§ 46.2-749.4 and 46.2-749.4:4). In-state colleges and universities are not required to submit any prepaid applications, but 350 prepaid applications are required for the others.

² The General Assembly occasionally authorizes a special plate line and waives the prepaid application minimum, usually for plate lines with a governmental or military nexus. For example, the General Assembly waived the minimum for the special plate to commemorate the 250th Anniversary of the American Revolution in House Bill 840 during the 2024 Regular Session. 2024 Acts ch. 106.

³ The General Assembly instituted the active circulation threshold in 1995, initially at 100 sets. 1995 Acts ch. 747. The legislature increased the threshold to 200 sets in 2003. 2003 Acts ch. 923. As with the prepaid application minimum, the General Assembly also occasionally waives the requirement to discontinue a plate based on the active circulation threshold. House Bill 840,

DMV periodically reviews the number of active sets in each special plate line to identify when circulation has fallen below the statutory threshold. When a plate line falls below the threshold, DMV removes it from its list of plate lines available for purchase. When discontinuing a plate line under Code § 46.2-725(B)(2), DMV does not recall currently active plates and customers who have plates from a discontinued line may renew them as they expire. When a number of plate lines have been discontinued, DMV recommends legislation to repeal their statutory authorization to keep the Code of Virginia up to date. Most recently, DMV recommended repealing the authorization for eight plate lines in the 2021 Special Session, which the General Assembly enacted as part of Senate Bill 1136. 2021 Spec. Sess. I Acts ch. 269.

2. The number of prepaid applications to authorize a new special plate line.

As discussed above, Code § 46.2-725(B)(1) generally requires 450 prepaid applications before DMV produces a new special plate line. The prepaid application minimum helps ensure that DMV recoups its costs to produce the new plate line. The following explanation of the plate production process illustrates the correlation between the prepaid application minimums and DMV's production costs.

After the General Assembly authorizes a plate and DMV receives and verifies the required number of prepaid applications, DMV initiates the plate production process. DMV begins by requesting production-ready artwork depicting the plate's design from the Sponsor. After DMV reviews the design, the plate sheeting vendor creates an electronic version of the plate for the Sponsor's approval. DMV then arranges to produce a prototype metal plate, which DMV and the Sponsor approve before large-scale production commences. Approval may include review by the Virginia State Police and others to ensure the embossed plate numbers and other features are legible. Once DMV, the Sponsor, and other affected entities approve the design, DMV updates its list of special plate lines available for purchase and directs VCE to begin production to fulfill the prepaid applications. This production process typically takes 9 months to complete.

VCE produces all special and other plates for DMV as required by Code § 53.1-47. VCE procures the reflective sheeting and ink used to produce plates through a contract (the Contract) between the Department of General Services and 3M Company (3M) signed on January 14, 2022 and effective September 1, 2022. The Contract requires VCE to order at least 200 yards of sheeting, which produces 600 sets of standard-size plates.⁴ The cost of each 200-yard roll of sheeting varies from \$650 to \$1,850 depending on factors including the number of colors in the plate design. VCE charges DMV to produce plates based on a per-set average cost calculated to

for example, waived the active circulation threshold and directed DMV to instead discontinue the plate on July 1, 2032. 2024 Acts ch. 106.

⁴ Although 3M presently allows VCE to produce plates to fill small orders by silk-screening—i.e., manually painting details on otherwise relatively blank sheeting—this arrangement is a temporary accommodation for existing plate lines only and VCE must purchase silk-screening inks from 3M because only 3M ink is compatible with 3M sheeting. 3M controls ink pricing and intends to end this temporary accommodation in the near future when it obtains new equipment to digitize plate designs.

recoup VCE's expenses across all plate lines. VCE periodically recalculates this average as its expenses change, for example when the costs of materials required for production increase or when demand for more expensive plate lines with multi-color designs goes up.

Based on VCE's current pricing, DMV's upfront costs to design and produce a new plate line are approximately \$7,000, including the cost for a minimum order, 200-yard roll of sheeting and other production materials; the time DMV personnel spend working with the Sponsor to develop the plate design and prototype; and IT implementation costs. DMV currently charges customers who purchase a set of special plates a \$10 annual fee for most standard special plates,⁵ so DMV needs to receive 700 payments of this \$10 fee to recover its upfront costs. The current 450 prepaid application minimum assumes 56% of the customers who preorder a set of plates from a new plate line will renew for at least one year. (A 56% one-year renewal rate yields an additional 250 payments of the \$10 fee. The 450 first-year registrations plus the 250 one-year renewals generate the 700 \$10 payments.)⁶

The \$10 special plate fee and the prepaid applications minimum play inextricably connected roles in allowing DMV to recoup its production costs. The fee has remained unchanged for at least 35 years (since Title 46.1 was recodified as Title 46.2 in 1989), but the provisions governing prepaid application minimums have fluctuated over time. The General Assembly instituted the prepaid application minimum in 1995 at 350. 1995 Acts ch. 747. In 1997, it added a time limit within which the Sponsor needed to submit the prepaid applications: if the Sponsor did not submit 350 prepaid applications within three years after statutory authorization, DMV could not produce the plate unless reauthorized by statute. 1997 Acts chs. 774 and 816.

In 2003, the General Assembly changed the deadline so that the Sponsor of a line authorized after July 1 of that year had to either submit 350 prepaid applications *before* the new line was approved or pay a \$3,500 administrative fee as a deposit. If the Sponsor submitted the prepaid applications within two years, DMV refunded the \$3,500 administrative fee and produced the plate; if not, the Sponsor forfeited the fee and DMV did not produce the plate. For lines reauthorized before July 1, 2003 (under the old 3-year, no-fee deadline), the deadline was shortened to two years. 2003 Acts ch. 923. In 2006, the General Assembly removed the \$3,500 administrative fee and changed the prepaid application deadline to 30 days after statutory authorization. 2006 Acts ch. 550. In 2011, the prepaid application minimum was increased to 450. 2011 Acts ch. 115.

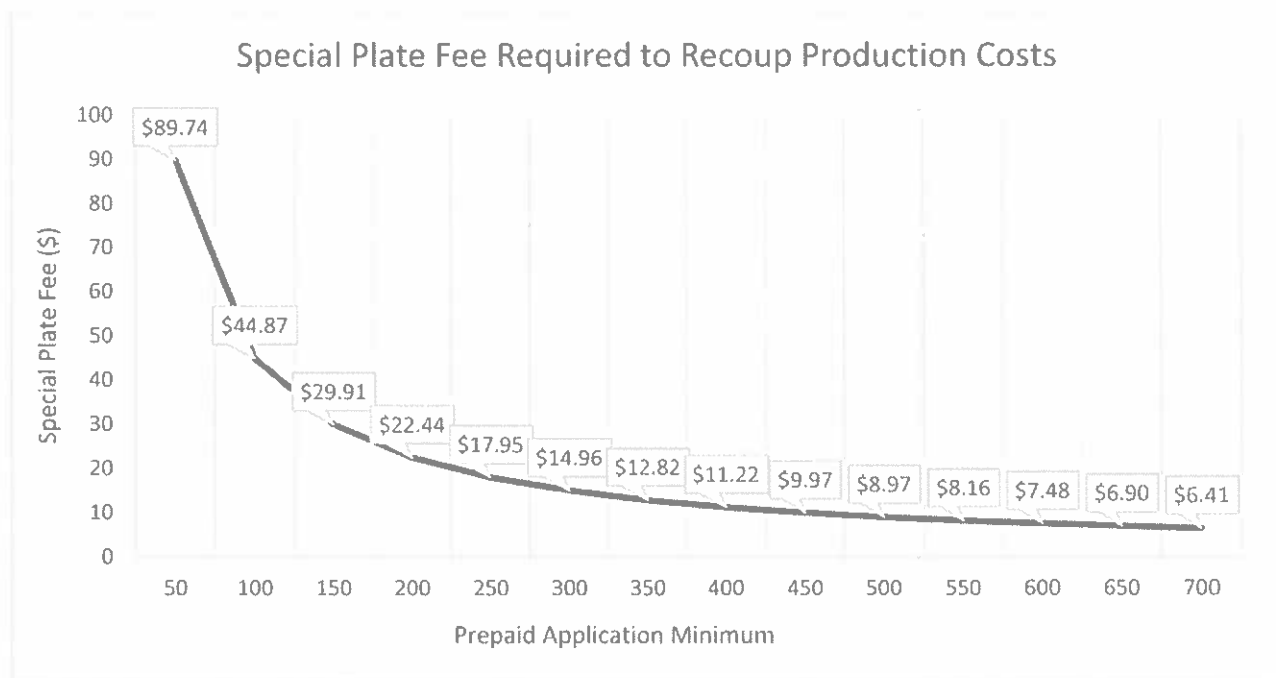
The relationship between the \$10 fee and the prepaid application minimum is illustrated by the graph below, which shows how the fee would need to change in relation to a change in the

⁵ This does not include revenue-sharing special plates authorized under Code § 46.2-725(D) and designated under various other Code sections, which have a different fee structure.

⁶ The economics are more challenging for motorcycle plates. While the 200-yard minimum sheeting order produces 200 sets of standard-sized plates, motorcycle plates are smaller and VCE cannot use the same sheeting to produce both plate sizes. Rather, VCE must order a roll of sheeting for standard-sized plates and a separate roll for motorcycle plates. The 200-yard minimum order yields 1,800 motorcycle plates.

prepaid application minimum to allow DMV to recoup its upfront \$7,000 production costs at the 56% renewal rate.

Based on these calculations, DMV could recoup its costs if a single individual or entity was willing to pay \$7,000 to fund the production of a new, vanity special plate line intended solely for that sponsor. In addition to allowing DMV to recoup its costs, however, the prepaid application minimum also serves a gatekeeping function to ensure at least a minimum level of public interest in a new plate line. DMV presumes the General Assembly prefers to retain its function in determining which messages are appropriate on Virginia's license plates, and the prepaid application minimum plays an important role in evaluating the scope of public support for a particular message. The General Assembly has not allowed a potential Sponsor to completely circumvent the prepaid application requirement by instead paying a flat fee. The study group suggests that the current 450 prepaid application minimum strikes an appropriate balance between gauging public support for a new special plate line and recouping the upfront production costs of creating it. The study group therefore recommends retaining the 450 prepaid application minimum in Code § 46.2-725.



As noted above in footnote 1, Code §§ 46.2-749, 46.2-746.7, 46.2-749.4, and 46.2-749.4:4 authorize the production of special plate lines for out-of-state institutions of higher education, certain civic organizations and fraternities or sororities at institutions of higher education, and Virginia cities, counties, and towns with only 350 prepaid applications. The 350 minimum for these plates is likely the result of omitting these Code sections from the 2011 bill that increased the general minimum to 450 in Code § 46.2-725. In any event, only four such plate lines have been created after the 2011 increase for other special plate lines took effect: the

University of South Carolina special plate, the University of Tennessee special plate, the Zeta Phi Beta special plate, and the Phi Sigma Beta special plate. Rather than reducing the prepaid application minimum for military plates, the study group recommends increasing the prepaid application minimum for plate lines authorized by these four Code sections from 350 to 450 to correct their omission from the 2011 legislation and make them consistent with the requirements for other special plate lines.

The study group also notes that the General Assembly authorized the production of plate lines with company logos in a separate 2011 bill that created Code § 45.2-725.2. 2011 Acts ch. 56. The company logo plate program was intended to encourage companies with vehicle fleets to register those vehicles electronically through DMV's online EZFleet and VirginiaMCS systems, which created cost-saving efficiencies for DMV compared to overseeing fleet registrations manually.⁷

Under the company logo plate program, companies pay a one-time administrative fee of \$4,500 if they register 100-199 vehicles, \$4,200 for 200-349 vehicles, and \$4,000 for more than 349 vehicles, plus a one-time \$5 plate fee per vehicle. Although this fee structure was revenue-neutral when the program was created in 2011, it no longer aligns with DMV or VCE's production costs. DMV would lose up to \$2,000 for each new company logo plate line under VCE's current pricing. Consequently, the study group also recommends adjusting the fee structure so that new company logo plate lines would be subject to the \$10 annual special plate fee and require an administrative fee that allows it to recoup the remainder of the \$7,000 upfront production cost based on the number of fleet vehicles registered. The study group recommends grandfathering existing company logo plate lines under the current price structure.

3. Discontinuing existing special plate lines.

Currently there are 262 special plate lines.⁸ The appendix contains a spreadsheet listing each existing special plate line, its annual calendar year sales from 2014 to mid-2024, and its number of sets of plates in circulation as of July in 2022, 2023, and 2024. As described above, under current Code § 46.2-725(B)(2), a plate line is discontinued when fewer than 200 active sets are in circulation after the plate line has been in production for more than 5 years. The study group recommends changing this threshold based on the number of active plates in circulation to a threshold based on the average number of plates purchased each year over a period of years after the plate has been in production for 5 years.

⁷ Unlike the 2011 bill that increased the prepaid application minimum in Code § 46.2-725, on which DMV took no position, the 2011 company logo plate program bill was a DMV proposal. Four companies presently have logo plates under the program: Airgas, Wilson Trucking, Quality Plus Services, and Penske.

⁸ If DMV has issued plates for motorcycles or disabled parking for a special plate line, the motorcycle or disabled parking plate design is technically a separate special plate line. Both motorcycle and disabled parking plate designs are included within the primary, standard plate design for the purposes of calculating this count of 262 plate lines.

Two reasons support this recommendation. First, the average number of plates purchased over a period of years is a better measure of ongoing customer demand for the special plate line. Customers who have a plate in active circulation have already purchased that plate, so the active circulation threshold is an indicator of past demand, not current or ongoing demand. Past demand is not an efficient basis on which to evaluate whether VCE should commit to a new order of materials necessary to produce more plates for that line.

Ongoing demand for a plate line is a critical factor in determining whether a plate line should remain available for purchase or be discontinued. As mentioned above, the Contract requires VCE to order a minimum of 200 yards of reflective sheeting. One linear foot of sheeting yields one pair of standard-size plates, so the minimum order is effectively for 600 sets. 3M's warranty for the sheeting—the time within which the sheeting must be applied to the aluminum plate blank—is only 12 months. Consequently, VCE runs the risk that any sheeting not used within that period will be unusable and wasted.⁹ VCE does not apply unused sheeting to the aluminum plate blanks before the warranty expires for two reasons. First, doing so would consume the aluminum, meaning it cannot be used to produce plates for a different plate line. Second, VCE has had problems with the separate process of embossing the plate number on the aluminum blank if the sheeting was applied too far in advance.

Nevertheless, the study group declines to recommend a precise threshold of average annual plate sales to discontinue an existing plate line at this time, so it recommends maintaining the existing 200-active-set circulation threshold. Over the course of this study, the study group identified several reasons that compel DMV and VCE to seek to renegotiate the Contract to allow VCE to order smaller quantities of sheeting. In addition to making the continuation of existing special plate lines economically unsustainable for DMV and VCE when the annual sales for the line do not justify a 600-set minimum order, the Contract currently jeopardizes DMV's ability to maintain other low-sales plate lines that the General Assembly presumably expects it to continue for public policy reasons.¹⁰

Over the course of this study, VCE identified changes to the Contract necessary to make continued production and supply of low-sales plate lines economically viable. These changes include renegotiating the Contract to allow VCE to reduce the minimum sheeting order for “small” and “micro” plate lines, based on demand for the particular plate line. VCE recommends a minimum order of 75 yards of sheeting for “small” plate lines and 100 feet for “micro” plate

⁹ The risk of waste is heightened for motorcycle plates. As noted above in footnote 6, the 200-yard minimum sheeting order produces 1,800 motorcycle plates, which are smaller than standard plates. No existing special plate line sells 1,800 motorcycle plates within 3M's 12-month warranty period.

¹⁰ For example, DMV presumably will need to keep low-sales military plate lines available for purchase by eligible customers, such as those for recipients of the Medal of Honor and the Purple Heart authorized by Code § 46.2-745 and Code § 46.2-742, respectively, even though the annual sales of these plates lines do not recoup the cost of a 600-set minimum order.

lines. 3M has informally indicated its willingness to renegotiate, but the study group cannot presently predict the outcome or the effect on the costs of maintaining existing plate lines.¹¹

Alternatively, VCE has seen promising results from new plate production equipment used by other states that can generate individual and small-batch plates. VCE would be interested in acquiring this equipment both because it would be a more cost-effective method of maintaining low-sales plate lines and because VCE could train inmates on modern equipment, allowing them to develop trade skills marketable to modern printing and manufacturing industries.

4. Changes to improve the special plate process.

The study group has identified four changes to improve the special plate process. First, as discussed above, DMV and VCE will work in the coming year to solve the economically unsustainable limitations on maintaining existing special plate lines created by the Contract's minimum order requirements. The solution may involve renegotiating the Contract or VCE acquiring new plate production equipment suitable for producing individual and small-batch plates.

Second, in the meantime, DMV will begin sharing its plate sales information with VCE, including developing a shared IT platform where daily orders and order fulfillment can be tracked by both DMV and VCE, so VCE can better anticipate when and how much material to order based on sales patterns. This change may reduce or eliminate over-ordering such supplies for low-sales plate lines. Under the current process, VCE estimates how much material it needs to order based only on the number of plates DMV directs it to produce, without information about existing plate inventories held by DMV's customer service centers awaiting sale there. VCE has an automated system that tracks materials used to make each plate line, including reflective sheeting. This system notifies VCE when material inventories for the plate line have been consumed to a "safety stock level." The system then notifies a third-party material resource planner that the "safety stock level" has been reached. That vendor determines whether VCE orders the relevant material. DMV's plate sales information will provide historical, trend-based data and ongoing inventory information to allow VCE to make better-informed reordering decisions.

Third, the study group recommends delaying the implementation of an existing plate line's redesign until the inventories of plates and production materials have been consumed unless the Sponsor reimburses DMV and VCE for the waste of the plates and production materials held in inventory. Sponsors may ask to redesign their existing special plate lines

¹¹ Renegotiating the Contract to reduce the minimum order may also impact DMV's production cost for new special plate lines—for example, by reducing the current \$7,000 upfront cost—but the study group cannot predict the effect of such a renegotiation on those costs either. In the event of a successful renegotiation, DMV would revisit the prepaid application minimum needed to recoup the new upfront cost. Because the number of minimum prepaid applications to recoup DMV's upfront costs may change after the renegotiation, DMV does not propose legislation to raise the 350 minimums in Code §§ 46.2-749, 46.2-746.7, 46.2-749.4, and 46.2-749.4:4 to 450, or to structure the pricing of company logo plates in Code § 45.2-725.2, in this study report.

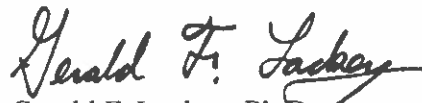
without a new statutory authorization. For example, the College of William and Mary and Virginia Commonwealth University each recently redesigned their existing plate lines. The redesign left DMV with unused plates depicting the original design in its inventory and rendered VCE's existing sheeting depicting the original design useless. Delaying the production of a redesigned plate line until the existing inventories of plates and production materials have been consumed will eliminate this waste.

Fourth, the study group proposes ending the sale of motorcycle plates from special plate lines when existing inventories are exhausted until the low-sale plate problem is resolved because no existing special plate line sells the 1,800 motorcycle plates necessary to consume the current 200-yard minimum sheeting order within the 12-month warranty period. DMV is not required by law to offer motorcycle plates in specialty plate lines, so this change does not require legislative authorization.

5. Conclusion

In the coming year, DMV and VCE will conduct a unit cost analysis and attempt to renegotiate the Contract with 3M or pursue an alternative manufacturing process for low-sales special plate lines. DMV therefore requests a 12-month extension to engage in those negotiations. Meanwhile, DMV will work with VCE to provide sales data to empower VCE to improve its reordering process. DMV will consider delaying the redesign of existing special plate lines until inventories of plates and production materials are consumed and consider ending the sales of motorcycle plates from special plate lines until the low-sale plate problem is resolved.

Sincerely,



Gerald F. Lackey, Ph.D.
Commissioner

cc: The Honorable W. Sheppard Miller III
Secretary of Transportation

The Honorable Phillip A. Scott
Delegate

Plate Category	Spl.Plate.Ind	Plate Name	Annual Sales 2014	Annual Sales 2015	Annual Sales 2016	Annual Sales 2017	Annual Sales 2018	Annual Sales 2019	Annual Sales 2020	Annual Sales 2021	Annual Sales 2022	Annual Sales 2023	Annual Sales 2024	Total 2014-24	Average Sales Per Year Since Sales Exceeded 0 After 2014	Circulation July 2022	Circulation July 2023	Circulation July 2024	Average Sales Per Year as a Percentage of 2024 Circulation	
Others	7002 SI SN00	SCENIC	9,594	10,850	12,692	15,603	16,969	17,830	16,468	21,258	19,041	19,080	8,746	168,131	15,284.64	170,009	169,509	165,299	9.2%	
Special Interest	7002 SI DTOM	DONT TREAD ON ME	7,407	9,619	12,502	16,219	19,922	24,021	26,001	35,415	35,663	34,520	16,677	237,966	21,633.27	129,926	133,137	136,962	15.8%	
Others	7002 SI HTW0	HERITAGE	6,431	7,667	9,057	11,705	13,289	12,178	8,532	11,977	11,472	11,289	5,782	109,379	9,943.55	127,614	120,850	115,574	8.6%	
Special Interest	7002 SI IGWT	IN GOD WE TRUST	7,201	8,538	10,751	13,566	15,396	17,088	17,610	22,576	21,246	21,100	10,026	165,098	15,008.91	97,328	101,709	105,685	14.2%	
Others	7002 SI GS00	GREAT SEAL	2,431	2,926	3,292	3,950	4,293	4,668	4,598	5,890	5,435	5,477	2,680	45,640	4,149.09	43,433	42,909	42,515	9.8%	
Military	7002 MI DV01	DISABLED VETERAN	-	281	1,352	2,189	3,051	4,762	4,263	7,330	10,261	13,092	7,068	53,649	5,364.90	23,757	31,646	40,292	13.3%	
Others	7002 SI SNAUT	SCENIC AUTUMN	1,941	2,372	2,706	3,366	3,905	4,013	3,953	5,029	4,454	4,231	1,848	37,818	3,438.00	32,919	31,439	30,299	11.3%	
Special Interest	7002 SI LIGHT	VIRGINIA LIGHTHOUSES	1,327	1,471	1,628	1,891	2,253	2,238	1,987	2,414	2,223	1,978	922	20,332	1,848.36	24,804	23,405	22,199	8.3%	
Special Interest	7002 SI CB00	CHESAPEAKE BAY	965	1,141	1,323	1,751	1,927	2,058	1,986	2,700	2,458	2,438	1,136	19,883	1,807.55	17,911	17,919	18,074	10.0%	
Special Interest	7002 SI SNP0	SHENANDOAH NATIONAL PARK TRUST (BEAR)	707	951	1,261	1,768	2,207	2,514	2,518	3,753	3,790	3,742	1,514	24,725	2,247.73	15,322	16,734	17,663	12.7%	
Special Interest	7002 SI PP00	PROTECT POLLINATORS	-	1,568	1,664	1,543	1,677	2,031	1,809	2,641	3,016	3,193	1,615	20,757	2,075.70	11,416	12,821	14,330	14.5%	
Military	7002 MI VETAF	VETERAN ARMED FORCES	644	842	1,075	1,459	1,793	2,279	2,364	3,149	2,897	2,658	1,170	20,330	1,848.18	13,466	13,884	14,084	13.1%	
Special Interest	7002 SI WFLWR	SUPPORTERS OF OPERATION WILDFLOWER	620	688	922	1,269	1,634	1,951	2,218	3,047	2,704	3,017	1,515	19,585	1,780.45	11,840	12,776	13,840	12.9%	
Military	7002 MI MCCORP	MARINE CORPS - SEMPER FIDELIS	861	1,033	1,288	1,616	1,865	1,829	1,604	2,104	1,997	1,936	939	17,072	1,552.00	11,667	11,884	12,032	12.9%	
Special Interest	7002 SI AFS0	ANIMAL FRIENDLY	787	887	1,055	1,309	1,488	1,686	1,602	1,892	1,784	1,759	845	15,094	1,372.18	11,494	11,400	11,659	11.8%	
Special Interest	7002 SI UWS0	UNITED WE STAND	594	807	957	1,294	1,451	1,421	1,688	1,942	1,596	1,443	559	13,752	1,250.18	11,540	11,102	10,636	11.8%	
Special Interest	7002 SI PSL0	PROTECT SEA LIFE	-	-	-	-	-	-	660	2,746	3,246	2,860	2,909	1,369	13,790	2,298.33	7,069	8,736	10,193	22.5%
Special Interest	7002 SI HORSE	HORSE ENTHUSIASTS	725	885	1,020	1,276	1,368	1,391	1,157	1,443	1,303	1,272	597	12,437	1,130.64	10,031	9,851	9,736	11.6%	
Special Interest	7002 SI FLY0	BUTTERFLY HERITAGE	516	528	624	856	942	970	1,393	1,876	1,839	1,793	892	12,229	1,111.73	8,987	9,383	9,655	11.5%	
Special Interest	7002 SI PF00	INTERNATIONAL ASSN OF PROFESSIONAL FIREFIGHTER	566	590	826	941	1,093	1,057	939	1,071	1,229	1,204	599	10,115	919.55	9,189	9,212	9,348	9.8%	
Special Interest	7002 SI FD00	FIREFIGHTER	465	525	607	789	763	861	782	880	840	849	424	7,785	707.73	8,958	8,646	8,419	8.4%	
Special Interest	7002 SI TERRM	FIGHT TERRORISM	751	914	1,102	1,272	1,470	1,412	990	1,058	862	807	378	11,016	1,001.45	9,400	8,740	8,133	12.3%	
Special Interest	7002 SI TTOM	TEAM TOMMIE	-	-	-	-	-	-	-	3,988	2,575	2,273	1,080	9,916	2,479.00	5,030	6,557	7,875	31.5%	
Others	7002 SI SNPAT	SCENIC PATRIOT	492	636	701	775	731	804	733	791	746	606	286	7,301	663.73	9,180	8,271	7,645	8.7%	
Special Interest	7002 SI PTHD	PARROTHEADS	545	591	613	742	833	876	729	892	786	1,027	514	8,148	740.73	7,268	6,956	7,143	10.4%	
Special Interest	7002 SI WLCBR	WILDLIFE CONSERVATIONIST (BEAR LOGO)	305	368	474	643	864	974	941	1,316	1,311	1,330	707	9,233	839.36	6,462	6,659	7,047	11.9%	
Special Interest	7002 SI BRF1	FRIENDS OF THE BLUE RIDGE	-	-	-	-	-	-	-	-	1,504	4,282	1,724	7,510	2,503.33	-	3,683	6,769	37.0%	
Special Interest	7002 SI ATRAIL	APPALACHIAN TRAIL	350	460	620	828	1,018	977	1,061	1,310	1,160	1,184	535	9,503	863.91	6,191	6,427	6,588	13.1%	
Special Interest	7002 SI VNFO	NURSES FOUNDATION (VIRGINIA)	-	-	-	-	1,543	1,257	1,456	1,686	1,530	1,290	644	9,406	1,343.71	5,198	5,709	6,013	22.3%	
Special Interest	7002 SI FCTF	FAMILY & CHILDREN TRUST FUND OF VA-HEART LOGO	435	538	667	907	1,043	1,126	980	1,239	1,139	1,181	573	9,828	893.45	5,662	5,823	5,888	15.2%	
Special Interest	7002 SI WLBRD	WILDLIFE CONSERVATIONIST BLUEBIRD	421	416	450	586	694	771	1,014	1,034	1,051	501	7,687	698.82	5,200	5,582	5,860	11.9%		
College	7002 CP VTHOK	VIRGINIA TECH VT LICENSE PLATE (VATECH)	424	477	662	743	686	676	711	870	642	576	258	6,725	611.36	6,461	6,126	5,819	10.5%	
Special Interest	7002 SI SCKF	FAMILY AND CHILDREN'S TRUST FUND - KIDS FIRST LOGO	438	506	567	658	727	801	782	964	926	794	347	7,510	682.73	6,174	5,903	5,618	12.2%	
Special Interest	7002 SI VSP0	VIRGINIA STATE PARKS	-	-	-	-	-	555	1,205	1,607	1,669	1,588	656	7,280	1,213.33	3,776	4,739	5,415	22.4%	
Special Interest	7002 SI JY00	JAMESTOWN	1	-	-	-	-	-	-	-	-	-	-	1	0.09	6,879	5,962	5,208	0.0%	
Special Interest	7002 SI WLCBG	WILDLIFE CONSERVATIONIST EAGLE LOGO	253	303	413	540	643	641	664	906	857	856	398	6,474	588.55	4,994	5,082	5,092	11.6%	
Special Interest	7002 SI CL00	CHOOSE LIFE VIRGINIA	377	389	448	519	581	689	664	810	692	689	325	6,183	562.09	5,228	5,040	4,977	11.3%	
Special Interest	7002 SI NASM1	NATIONAL AIR AND SPACE MUSEUM (NEW)	214	286	385	518	614	711	804	1,088	1,112	1,303	625	7,660	696.36	4,041	4,493	4,950	14.1%	
College	7002 CP VTM0	VIRGINIA TECH-MOUNTAINS (VATECH)	-	-	-	-	-	-	-	1,088	1,779	1,785	875	5,527	1,381.75	1,950	3,367	4,781	28.9%	
Special Interest	7002 SI WN00	WASHINGTON NATIONALS	869	615	683	842	765	1,161	1,260	1,016	727	588	231	8,757	796.09	5,287	5,042	4,721	16.9%	
Special Interest	7002 SI WC00	WASHINGTON CAPITALS	187	355	432	482	1,357	948	838	883	769	643	255	7,149	649.91	4,831	4,768	4,564	14.2%	
Others	7002 SI EYESRD	EYES ON THE ROAD	-	-	-	-	469	1,047	1,308	1,617	1,280	1,137	622	7,480	1,068.57	3,892	4,149	4,472	23.9%	
Special Interest	7002 SI WLCDE	WILDLIFE CONSERVATIONIST WHITE TAIL DEER	265	300	363	452	507	566	523	724	694	676	301	5,371	488.27	4,257	4,212	4,248	11.5%	
Special Interest	7002 SI VA00	VIRGINIA AGRICULTURE	4	1	3	4	3	6	5	3	1	6	1	37	3.36	3,906	4,043	4,162	0.1%	
College	7002 CP HOKIE	VIRGINIA TECH HOKIES (VATECH)	305	368	457	474	477	496	511	497	403	336	138	4,462	405.64	4,595	4,307	4,053	10.0%	
Special Interest	7002 SI NN00	NORTHERN NECK LAND CONSERVANCY	218	255	296	392	457	513	644	674	651	318	4,965	451.36	3,654	3,840	3,986	11.3%		
Special Interest	7002 SI TWRC	TRUST WOMEN, RESPECT CHOICE	207	221	249	456	507	557	577	676	1,077	878	378	5,783	525.73	3,201	3,701	3,883	13.5%	
Special Interest	7002 MI VNV0	VIETNAM WAR VETERAN	279	290	313	326	373	404	320	376	308	294	153	3,436	312.36	3,988	3,857	3,755	8.3%	
Special Interest	7002 SI CPB0	PEACE (COMMUNITY PEACEBUILDING)	252	308	366	470	505	474	661	822	698	595	296	5,447	495.18	43	3,776	3,748	13.2%	
College	7002 CP UVA0	UNIVERSITY OF VIRGINIA (UVA)	195	202	243	299	401	577	703	846	653	514	225	4,858	441.64	3,762	3,749	3,737	11.8%	
Special Interest	7002 SI PBH0	PEACE BEGINS AT HOME	378	323	446	555	679	647	758	1,041	809	761	390	6,787	617.00	3,558	3,648	3,736	16.5%	
Special Interest	7002 SI VES0	EASTERN SHORE	181	176	277	312	338	408	427	645	539	581	254	4,138	376.18	3,567	3,599	3,658	10.3%	
Special Interest	7002 SI FOP0	FRATERNAL ORDER OF POLICE	295	334	314	419	457	434	312	356	358	337	175	3,791	344.64	3,926	3,736	3,595	9.6%	
Special Interest	7002 SI VB00	VIRGINIA BEACH	207	217	287	351	411	456	517	654	508	486	215	4,309	391.73	3,498	3,457	3,384	11.6%	
College	7002 CP TECH	VIRGINIA TECH (VATECH)	241	269	293	383	372	344	347	396	300	276	132	3,353	304.82	3,716	3,507	3,359	9.1%	
Special Interest	7002 SI WLCBA	WILDLIFE CONSERVATIONIST BASS	149	180	233	322	359	401	513	633	560	592	317	4,259	387.18	3,166	3,255	3,308	11.7%	
Special Interest	7002 SI SFCK1	SURFRIDER FOUNDATION REDESIGN	63	304	356	431	584	623	620	785	695	656	275	5,392	490.18	2,987	3,148	3,284	14.9%	
Special Interest	7002 SI VBCF2	VA BREAST CANCER FOUNDATION (REDESIGN)	-	-	-	-	-	-	806	1,170	1,010	1,056	459	4,501	900.20	2,126	2,741	3,242	27.8%	
Special Interest	7002 SI JRPS	JAMES RIVER PARK SYSTEMS	211	241	298	376	409	456	475	556	560	543	220	4,345	395.00	2,983	3,102	3,198	12.4%	
Special Interest	7002 SI CFN3	CLEAN FUEL (64/264 AND DULLES TOLL ROAD ONLY)	391	393	390	408	537	823	301	298	349	320	122	4,332	393.82	2,670	3,434	3,187	12.4%	
Special Interest	7002 SI NASA	LANGLEY RESEARCH CENTER	141	209	269	441	612	710	571	718	613	610	276	5,170	470.00	2,928	2,998	3,125	15.0%	
Special Interest	7002 SI HLF0	LAW ENFORCEMENT MEMORIAL	3	5	9	7	20	11	8	11	14	11	-	99	9.00	3,683	3,598	3,114	0.3%	
Special Interest	7002 SI UA00	UNLOCKING AUTISM	240	296	347	406	510	542	500	600	513	508	273	4,735	430.45</					

Plate Category	Spl.Plate.Ind	Plate Name	Annual Sales 2014	Annual Sales 2015	Annual Sales 2016	Annual Sales 2017	Annual Sales 2018	Annual Sales 2019	Annual Sales 2020	Annual Sales 2021	Annual Sales 2022	Annual Sales 2023	Annual Sales 2024	Total 2014-24	Average Sales Per Year Since Sales Exceeded 0 After 2014	Circulation July 2022	Circulation July 2023	Circulation July 2024	Average Sales Per Year as a Percentage of 2024 Circulation
Special Interest	7002 SI OD01	ORGAN DONOR (REDESIGN)	220	257	288	337	407	421	437	443	415	392	160	3,777	343.36	2,518	2,539	2,541	13.5%
Military	7002 SI IFV0	IRAQI FREEDOM VETERAN	190	239	247	324	335	406	402	516	437	465	218	3,779	343.55	2,500	2,500	2,516	13.7%
Military	7002 SI SOT0	SUPPORT OUR TROOPS	196	224	283	364	379	383	323	454	460	339	150	3,555	323.18	2,638	2,537	2,455	13.2%
Special Interest	7002 SI HOG0	HARLEY OWNERS GROUP	208	247	262	272	285	258	235	289	242	229	95	2,622	238.36	2,783	2,611	2,439	9.8%
Special Interest	7002 SI RE01	VIRGINIA REALTORS	-	-	-	-	126	613	649	855	761	647	300	3,951	564.43	1,967	2,272	2,402	23.5%
College	7002 CP PS00	PENN STATE	153	190	199	239	265	304	266	342	296	298	122	2,674	243.09	2,344	2,368	2,388	10.2%
Special Interest	7002 SI CCC0	CURE CHILDHOOD CANCER	-	842	405	367	389	404	356	406	348	331	142	3,990	399.00	2,477	2,454	2,384	16.7%
College	7002 CP UNC0	NORTH CAROLINA TAR HEELS	131	179	205	310	288	382	345	379	357	265	158	2,999	272.64	2,370	2,351	2,299	11.9%
Special Interest	7002 SI FC00	FRIENDS OF COAL	165	161	153	210	267	335	264	373	465	507	261	3,161	287.36	2,105	2,162	2,259	12.7%
Special Interest	7002 SI WLCBT	WILDLIFE CONSERVATIONIST BROOK TROUT	95	121	144	200	224	268	275	396	374	391	193	2,681	243.73	2,047	2,157	2,255	10.8%
College	7002 CP WV00	WEST VIRGINIA UNIVERSITY	159	206	208	312	310	317	325	371	310	274	114	2,906	264.18	2,359	2,267	2,235	11.8%
Special Interest	7002 SI AE00	AVIATION ENTHUSIASTS	166	167	189	296	342	319	289	375	348	373	169	3,033	275.73	2,107	2,168	2,214	12.5%
Special Interest	7002 SI SML0	SMITH MOUNTAIN LAKE FRANKLIN/BEDFORD/PITTSYLVANA	191	206	210	260	325	295	287	350	327	319	141	2,911	264.64	2,029	2,111	2,161	12.2%
Military	7002 MI USCG	COAST GUARD	130	151	164	238	251	289	278	326	311	269	138	2,545	231.36	1,977	2,004	2,017	11.5%
Special Interest	7002 SI FM00	FREEMASON	155	171	230	256	270	318	248	283	301	283	126	2,641	240.09	2,082	2,021	1,980	12.1%
Special Interest	7002 SI MM00	MEG'S MILES	-	-	591	456	420	388	312	330	309	335	130	3,271	363.44	1,952	1,976	1,974	18.4%
Special Interest	7002 SI A0EC	KEEPING THE LIGHTS ON (VA,MD,DE)	-	-	-	-	-	785	367	457	549	534	266	2,958	493.00	1,541	1,782	1,973	25.0%
Special Interest	7002 SI BRPF	BLUE RIDGE PARKWAY FOUNDATION	-	-	-	-	-	-	-	-	-	-	1,530	1,530	-	-	-	1,943	78.7%
Military	7002 MI NAVY	NAVY, U.S.	-	-	-	-	-	-	-	-	873	922	396	2,191	730.33	-	1,296	1,942	37.6%
Special Interest	7002 SI NRA0	NATIONAL RIFLE ASSOCIATION	206	243	313	339	423	304	305	263	237	181	110	2,924	265.82	2,204	2,039	1,923	13.8%
College	7002 CP UT00	UNIVERSITY OF TENNESSEE	-	-	-	-	841	371	354	358	367	404	173	2,868	409.71	1,614	1,784	1,906	21.5%
Special Interest	7002 SI GREL	ROBERT E. LEE	86	230	177	256	254	224	284	328	237	269	193	2,538	230.73	1,811	1,790	1,828	12.6%
College	7002 CP OHIO	OHIO STATE UNIVERSITY	122	181	174	237	226	240	288	310	261	240	99	2,378	216.18	1,860	1,820	1,820	11.9%
College	7002 CP ODU1	OLD DOMINION UNIVERSITY (REDESIGN 2)	134	154	195	246	283	290	347	436	379	288	145	2,897	263.36	1,775	1,807	1,806	14.6%
College	7002 CP WMO2	WILLIAM & MARY REDESIGN	-	59	237	247	280	277	273	329	283	285	123	2,393	239.30	1,500	1,571	1,699	14.1%
Special Interest	7002 SI 00FT	FRIENDS OF TIBET	100	143	162	223	246	282	319	385	322	294	127	2,603	236.64	1,709	1,653	1,592	14.9%
Special Interest	7002 SI CW00	COLONIAL WILLIAMSBURG	105	126	156	203	189	192	195	277	201	237	115	1,996	181.45	1,523	1,565	1,582	11.5%
Special Interest	7002 SI TSPN	DRIVE SMART NEW	110	152	152	222	275	288	317	357	368	336	174	2,751	250.09	1,488	1,531	1,567	16.0%
College	7002 CP JMUA2	JAMES MADISON UNIVERSITY ATHLETIC (REDESIGN)	-	-	-	-	118	312	313	386	360	386	204	2,079	297.00	1,119	1,345	1,551	19.1%
College	7002 CP VCUA	VIRGINIA COMMONWEALTH UNIVERSITY - RAMS (VCU)	-	240	233	281	258	299	333	369	290	247	81	2,631	263.10	1,585	1,623	1,536	17.1%
Special Interest	7002 SI AKA0	ALPHA KAPPA ALPHA	82	98	108	160	175	159	172	228	273	198	87	1,740	158.18	1,480	1,518	1,517	10.4%
Special Interest	7002 CP VMIO	VIRGINIA MILITARY INSTITUTE	69	128	138	147	178	203	182	204	188	166	82	1,685	153.18	1,493	1,505	1,464	10.5%
Special Interest	7002 SI DU00	VIRGINIA DUCKS UNLIMITED	93	119	130	177	187	212	192	232	244	307	155	2,048	186.18	1,331	1,366	1,457	12.8%
Special Interest	7002 SI POQU	CITY OF POQUOSON	101	119	139	149	197	203	171	221	228	212	85	1,825	165.91	1,479	1,476	1,444	11.5%
College	7002 CP NA00	UNITED STATES NAVAL ACADEMY	92	92	120	136	144	155	160	213	167	129	61	1,469	133.55	1,501	1,450	1,438	9.3%
Special Interest	7002 SI ART0	VA FOR THE ARTS	4	1	1	-	2	4	3	2	4	4	-	25	2.27	1,620	1,630	1,436	0.2%
College	7002 CP UF01	UNIVERSITY OF FLORIDA (REDESIGN)	124	159	205	199	241	213	281	334	213	235	93	2,297	208.82	1,421	1,417	1,396	15.0%
Military	7002 SI EFV0	ENDURING FREEDOM VETERAN	95	131	144	204	203	226	224	304	289	289	148	2,257	205.18	1,281	1,326	1,372	15.0%
Special Interest	7002 SI ALZA	ALZHEIMER'S ASSOCIATION	-	-	-	-	-	650	306	320	300	310	149	2,035	339.17	1,153	1,254	1,348	25.2%
Special Interest	7002 SI JDRF	JUVENILE DIABETES FOUNDATION	103	108	133	157	175	170	189	219	200	188	90	1,732	157.45	1,426	1,396	1,338	11.8%
Special Interest	7002 SI SGV0	STOP GUN VIOLENCE	-	-	-	-	428	320	263	283	337	341	130	2,102	300.29	1,121	1,263	1,272	23.6%
College	7002 CP CU10	CLEMSON UNIVERSITY	86	88	123	166	197	228	177	194	155	171	78	1,663	151.18	1,259	1,275	1,262	12.0%
College	7002 CP UM00	UNIVERSITY OF MICHIGAN	97	89	133	156	187	185	160	208	206	171	128	1,720	156.36	1,229	1,212	1,253	12.5%
Military	7002 MI ONAS	OCEANA NAVAL AIR STATION	77	112	129	131	152	188	160	201	253	192	105	1,700	154.55	1,294	1,214	1,221	12.7%
Special Interest	7002 SI PHP0	THE MOST WORSHIPFUL PRINCE HALL GRAND LODGE	87	92	100	129	144	132	113	118	122	139	43	1,219	110.82	1,217	1,196	1,166	9.5%
Military	7002 MI VVA0	VIETNAM VETERAN OF AMERICA	74	91	101	108	110	147	80	128	116	133	76	1,164	105.82	1,247	1,187	1,160	9.1%
College	7002 CP LU0A	LIBERTY UNIVERSITY (NEW)	50	112	121	164	195	219	224	317	270	262	137	2,071	188.27	1,017	1,062	1,134	16.6%
Special Interest	7002 SI RP00	THE RICHMOND PLANET	-	-	-	-	-	-	-	-	-	805	390	1,195	597.50	-	429	1,095	54.6%
Special Interest	7002 SI DST0	DELTA SIGMA THETA SORORITY	71	53	85	73	125	126	112	121	119	133	74	1,092	99.27	1,039	1,043	1,075	9.2%
College	7002 CP UVAGH	UNIVERSITY OF VIRGINIA - V SABRE (UVA)	-	-	-	-	-	-	-	-	407	490	244	1,141	380.33	142	678	1,069	35.6%
Special Interest	7002 SI EBHO	HOME SCHOOL	78	99	117	137	167	139	153	168	146	157	79	1,440	130.91	1,139	1,078	1,058	12.4%
College	7002 CP AUB0	AUBURN UNIVERSITY	108	122	111	114	173	154	138	150	153	144	67	1,434	130.36	1,097	1,077	1,052	12.4%
Special Interest	7002 SI TOB0	TOBACCO HERITAGE	57	52	89	92	107	101	105	108	119	151	59	1,040	94.55	998	1,016	1,030	9.2%
Military	7002 MI CIO0	COMBAT INFANTRYMAN BADGE	65	87	91	110	128	127	120	158	151	141	71	1,249	113.55	1,021	1,028	1,029	11.0%
College	7002 CP 00UM	UNIVERSITY OF MARYLAND	76	68	94	93	92	103	171	177	125	139	67	1,205	109.55	1,035	1,006	1,000	11.0%
College	7002 CP WP00	UNITED STATES MILITARY ACADEMY	67	82	71	108	86	122	108	117	97	115	45	1,018	92.55	1,025	1,011	999	9.3%
Special Interest	7002 MI NVTR	THE NAVAL AVIATORS - PILOTS	78	67	92	112	124	106	120	120	108	117	65	1,109	100.82	969	983	985	10.2%
College	7002 CP USC0	UNIVERSITY OF SOUTH CAROLINA	-	300	156	158	168	132	155	161	146	162	68	1,606	160.60	976	971	957	16.8%
Special Interest	7002 SI WLCMA	WILDLIFE CONSERVATIONIST MALLARD	36	34	53	83	81	105	88	146	133	142	79	980	89.09	903	930	952	9.4%
College	7002 CP RUN0	RADFORD UNIVERSITY (NEW)	64	80	107	137	180	145	177	200	175	148	67	1,480	134.55	915	914	916	14.7%
Special Interest	7002 SI NAS1	NASA-WALLOPS FLIGHT FACILITY	-	-	-	-	-	95	222	308	302	300	116	1,343	223.83	624	770	847	26.4%
College	7002 CP UR10	UNIVERSITY OF RICHMOND-SPIDER (REDESIGN)	60	88	82	103	109	122	113	153	162	140	77	1,209	109.91	717	745	802	13.7%
Special Interest	7002 SI BW00	VIRGINIA BOWLERS	40	48	67	82	100	99	92	130	127	132	70	987	89.73	725	748	765	11.7%
College	7002 CP VCUS	VIRGINIA COMMONWEALTH UNIVERSITY (SEAL)(VCU)	-	88	100	131	139	125	143	175	145	117	66	1,229	122.90	723	753	763	16.1%
College	7002 CP NSU0	NORFOLK STATE UNIVERSITY	48	47	60	85	79	82	114	180	137	110	55	997	90.64	743	752	753	12.0%
Special Interest	7002 SI OPP0	OMEGA PSI PHI FRATERNITY	60	67	79	65	97	82	74	108	103	95	56	886	80.55	721	719	729	11.0%
Special Interest	7002 MI VVW0	SUPPORT WOMEN VETERANS	-	-	-	-	-	-	-	-	-	-	759	759	759.00	-	-	722	105.1%
College	7002 CP HU00	HAMPTON UNIVERSITY	40	58	56	65	83	92	112	138	94	94	36	868					

Plate Category	Spl.Plate.Ind	Plate Name	Annual Sales 2014	Annual Sales 2015	Annual Sales 2016	Annual Sales 2017	Annual Sales 2018	Annual Sales 2019	Annual Sales 2020	Annual Sales 2021	Annual Sales 2022	Annual Sales 2023	Annual Sales 2024	Total 2014-24	Average Sales Per Year Since Sales Exceeded 0 After 2014	Circulation July 2022	Circulation July 2023	Circulation July 2024	Average Sales Per Year as a Percentage of 2024 Circulation
College	7002 CP LWU0	LONGWOOD	42	67	86	75	80	97	107	135	93	88	43	913	83.00	733	712	706	11.8%
Military	7002 MI LMERIT	LEGION OF MERIT	-	-	95	111	117	113	113	128	115	140	68	1,000	111.11	589	627	698	15.9%
Military	7002 MI VFW0	VETERANS FOREIGN WARS	47	46	66	76	98	101	88	109	92	93	37	853	77.55	751	712	689	11.3%
Special Interest	7002 SI CPBI	COMMUNITY PEACEBUILDING (GLOBE)	-	-	-	-	100	167	185	219	202	160	72	1,105	157.86	605	644	684	23.1%
College	7002 CP DUKE	DUKE UNIVERSITY	43	60	67	78	72	126	132	129	82	84	34	907	82.45	707	685	665	12.4%
College	7002 CP HS00	HAMPDEN-SYDNEY	38	47	56	77	82	79	85	101	91	74	36	766	69.64	677	655	655	10.6%
Special Interest	7002 SI NNSB	NEWPORT NEWS SHIPBUILDING	-	294	89	81	113	85	76	99	80	70	33	1,020	102.00	676	669	653	15.6%
Special Interest	7002 SI CAKE	CITY OF CHESAPEAKE	35	50	53	49	78	90	90	140	148	109	81	923	83.91	587	604	642	13.1%
College	7002 CP GU00	GEORGETOWN UNIVERSITY	40	49	39	75	84	86	99	117	126	97	66	878	79.82	637	625	641	12.5%
College	7002 CP CNC1	CHRISTOPHER NEWPORT UNIVERSITY(REDESIGN)	82	78	105	104	97	117	114	84	102	77	47	1,007	91.55	656	628	631	14.5%
Special Interest	7002 SI ICIO	THE INTERNET CAPITAL	57	57	67	74	110	99	87	139	99	113	48	950	86.36	633	623	624	13.8%
Special Interest	7002 SI KAPF	THE KAPPA ALPHA PSI FRATERNITY INC	44	49	46	71	68	78	91	67	81	65	36	696	63.27	635	650	624	10.1%
Special Interest	7002 SI ES00	ORDER OF EASTERN STAR	41	51	53	75	83	97	98	85	79	110	39	811	73.73	598	626	612	12.0%
Special Interest	7002 SI 00GS	GOLD STAR	45	47	51	65	71	69	57	90	105	110	47	757	68.82	559	581	602	11.4%
College	7002 CP NCSU1	NORTH CAROLINA STATE UNIVERSITY REDESIGN	-	20	88	89	108	112	132	91	99	113	46	898	89.80	518	558	592	15.2%
Special Interest	7002 SI NASM	NATIONAL AIR AND SPACE MUSEUM, OBSOLETE	-	-	-	-	-	-	-	-	-	-	-	-	No Sales in Period	750	652	587	No Average Sales
College	7002 CP VSUT	VIRGINIA STATE UNIVERSITY-TROJAN	-	-	-	-	87	157	195	247	227	198	116	1,227	175.29	668	766	573	30.6%
College	7002 MI USAFA	US AIR FORCE ACADEMY	-	241	85	82	88	71	71	75	80	64	24	881	88.10	572	573	564	15.6%
Special Interest	7002 SI ZPBS	ZETA PHI BETA	-	-	-	-	-	364	87	82	79	73	41	726	121.00	473	499	524	23.1%
Special Interest	7002 SI FFA0	FFA (FUTURE FARMERS OF AMERICA)	-	-	-	-	-	392	91	93	88	66	34	764	127.33	498	508	500	25.5%
Special Interest	7002 SI SHR0	SHRINER	26	41	47	54	75	64	52	55	54	42	31	541	49.18	524	497	494	10.0%
College	7002 CP TEX0	TEXAS A & M UNIVERSITY	23	46	44	68	68	65	60	81	93	52	26	626	56.91	512	513	492	11.6%
Special Interest	7002 SI SCV1	SONS OF CONFEDERATE VETERANS (REDESIGN)	-	504	32	37	38	29	40	38	38	23	13	792	79.20	513	481	444	17.8%
Special Interest	7002 SI CIO0	AFL-CIO	20	24	44	62	78	61	72	77	73	68	48	627	57.00	426	418	442	12.9%
Military	7002 SI COLE	USS COLE	32	34	42	42	49	37	51	72	50	48	25	482	43.82	480	444	420	10.4%
Special Interest	7002 SI APA1	ALPHA PHI ALPHA FRATERNITY, INC (REDESIGN)	-	-	-	-	-	99	96	104	113	115	59	586	97.67	273	348	409	23.9%
College	7002 CP URS1	UNIVERSITY OF RICHMOND CREST (REDESIGN)	31	48	64	55	70	60	70	67	74	53	32	624	56.73	412	405	409	13.9%
College	7002 CP GT00	GEORGIA TECH	45	39	29	37	51	36	45	58	53	54	31	478	43.45	407	397	402	10.8%
College	7002 CP UMW0	UNIVERSITY OF MARY WASHINGTON	29	26	33	48	55	59	62	86	56	62	26	542	49.27	380	395	392	12.6%
College	7002 CP GMPATS	GEORGE MASON UNIVERSITY-PATRIOTS	31	46	48	54	63	73	67	91	70	69	22	634	57.64	404	407	391	14.7%
Special Interest	7002 SI KC00	KNIGHT OF COLUMBUS	40	38	47	41	55	43	38	59	56	46	20	483	43.91	421	404	382	11.5%
College	7002 CP FS01	FLORIDA STATE UNIVERSITY (REDESIGN)	-	-	-	-	-	-	-	-	167	193	92	452	150.67	83	230	380	39.6%
College	7002 CP GWU0	GEORGE WASHINGTON UNIVERSITY	41	32	45	61	76	71	79	78	70	67	39	659	59.91	358	371	374	16.0%
Military	7002 MI DFC0	DISTINGUISHED FLYING CROSS	20	27	28	31	34	24	35	30	40	26	12	307	27.91	389	380	360	7.8%
Special Interest	7002 SI HLF1	LAW ENFORCEMENT MEMORIAL (REDESIGN2)	-	-	-	-	-	-	-	-	-	135	230	365	182.50	-	-	359	50.8%
College	7002 CP SWBR	SWEET BRIAR COLLEGE	17	106	47	48	39	36	34	44	34	36	18	459	41.73	367	356	351	11.9%
Special Interest	7002 SI PBSF	PHI BETA SIGMA FRATERNITY, INC.	-	-	-	-	-	-	-	-	387	82	27	496	165.33	314	336	349	47.4%
Special Interest	7002 SI FX00	FAIRFAX CITY	18	20	20	21	46	29	56	71	54	76	25	436	39.64	323	317	335	11.8%
College	7002 CP VSU1	VIRGINIA STATE UNIVERSITY - SEAL	-	-	-	-	21	62	91	113	81	75	25	468	66.86	271	302	330	20.3%
College	7002 CP VJU0	VIRGINIA UNION UNIVERSITY	22	31	20	29	39	53	57	60	62	48	29	450	40.91	318	328	326	12.5%
College	7002 CP RKC1	ROANOKE COLLEGE (NEW) (RKC)	24	36	39	40	35	46	57	55	45	49	26	452	41.09	320	322	318	12.9%
Special Interest	7002 SI ROT1	ROTARY INTERNATIONAL	27	30	33	34	40	39	27	34	27	39	13	343	31.18	341	333	317	9.8%
College	7002 CP EHC1	EMORY & HENRY COLLEGE REDESIGN	-	-	29	72	49	47	55	67	60	53	16	448	49.78	283	293	310	16.1%
Military	7002 MI SFA0	SPECIAL FORCES ASSOCIATION	24	33	21	51	29	50	31	47	42	38	17	383	34.82	316	320	308	11.3%
Special Interest	7002 SI SCH4	FAMILY & CHILDRENS TRUST FUND OF VA-HAND LOGO	22	30	35	37	63	51	62	65	74	49	26	514	46.73	314	310	300	15.6%
College	7002 CP NSU1	NORFOLK STATE UNIVERSITY - TOWER	-	-	-	-	18	59	86	97	68	54	25	407	58.14	242	257	276	21.1%
College	7002 CP LYC0	LYNCHBURG COLLEGE	20	24	28	50	45	40	39	32	23	29	12	342	31.09	309	297	275	11.3%
College	7002 CP RMCYN	RANDOLPH MACON COLLEGE-YELLOW JACKET (NEW)	21	25	25	23	32	34	32	42	66	29	15	344	31.27	207	257	256	12.2%
College	7002 CP MSU1	MARSHALL UNIVERSITY	25	32	29	27	40	23	38	37	50	29	17	347	31.55	241	243	246	12.8%
College	7002 CP WLU0	WASHINGTON & LEE UNIVERSITY	15	17	12	26	33	35	25	25	20	30	13	251	22.82	255	248	239	9.5%
Special Interest	7002 SI ART1	VIRGINIANS FOR THE ARTS	-	-	-	-	-	-	-	-	-	19	177	196	98.00	-	-	229	42.8%
College	7002 CP REGU	REGENT UNIVERSITY	14	10	23	31	22	40	38	42	53	36	12	321	29.18	218	214	216	13.5%
College	7002 CP CU00	CITADEL UNIVERSITY	18	13	20	24	33	20	22	31	26	22	15	244	22.18	215	214	208	10.7%
Military	7002 MI SL00	SILVER STAR	18	12	16	17	28	27	15	23	16	28	9	209	19.00	224	214	204	9.3%
College	7002 CP WMA2	WILLIAM & MARY (ATHLETIC) REDESIGN	-	-	-	-	-	14	44	62	63	58	27	268	44.67	136	165	193	23.1%
Special Interest	7002 SI SCST	FAMILY & CHILDRENS TRUST FUND OF VA - STAR LOGO	10	12	14	28	21	23	27	37	41	50	17	280	25.45	158	171	181	14.1%
Military	7002 MI KWV0	KOREAN WAR VETERAN	12	18	16	20	20	23	17	14	16	19	7	182	16.55	232	207	169	9.8%
College	7002 CP CVCU	UNIVERSITY OF VA WISE	7	15	17	17	21	15	40	29	37	21	10	229	20.82	165	170	168	12.4%
College	7002 CP HC00	HOLLINS UNIVERSITY	12	14	10	16	17	23	21	37	21	16	5	192	17.45	166	162	164	10.6%
College	7002 CP RMCS	RANDOLPH MACON COLLEGE (SCHOOL LOGO)	7	16	12	12	18	22	23	19	18	8	14	169	15.36	154	154	149	10.3%
College	7002 CP SU01	SHENANDOAH UNIVERSITY REDESIGN	-	15	24	20	32	27	26	47	36	28	17	272	27.20	138	146	147	18.5%
College	7002 CP BC01	BRIDGEWATER COLLEGE (REDESIGN)	-	-	-	-	-	2	43	36	47	41	8	177	29.50	103	127	136	21.7%
College	7002 CP FC01	FERRUM COLLEGE (REDESIGN)	6	15	24	22	24	30	30	31	29	29	6	246	22.36	134	143	135	16.6%
Others	7001 SI EYESRD	EYES ON THE ROAD	-	-	-	-	6	33	35	49	29	36	21	209	29.86	117	119	133	22.4%
Special Interest	7002 SI LV00	LIONS OF VIRGINIA	12	11	8	15	16	10	14	13	16	21	6	142	12.91	133	133	124	10.4%
College	7002 CP MYMT	MARYMOUNT UNIVERSITY	13	10	16	15	11	11	21	22	20	15	11	165	15.00	112	101	107	14.0%
College	7002 CP MB01	MARY BALDWIN UNIVERSITY (REDESIGN)	-	-	4	19	20	15	16	39	19	30	11	173	19.22	92	99	104	18.5%
College	7002 CP AU00	AVERETT UNIVERSITY	8	14	8	12	12	20	21	23	10	13	5	146	13.27	115	107	99	13.4%
Special Interest	7002 SI FM00	FREE MASON	5	14	11	12	8	19	15	18	10	18	9	139	12.64	108	102	99	12.8%
College	7002 CP EVMS	EASTERN VIRGINIA MEDICAL COLLEGE	6	6	6	8	6	11	20	21	16	17	10	127	11.55	86	87	91	12.7%
Military	7002 MI CGA1	COAST GUARD AUXILIARY (REDESIGN)	21	16	11	13	18	13	10	-	-	-	-	102	9.27	116	102	91	10.2%

Plate Category	Spl.Plate.Ind	Plate Name	Annual Sales 2014	Annual Sales 2015	Annual Sales 2016	Annual Sales 2017	Annual Sales 2018	Annual Sales 2019	Annual Sales 2020	Annual Sales 2021	Annual Sales 2022	Annual Sales 2023	Annual Sales 2024	Total 2014-24	Average Sales Per Year Since Sales Exceeded 0 After 2014	Circulation July 2022	Circulation July 2023	Circulation July 2024	Average Sales Per Year as a Percentage of 2024 Circulation
Special Interest	7002 SI NOK0	NEXT OF KIN	-	-	6	12	17	17	20	21	27	16	9	145	16.11	76	83	90	17.9%
College	7002 CP VU01	VILLANOVA UNIVERSITY (NEW)	18	17	32	36	1	-	-	-	-	-	-	104	9.45	93	85	78	12.1%
College	7002 CP VWU0	VIRGINIA WESLEYAN UNIVERSITY (REDESIGN)	-	-	-	4	22	14	20	18	25	14	3	120	15.00	68	68	77	19.5%
Military	7002 MI ML00	MARINE CORPS LEAGUE	6	6	7	14	14	22	9	8	2	4	-	92	8.36	97	82	75	11.2%
College	7002 CP NVCC	NORTHERN VIRGINIA COMMUNITY COLLEGE	2	6	4	10	9	11	11	23	10	26	5	117	10.64	52	69	69	15.4%
Military	7001 SI SOT0	SUPPORT OUR TROOPS	2	3	8	6	11	9	6	10	7	5	10	77	7.00	58	50	54	13.0%
Special Interest	7002 SI HI00	HEARING IMPAIRED	3	3	3	2	2	3	3	8	9	8	2	46	4.18	56	57	49	8.5%
Military	7002 MI WWII	WORLD WAR II VETERANS	10	5	12	10	8	13	7	7	4	3	-	79	7.18	78	59	42	17.1%
Military	7002 MI MR00	MARINE RESERVE	-	2	1	4	3	6	3	4	5	12	3	43	4.30	41	42	42	10.2%
College	7002 CP RC01	RANDOLPH COLLEGE	5	9	5	8	9	6	10	13	6	7	4	82	7.45	43	41	38	19.6%
College	7002 CP EMCS	EASTERN MENNOITE UNIVERSITY	3	3	8	3	8	3	5	14	2	8	1	58	5.27	42	42	37	14.3%
Military	7002 MI VDF0	VIRGINIA DEFENSE FORCE	5	-	3	1	7	12	9	7	7	8	4	63	5.73	43	39	35	16.4%
College	7002 CP TWCC	TIDEWATER COMMUNITY COLLEGE	-	3	2	2	5	4	12	9	9	4	6	56	5.60	30	27	30	18.7%
College	7002 CP BF02	BLUEFIELD UNIVERSITY	-	-	-	-	-	-	-	-	7	9	10	26	8.67	-	13	24	36.1%
College	7002 CP JCHS	JEFFERSON COLLEGE OF HEALTH SCIENCES	4	2	6	9	11	6	1	1	1	4	-	45	4.09	27	21	23	17.8%
College	7002 CP SWCC	SOUTHWEST VIRGINIA COMMUNITY COLLEGE	-	-	-	-	-	-	10	6	4	2	2	24	4.80	16	16	20	24.0%
Special Interest	7002 CP WU00	VIRGINIA WESTERN COMMUNITY COLLEGE	2	1	2	2	2	4	3	5	5	6	4	36	3.27	18	19	20	16.4%
College	7002 CP GCC1	GERMANNA COMMUNITY COLLEGE (REDESIGN)	-	-	-	-	-	5	3	4	5	5	5	27	4.50	9	10	17	26.5%
College	7002 CP BRCC11	BLUERIDGE COMMUNITY COLLEGE	-	2	1	1	2	4	3	3	5	8	1	30	3.00	11	20	16	18.8%
College	7002 CP MECC	MOUNTAIN EMPIRE COMMUNITY COLLEGE	1	1	-	2	-	1	2	3	4	2	1	17	1.55	18	20	16	9.7%
Special Interest	7002 SI CFN3	CLEAN SPECIAL FUEL (TIDEWATER ONLY)	2	2	2	1	1	3	2	5	2	3	-	23	2.09	17	17	15	13.9%
Military	7002 MI DSC0	DISTINGUISHED SERVICE CROSS	-	2	1	1	1	-	1	4	1	2	2	15	1.50	14	14	15	10.0%
Military	7002 MI MAF0	MILITARY ASSAULT FORCES	-	-	-	-	-	-	2	2	-	1	-	5	1.00	16	16	15	6.7%
College	7002 CP WCC00	WYTHEVILLE COMMUNITY COLLEGE	-	-	-	-	-	-	7	5	3	5	-	20	4.00	12	15	14	28.6%
College	7002 CP JSRCC	THE J.SARGEANT REYNOLDS COMMUNITY COLLEGE	1	1	-	2	5	2	5	3	-	4	1	24	2.18	15	16	14	15.6%
College	7002 CP AMNU	AMERICAN NATIONAL UNIVERSITY (REDESIGN)	-	-	-	-	2	11	2	3	2	5	1	26	3.71	9	11	13	28.6%
Special Interest	7001 SI OPP0	OMEGA PSI PHI	-	-	-	-	1	2	4	3	2	4	2	18	2.57	9	10	13	19.8%
Military	7002 MI PWM0	PRISONER OF WAR MEDAL	-	1	-	1	1	-	-	-	-	2	-	5	0.50	15	13	13	3.8%
College	7002 CP PVC1	PIEDMONT VIRGINIA COMMUNITY COLLEGE	1	1	-	1	1	1	1	3	1	1	-	11	1.00	10	10	10	10.0%
College	7002 CP SCHS	SENTARA COLLEGE OF HEALTH SCIENCES	-	-	-	-	-	2	3	3	2	3	1	14	2.33	4	8	9	25.9%
College	7001 CP NSU1	NORFOLK STATE UNIVERSITY - TOWER	-	-	-	-	2	3	1	2	1	2	2	13	1.86	11	6	9	20.6%
Special Interest	7002 SI CPB1	COMMUNITY PEACEBUILDING (GLOBE)	-	-	-	-	-	1	3	3	-	4	-	11	1.83	5	7	9	20.4%
Military	7002 MI CRS0	CHOSIN RESERVOIR SURVIVOR	-	1	-	-	-	-	3	2	2	-	-	8	0.80	12	10	9	8.9%
College	7002 CP DCC0	DANVILLE COMMUNITY COLLEGE	-	-	1	1	1	2	1	3	1	1	2	13	1.44	6	6	8	18.1%
College	7002 CP ELON1	ELON UNIVERSITY (REDESIGN)	-	-	-	12	3	-	-	-	-	-	-	15	1.88	10	6	7	26.8%
College	7002 CP VHCC1	VIRGINIA HIGHLANDS COMMUNITY COLLEGE (REDESIGN)	-	-	-	-	1	-	1	3	3	1	-	9	1.29	6	8	6	21.4%
College	7002 CP PDCCC	PAUL D CAMP COMMUNITY COLLEGE	-	-	-	3	1	3	1	-	1	1	-	10	1.25	11	10	6	20.8%
Special Interest	7002 SI NAS1	NASA WALLOPS FLIGHT FACILITY	-	-	-	-	-	-	2	-	3	4	-	9	1.80	3	5	4	45.0%
Military	7001 MI MOH0	MEDAL OF HONOR	-	-	-	-	1	-	-	-	-	-	-	1	0.14	4	4	4	3.6%
College	7002 CP LFCC1	LORD FAIRFAX COMMUNITY COLLEGE (REDESIGN)	-	-	-	-	2	3	1	5	-	-	-	11	1.57	8	5	3	52.4%
College	7002 CP HSOO	HAMPDEN-SYDENY	-	-	-	-	-	-	2	-	-	1	-	3	0.60	1	2	2	30.0%
College	7001 CP GWU0	GEORGE WASHINGTON UNIVERSITY	-	1	1	-	-	-	-	1	-	-	1	4	0.40	1	1	2	20.0%
College	7002 CP ECU1	EAST CAROLINA UNIVERSITY REDESIGN	-	-	-	-	-	1	-	1	-	-	-	2	0.33	1	1	1	33.3%
Military	7002 MI LV00	LEGION OF VALOR OF THE USA	-	-	-	-	-	-	-	-	-	-	-	-	No Sales in Period	-	-	-	No Average Sales
Military	7001 MI MOH0	MEDAL OF HONOR - AIR FORCE	-	-	-	-	-	-	-	-	-	-	-	-	No Sales in Period	-	-	-	No Average Sales
Military	7001 MI MOH0	MEDAL OF HONOR - ARMY	-	-	-	-	-	-	-	-	-	-	-	-	No Sales in Period	-	-	-	No Average Sales
Military	7001 MI MOH0	MEDAL OF HONOR - MARINES/NAVY	-	-	-	-	-	-	-	-	-	-	-	-	No Sales in Period	-	-	-	No Average Sales
College	7001 CP MECC	MOUNTAIN EMPIRE COMMUNITY COLLEGE HANDICAP	-	-	-	-	-	-	-	-	-	-	-	-	No Sales in Period	-	-	-	No Average Sales
College	7001 CP UM00	UNIVERSITY OF MICHIGAN	-	-	-	-	2	1	1	1	2	2	1	10	1.43	-	-	-	#DIV/0!