Travel Boards, Inc. is a specialized out-of-home advertising company, with a focus on interstate highways. Today, Travel Board® InfoCenters are seen by millions of travelers each year, across over 1,200 miles of interstate highways.

Our products include logo signs, toll plaza signs, backlit signs, digital advertising and maps. Advertisers are able to use a variety of cost-effective mediums to reach existing and potential customers.

For 25 years, Travel Boards has connected advertisers with travelers on the Ohio Turnpike. Our partnership with the Ohio Turnpike and Infrastructure Commission allows us to offer marketing services with specialized opportunities to our advertisers, allowing them to reach millions in key locations across the entire Turnpike.

The Ohio Turnpike is a 241 mile toll road with 14 service plazas, offering one of the safest and most convenient routes for motorists to reach east/west destinations across northern Ohio. With an average daily traffic volume of 151,268 vehicles, the Ohio Turnpike is by far and away the busiest interstate highway in Ohio.

In 1956, its first full year of operation, approximately 10 million cars and trucks used the Turnpike. By 2017, total traffic had increased to over 55 million vehicles, logging over 3 billion miles. With an average of 2.2 people per vehicle, the Ohio Turnpike serves over 121 million travelers annually.
THE OHIO TURNPIKE LOGO PROGRAM
MAINLINE & TOLL PLAZA ADVERTISING

MAIN LINE LOGO SIGNS
Benefits & Features:
- Located 1-2 miles before interchanges along the Turnpike.
- Provide exposure to millions of travelers each year.
- Include Exit Guide distribution at toll plazas.
- Are proven business generators that will increase sales.

RAMP SIGNS
Benefits & Features:
- Increased exposure to millions of potential customers.
- Provides directional information to travelers exiting the turnpike.
- Initial installation in 2017 on a “first come, first served” basis.

TOLL PLAZA EXIT GUIDES
Benefits & Features:
- Distributed at toll plazas.
- Hotel location on individual exit map.
- Show distance from interchange, hotel city, and phone number.
Backlit Ad: Hotel Listing

Holiday Inn Express
Austintown, OH & Suites

☎️ 330-505-5700

4.3 miles from Exit 218. Take I-80 East to Exit 223. Take OH 46 North. Follow to Comly Dr. Hotel is on the left.

Amenities:
- Corporate Discount
- Senior Discount
- AAA Discount
- Breakfast Included
- Pets Allowed
- In-Room Coffee
- Indoor Pool
- Outdoor Pool
- Fitness Center
- Internet

Located in the main lobby of every Turnpike Service Plaza, our InfoCenters display a photo of your hotel, contact information, amenities, and show where you’re located on our backlit map of the turnpike and surrounding area. Your ad and location are seen 24/7, 365 days per year!
Upcoming hotels are also shown on our 42” TV Monitors and on our InfoCenters at all service plazas.

Placement in service plaza lobbies and on our InfoCenters increases exposure and impressions for advertisers.

Travel monitors are located in the main lobby near the restroom entrance and in our InfoCenter.

*InfoCenter locations vary by service plaza.
**Benefits & Features:**

- Turnpike-wide distribution at all service plazas, also available at interchanges.
- Exclusive - listings are available only to lodging program participants.
- Optional display ads are ideal for coupons/increased exposure.
PROGRAM INFORMATION LODGING

Initial Term

24-36 months, depending upon location. After the initial term, renewals continue from year to year on an annual basis. Rates may increase after the initial term.

Features:

Two (2) Logo Signs before the interchange closest to the hotel, one (1) eastbound and one (1) westbound.

Ramp Sign(s) as vehicles exit the Turnpike, to provide directional information and distance.

Exit Guide Listing - individual hotel Exit Guide with map, distributed at Turnpike toll plazas.

Ads at up to four (4) Turnpike Service Plazas on Travel Board® InfoCenters - includes the hotel logo and location on our Turnpike map, photo of the hotel, customized directions, & hotel amenities.

Turnpike Map & Lodging Guide - with hotel logo, map, exit number, and hotel information, distributed at all Turnpike service plazas.

Rates & fees:

Application Fee: $600 per hotel.

The application fee reserves space on logo service signs prior to the execution of a lease agreement, and is returned with a signed Application & Reservation Form. The application fee is non-refundable after 30 days.

After an lodging facility is approved for participation, it is applied to the processing of the hotel's application and the installation of the hotel's signs and advertising. If a business is not approved, the application fee is refunded.

Logo Program Monthly Fee: $672 per month.*

(Additional service plaza ads may be added at the rate of $80 per month each.)

InfoCenter Program Only: $248 per month, no logo signs.

Includes two InfoCenter ads, Exit Guide, and listing in the Turnpike Map & Lodging Guide.

Miscellaneous

Each participating hotel is responsible for having their logo signs fabricated in accordance with Ohio Turnpike Commission specifications. The initial fabrication cost is included as part of the hotel application fee.

*Special rates and conditions apply for exits 13-71, and 209-239.

Contact us:

For more information please call 440-528-0000 ext. 306, or email dom@travelboards.com
I certify that, _______________________________ , located at _______________________________,

OH is an Ohio business in good standing. It is licensed as required by state and local laws, and where required, it is approved by local political subdivisions;

Additionally,

• it has continuous, year-round operation, 24 hours per day, 7 days per week;
• it has off-street parking available;
• it has private baths, with bathtubs and showers in all rooms;
• it has air conditioning and color TV’s in all rooms;
• it has telephone service available to all rooms;
• it has dead-bolt-locks in all entry doors.

*Exceptions - Bed and Breakfast and historical facilities will be evaluated on an individual basis

My hotel is located ____ . ____ mile(s) from the toll booth at Exit # ______ on the Ohio Turnpike.

Please find enclosed a check, in the amount of $600.00, to reserve space in the following program:

Please check only one (1) box

☐ Logo & InfoCenter Program    ☐ InfoCenter Program Only

I understand that this application fee becomes non-refundable thirty (30) days after my application is approved.

For: _______________________________

Name of Owner/Corporation/Partnership/LLC

Are you an agent acting on behalf of the owner?  YES ☐  NO ☐

Agency Name __________________________

Agent’s Name __________________________

By: _________________________________

Signature of Authorized Contact Person

Print Name of Authorized Contact Person

Title ________________________________

TelephoneNumber: ____________________  Fax: ____________________  Email: ____________________

Date: ________________________________

Make Checks Payable to: Travel Boards Leasing Co.

Billing Address:

If different than above

Submit to:

Ohio Turnpike Lodging Program
Travel Boards, Inc.
6001 Cochran Rd., Suite 100
Solon, OH 44139
DIGITAL ADVERTISING
Benefits & Features:
- 42” & 24” travel monitors hold viewers’ attention with real-time weather and road information.
- Our ad frequency allows you to reach thousands daily, millions annually.
- Choose between running a video, slide show, or static ad.
- Voice overs and background music are included with all ads.
- Monitor placement maximizes the number of our impressions.

SERVICE PLAZA BACKLIT SIGNS
Benefits & Features:
- Backlit Lobby Signs reach up to 99% of travelers utilizing service plazas.
- Advertise for 6 or 12 months, at single or multiple locations.
- Sign Dimensions: 36” x 36”
- Ideal for bundling with Digital Advertising, InfoCenter Advertising and the Turnpike Map & Lodging Guide.

BROCHURE DISTRIBUTION
Benefits & Features:
- Display your brochures at one or all of the 14 service plazas on the Ohio Turnpike.
- Staffed service plazas ensure uninterrupted, cost-effective distribution 365 days per year.
- Choose between seasonal and annual plans.
- Over 2.2 million brochures distributed annually.

TOLL PLAZA ADVERTISING
Benefits & Features:
- Signs are seen by drivers and passengers as they enter and exit the Turnpike.
- Ideal for: branding, directional signage, local and regional advertising, and public safety announcements.
- Advertise at one or multiple interchanges.
TURNPIKE TRAFFIC & SERVICE PLAZA VISITORS

TURNPIKE TRAFFIC
55,212,975 Vehicles in 2017
2.2 Average travelers per vehicle

PASSENGER VEHICLES
46.3 Average miles driven per vehicle
79.0 Percent of all vehicles

COMMERCIAL VEHICLES
87.9 Average miles driven per vehicle
21.0 Percent of all vehicles

TURNPIKE EXITS 2-118

Indian Meadow Service Plaza
Tiffin River Service Plaza
Blue Heron Service Plaza
Wyandot Service Plaza
Erie Islands Service Plaza
Commodore Perry Service Plaza
TURNPIKE TRAFFIC & SERVICE PLAZA VISITORS

TRAVELERS & SERVICE PLAZAS

121,468,500 Travelers in 2017
22,902,180 Service plaza visitors
14 Service plaza locations
1,635,870 Average visitors per plaza - 2017

TURNPIKE EXITS 135-239

Middle Ridge Service Plaza
Great Lakes Service Plaza
Portage Service Plaza
Vermilion Valley Service Plaza
Towpath Service Plaza
Brady’s Leap Service Plaza
Mahoning Valley Service Plaza
Glacier Hills Service Plaza
CONTACT
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