

Looking for the best way
to target

Turnpike Travelers?

Look inside to find out how we reach millions.

The Pennsylvania Turnpike
Food & Fuel Program

About

TBI Advertising

6001 Cochran Rd., Suite 100
Solon, OH 44139
Phone: 440.528.0000
Fax: 440.528.0058
Email: sales@travelboards.com
www.travelboards.com

Founded in 1992 by travel industry professionals, TBI is a specialized marketing and advertising company, with a focus on interstate highways. Today, Travel Board® products are seen by millions of travelers each year, across over 1,200 miles of interstate highways.

In addition to our InfoCenters, TBI's advertising and marketing programs now include logo signs, toll plaza signs, toll receipt coupons, backlit signs, digital advertising, and maps. Advertisers are able to use a variety of cost-effective mediums to reach existing and potential customers.

To complement its sales and marketing services, TBI Print Solutions also provides information technology services and operates a full service, in-house graphic design and large format printing department.

About

The Pennsylvania Turnpike

The Pennsylvania Turnpike is a 545 mile toll road with 17 service plazas, offering one of the most convenient routes for travelers to reach east/west destinations when traveling in Pennsylvania.

Also known as "America's First Superhighway", the Turnpike has been in operation since October 1, 1940. At the time of its opening it was predicted that 1.3 million vehicles would use the Turnpike each year. That number was doubled early on.

After nearly 70 years of service, the Turnpike continues to be a leader in innovation, and utilizes new technology to provide safe travel opportunities as well as modern conveniences to its travelers. Today the Turnpike has grown to carry over 150 million vehicles per year, and is one of the safest highways in America.

Pennsylvania Logo Signs - Food & Fuel

We bring people to your door!

Food & Fuel Logo Signs

provide additional exposure and the directional benefits of outdoor billboards - at a fraction of the cost.



Main Line Logo Sign

To find out how you can reach travelers in an easy and affordable way, please call: **877-WALK INS, ext. 303. (877-925-5467)**



Travel Boards, Inc.
6001 Cochran Rd., Suite 100
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Exit Guides & Trailblazers

Exit Guides and Trailblazers provide the traveler with directions to each participating business. Exit Guides are distributed at tollbooths. Trailblazer signs are installed after toll barriers.

FOOD

PENNA
TPK

Northeastern Extension
Exit 115

315

Wyoming Valley

10/054
 NOT TO SCALE

1 mile	McDonald's - Pittston (570) 655-8930	PA 315 South
1 mile	Subway - Dupont (570) 655-4066	PA 315 South
1.2 miles	Wendy's - Pittston (215) 368-3800	PA 315 North

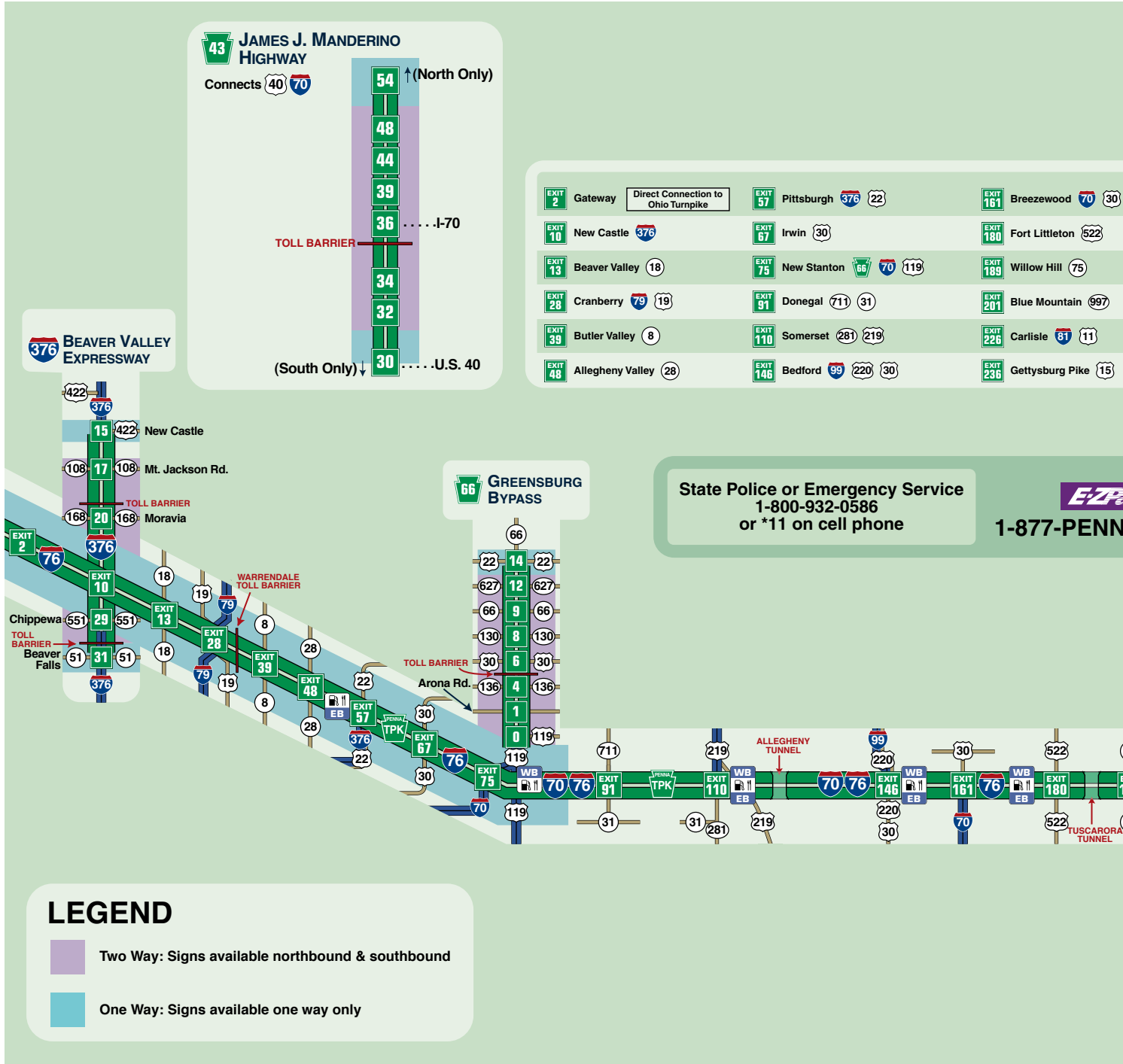
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Exit Guide



The Pennsylvania Turnpike

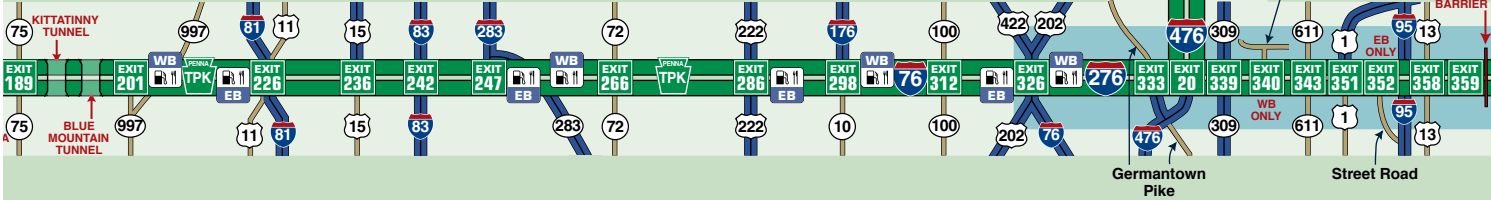
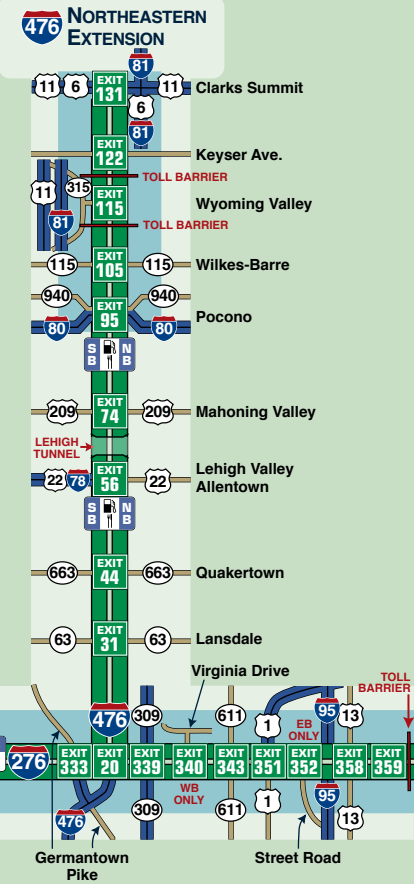
Service Plazas & Interchanges



EXIT 242 Harrisburg West 83	EXIT 326 Valley Forge 76 276 202 422	EXIT 340 Virginia Dr. <i>EZPass</i> only Westbound Access Only
EXIT 247 Harrisburg East 283 283	Turnpike Westbound: Becomes 76 West	EXIT 343 Willow Grove 611
EXIT 266 Lebanon-Lancaster 72	Turnpike Eastbound: Becomes 276 East	EXIT 351 Bensalem 1 To 95
EXIT 286 Reading 222	EXIT 333 Norristown 476 Germantown Pike	EXIT 352 Street Road <i>EZPass</i> only Eastbound Access Only
EXIT 298 Morgantown 176 10	EXIT 20 Mid-County NORTHEASTERN EXTENSION 476	EXIT 358 Delaware Valley 13
EXIT 312 Downingtown 100	EXIT 339 Fort Washington 309	EXIT 359 Delaware River Bridge Direct Connection to New Jersey Turnpike

Information
IPASS (1-877-736-6727)

Roadway and Weather Advisory
1-866-976-8747



Program Information - Food & Fuel

Initial Term

36, 48, or 60 months. After the initial term, renewals continue from year to year on an annual basis. Rates may increase after the initial term.

Features:

One (1) or (2) Mainline Sign(s) before the interchange closest to the business.

Exit Guide Listing, distributed at Turnpike toll booths.

- or -

Trailblazer if there is no toll booth (after toll barriers).

Rates & Fees:

Application Fee: \$500 per business.

Sent in with a signed Application and Reservation Form.

The application fee is non-refundable for approved businesses after 30 days. Upon approval, it is applied to the enrollment fee. If a business is not approved, the application fee is refunded.

Enrollment Fees

Existing Signs

One Service Sign: \$2,500 (\$2,000 plus \$500 application fee).

Two Service Signs: \$4,500 (\$4,000 plus \$500 application fee).

New Signs

One Service Sign: \$3,500 (\$3,000 plus \$500 application fee).

Two Service Signs: \$7,000 (\$6,500 plus \$500 application fee).

For interchanges with only one participating business and/or if special site conditions exist, the enrollment fee is subject to change. Payment in full is due prior to the installation of logo signs.

Monthly Logo Program Fee: \$150 per month, one logo sign.

\$300 per month, two logo signs.

Miscellaneous:

Each participating business is responsible for the cost of having their logo signs fabricated in accordance with Pennsylvania Turnpike Commission specifications. The approximate cost for each mainline logo sign is \$300.00.

Contact Us:

For more information please call 877-WALK INS (877-925-5467) ext. 303, or e-mail sales@travelboards.com



Pennsylvania Turnpike Logo Program - Food & Fuel

Application & Reservation Form

I certify that, _____, located at _____
Name of Restaurant/Service Station Address
 _____ is a Pennsylvania business in good standing. It is licensed as required
City State Zip Code
 by state and local laws, and where required, it is approved by local political subdivisions; Additionally,

- it has continuous, year-round operation;
- it has clean, well-maintained public restrooms;
- it is open ___ days per week;
- it is open ___ hours per day; (If hours vary please use average).
- it has / does not have diesel fuel available (service stations only).
Circle One

My business is located ____ . ____ mile(s) from the toll booth at Exit # ____ on the Pennsylvania Turnpike.
 Please find enclosed a check, in the amount of \$500.00, to reserve space at the above interchange.

I understand that this application fee is to reserve space only, prior to the installation of my logo sign(s), and that it will be applied to the enrollment fee upon the execution of an approved lease agreement. I understand that this deposit becomes *non-refundable thirty (30) days after my application is approved.*

For: _____ d/b/a _____
Name of Corporation Name of Restaurant/Service Station

By: _____
Signature of Authorized Agent Print Name of Authorized Agent Title

Date: _____

Telephone: _____ Fax: _____ Email: _____

Make Checks Payable to:
 Pennsylvania Turnpike Logo Fund

Submit to: PA Logo Signs
 Travel Boards of PA, Inc.
 6001 Cochran Rd., Suite 100
 Solon, OH 44139

Billing Address: _____
If different than above

