Looking for a better way to target Turnpike Travelers?

Look inside to find out how we reach millions.

The Ohio Turnpike
Lodging Logo Program
Ohio Turnpike Lodging Program
We bring people to your door!

The best way to **reach the 120,000,000 travelers** on The Ohio Turnpike each year is through Travel Boards’ exclusive Ohio Turnpike Lodging Program.

**Travel Board® Logo Signs**
located approximately 1-2 miles before exits along The Turnpike.

**Travel Board® Exit Guides**
distributed to motorists at toll booths as they exit The Turnpike.

**Travel Board® InfoCenters**
located in each of The Ohio Turnpike's 14 service plazas.

**The Official Turnpike Map & Lodging Guide**
contains maps, photos, and listing information of all participating hotels.
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 along the northern corridor of Ohio.

In 1956, its first full year of operation, approximately 10 million cars and trucks used the Turnpike. By 2009, total traffic had increased to over 48 million vehicles, logging more than 2.7 billion miles. With an average of 2.4 people per vehicle, the Ohio Turnpike serves over 115,000,000 travelers annually.

Advertising on the Ohio Turnpike

With an average daily traffic volume of over 141,000 vehicles per day, The Ohio Turnpike is by far and away the busiest interstate highway in Ohio.
Mainline Logo Signs
For hotels and campgrounds.

Logo Sign Features:
- Increase your walk-in business and receive the benefits of outdoor billboards - at a fraction of the cost.
- Located 1-2 miles before full interchanges along the Turnpike.
- Provides exposure to millions of travelers each year.
- Includes exit guide distribution at toll booths.

Exit Guides
Distributed at toll booths.

Exit Guide Features:
- Hotel location on individual map.
- Distance from interchange.
- Hotel city and phone number.
Located in Turnpike Service Plazas.

Great Lakes Service Plaza

Features:
- Your location on our oversized, backlit map.
- Speed dial, toll-free telephones for reservations.
- Display ad with hotel logo and photo.
- InfoScreen™ showing vacancy status, & amenities.

Sample Display Ad:

Hampton Inn
Milan, OH

Press #03 on InfoCenter phone, or - (419) 499-4911 on all other phones

Cedar Point Area

Exit 118
18 miles from service plaza

Hotel Photo
Individual Map & Directions

.3 miles from Exit 118. Take US 250 North.
Your Location on Our Map
Our oversized, illuminated state map pinpoints the location of your hotel.

Toll Free Reservations
Our toll free telephones provide potential customers with direct access to your hotel or to a designated central reservation system.

More Information - Instant Referrals
Our unique InfoScreen™ shows your hotel's information at a glance, and our vacancy indicator allows your hotel to benefit from the instant referrals created by sold out hotels. Travelers save time.

Sample InfoScreen Showing Hotel Information
Features:

• Turnpike-wide distribution at all service plazas and available at interchanges.
• Exclusive - listings are available only to lodging program participants.
• Optimal display ads are ideal for coupons/increased exposure.

500,000 maps are distributed each year.
**Discounts, Features & Amenities**

Please call individual hotel for details

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**Exits 13-118**

**Holiday Inn Express Hotel & Suites**

Bryan/Montpelier

(419) 485-0008

- AAA Seniors
- Free Coffee / Continental Breakfast
- Restaurant nearby
- Discounts

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**Ramada**

Bryan/Montpelier

(419) 485-5555

- AAA Seniors
- Teens
- Free Coffee / Continental Breakfast
- Restaurant nearby
- Discounts

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**Sauder Heritage Inn**

Archbold

(419) 445-8408

- AAA Seniors
- Free Coffee / Continental Breakfast
- Restaurant nearby
- Discounts

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See Exit Maps below for Lodging Locations
**Turnpike Traffic Statistics**

- **89.7** average miles driven - commercial.
- **79.8%** of all vehicles are passenger cars.
- **68.1%** of all miles driven are passenger cars.
- **48.5** average miles driven - passenger cars.
- **31.9%** of all miles driven are commercial/recreational.
- **20.2%** of all vehicles are commercial/recreational.
- **1.2%** of all vehicles enter/exit at state lines and drive straight through.

Source: Ohio Turnpike Commission - year ending 12/31/09

**Total vehicle miles traveled on The Ohio Turnpike in 2008:**

2,739,018,979
Service Plaza User Statistics

- 98.0% use the restroom.
- 90.0% use service plazas frequently.
- 67.4% are traveling to/from Ohio, Michigan, & Pennsylvania.
- 53.5% are female.
- 46.5% are male.
- 36.5% are traveling to/from Ohio.

2.4 average passengers per car.

Based upon on-site traveler surveys, conducted by the Ohio Turnpike Commission in March and July of 2003 at various service plazas.

115,000,000+ travelers each year.
Program Information

**Initial Term:**
12 months. After the initial term, renewals continue from year to year on an annual basis.

**Features:**
Four (4) Ads at Turnpike Service Plazas on Travel Board® InfoCenters.
Includes name and location on our state map, logo, photo of hotel, individual map, and up to 18 amenity symbols.

Two (2) Logo Signs before the interchange closest to the hotel, one in each direction.

Exit Guide Listing - individual hotel exit guide with map, distributed at Turnpike Toll Plazas.

Turnpike Map & Lodging Guide - color brochure with hotel logo, photo, map, and hotel information, distributed at all Turnpike service plazas.

**Rates & Fees:**
Application Fee: $500 per hotel.

The application fee reserves space on logo service signs prior to the execution of a lease agreement, and is sent in with a signed Application and Reservation Form.

The application fee is non-refundable after 30 days. After a lodging facility is approved for participation, it is applied to the hotel's security deposit.

Logo Program Monthly Fee: $695 per month. (Additional Service Plaza Ads may be added at the rate of $80 per month each).


**Miscellaneous:**
Each participating hotel is responsible for the cost of having their logo signs fabricated in accordance with Ohio Turnpike Commission specifications. The approximate cost is $450 ($225 per logo sign).

Special rates and conditions apply for exits 13, 25, 34, 209, 218 & 232.

**Contact Us:**
For more information please call 877-WALK INS (877-925-5467) ext. 10, or e-mail sales@travelboards.com
I certify that, ______________________________________________, located at ____________________________________________________________

Name of Hotel                     Address

______________________________________________  OH  __________

City    State    Zip Code

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 $500.00, 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 is to reserve space only, and that it will be applied to my security deposit 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: ____________________________________________________________

Name of Business/Authorizing Entity

By: ____________________________________________________________

Signature of Authorized Contact Person       Print Name of Authorized Contact Person       Title

Telephone: ___________________________    Fax: ___________________________    Email: ___________________________

Date: ________________________________

Make Checks Payable to: Travel Boards Leasing Co.

Submit to: Ohio Turnpike Lodging Program

Travel Boards, Inc.

6001 Cochran Rd., Suite 100

Solon, OH 44139