



Travel Boards, Inc.  
TURNPIKE ADVERTISING



# OHIO TURNPIKE LODGING LOGO PROGRAM



# WE'VE GOT THE TURNPIKE COVERED

## ON THE ROAD

- Mainline Logo Signs
- Trailblazers & Ramp Signs

## IN THE PLAZAS

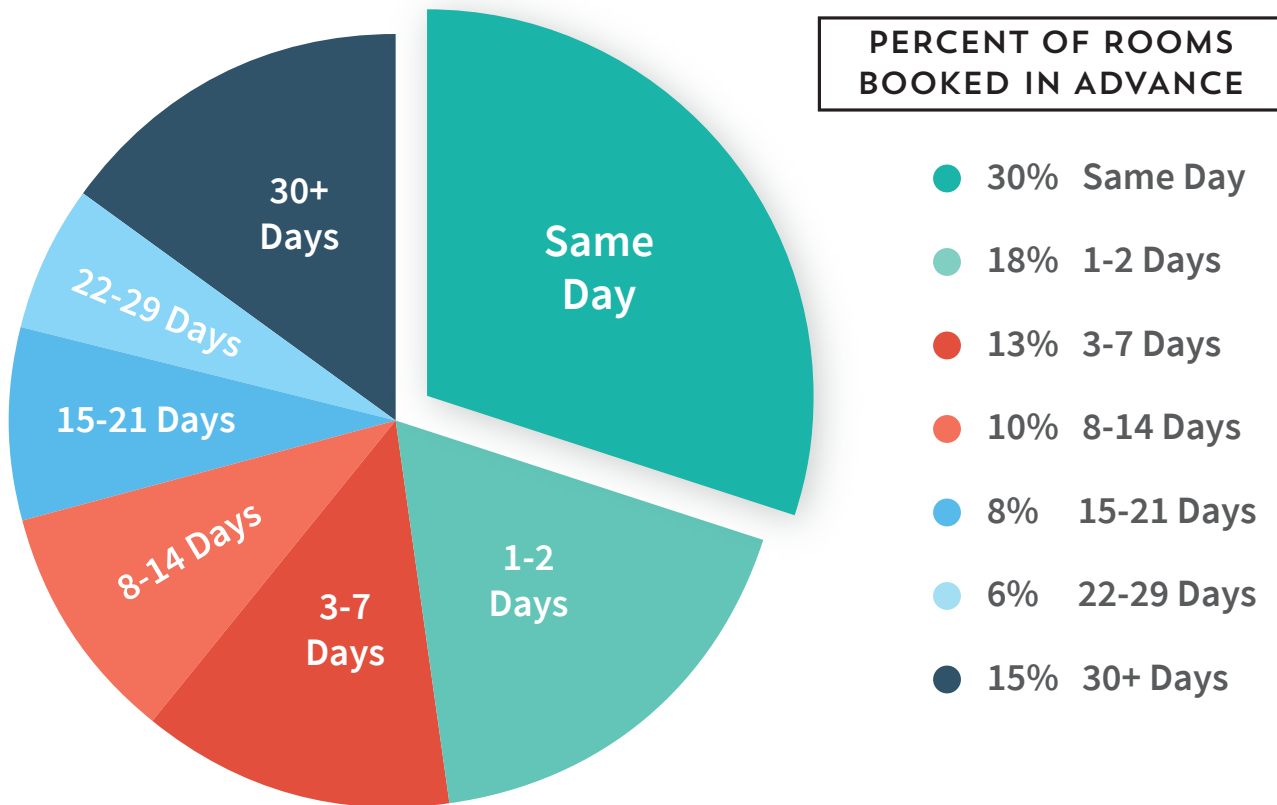
- Service Plaza Lobby Kiosks
- Digital Advertising in all 14 service plazas

## ON THE GO

- Turnpike Map & Lodging Guide
- Mobile Lodging Guide QR Code

# WE TARGET SAME DAY BOOKINGS AND WALK-INS

## HOTEL RESERVATION TRENDS\*



OVER  
**70%**  
OF MOBILE  
BOOKINGS  
are for same day check ins

ARE YOU RECEIVING  
YOUR FAIR SHARE?

We Bring People to Your Door

\* Does not include walk-ins (5-7% of rooms sold).  
Booking lead times are an average of industry surveys.



# ON THE ROAD

## MAIN LINE LOGO SIGNS



**They're Big. They're Blue. They're Iconic.**

Located before Turnpike interchanges, logo signs work for hotels  
24 hours/day, 7 days/week, 365 days/year.





# ON THE ROAD

## RAMP SIGNS



**We bring people to your door!**

Located at the interchanges, ramp signs provide additional directions to travelers.





# IN THE PLAZAS

## SERVICE PLAZA LOBBY KIOSKS



### Your Hotel. Seen by Millions. Each Year.

Located in all 14 service plazas, our Travel Boards with interactive touchscreens give travelers the information they need to select and contact a hotel.





# IN THE PLAZAS

## DIGITAL ADVERTISING



— Our Hotels Nearby screen shows hotels closest to each service plaza.



**NEW!**

— Our Turnpike Hotels screen shows all participating hotels at all 14 service plazas.

## Your hotel, across the entire Turnpike!

Travelers rely on our TV's for real-time weather, road and traffic alerts, and Turnpike announcements. Now participating hotels share the screen in every plaza!

For even more impact, weather sponsorships are available.





# ON THE GO

## TURNPIKE MAP & LODGING GUIDE

The collage features several key elements:

- Main Map:** A map of the Ohio Turnpike route with a callout for **Quality Inn & Suites Bryan/Montpelier** (419) 485-5555. The callout includes icons for amenities like a pool, Wi-Fi, and a pet-friendly policy.
- Lodging Guide:** A detailed grid showing participating hotels for various exits (e.g., EXIT 13, EXIT 64, EXIT 91, EXIT 145, EXIT 178, EXIT 187). Each entry lists the hotel name, phone number, and location.
- Exit 13 Callout:** A custom map for Exit 13 showing the location of **Holiday Inn Express** and **Quality Inn**.
- Additional Content:** A 'Relax & Refresh' section with a waterfall image, a '2023 MAP & LODGING GUIDE' cover, and various local business logos like 'fulton county' and 'ED BIRT MU'.

**Distributed at all 14 Ohio Turnpike service plazas.**

Participating hotels are listed front and back: by interchange below the main map, and in the Lodging Guide on the back page. Travelers see your contact information, amenities, and a custom map of your exit.





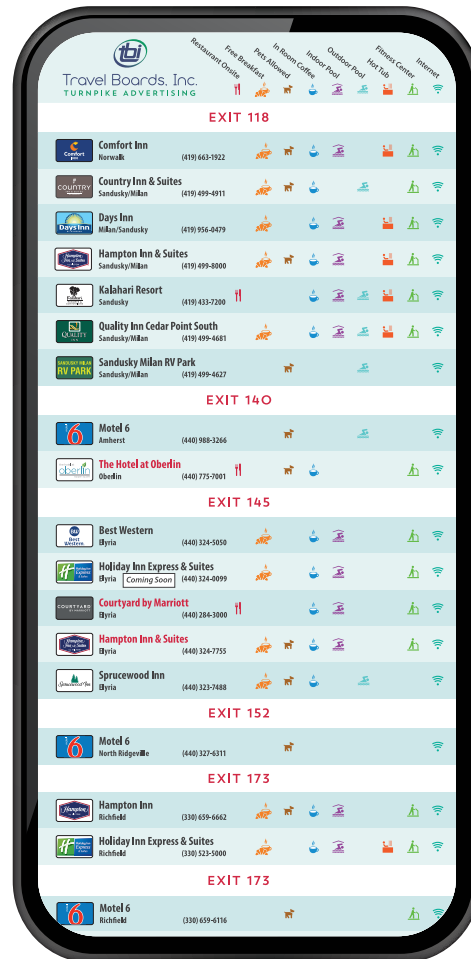


# ON THE GO

## MOBILE LODGING GUIDE QR CODE



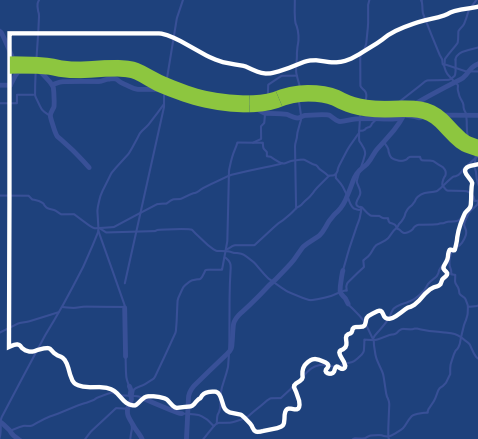
SCAN FOR A DIGITAL  
COPY OF OUR  
LODGING GUIDE



## Turnpike Hotel Info. Anytime. Anywhere.

QR codes displayed on our Turnpike Map & Lodging Guide allow travelers to take your hotel info with them.





**CONTACT US TODAY!**

**GARRY EVANS**

Main: 440.528.0000 x302

Direct: 216.339.3756

[gle@travelboards.com](mailto:gle@travelboards.com)