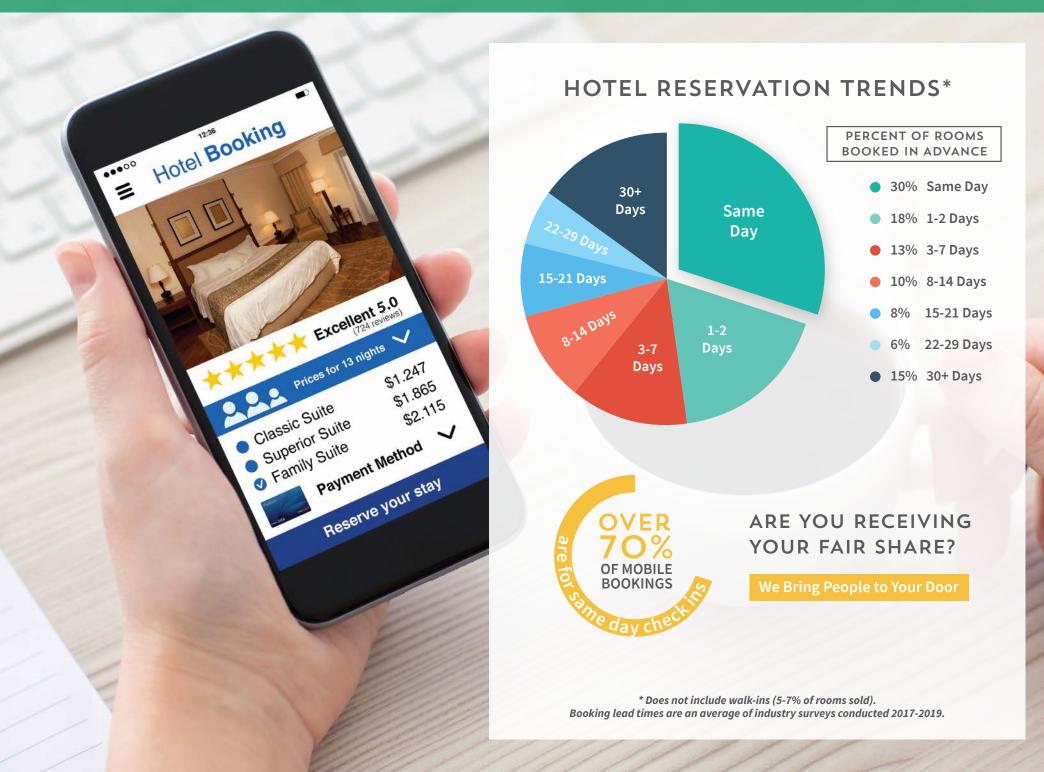


WE TARGET SAME DAY BOOKINGS AND WALK-INS



MAIN LINE SIGNS

Located 1-2 miles before Turnpike interchanges, logo signs show travelers lodging options available at the exit.

52,450,574 Vehicles in 2019

77.6% Passenger vehicles

22.4% Commercial Vehicles

LODGING - EXIT 218













DIRECTIONS AT TOLL BOOTH





RAMP SIGNS

Located at all interchanges, these signs provide additional directions as travelers exit the Turnpike.





Located in every Turnpike service plaza, our Travel Boards give travelers the information they need to select and contact a hotel.

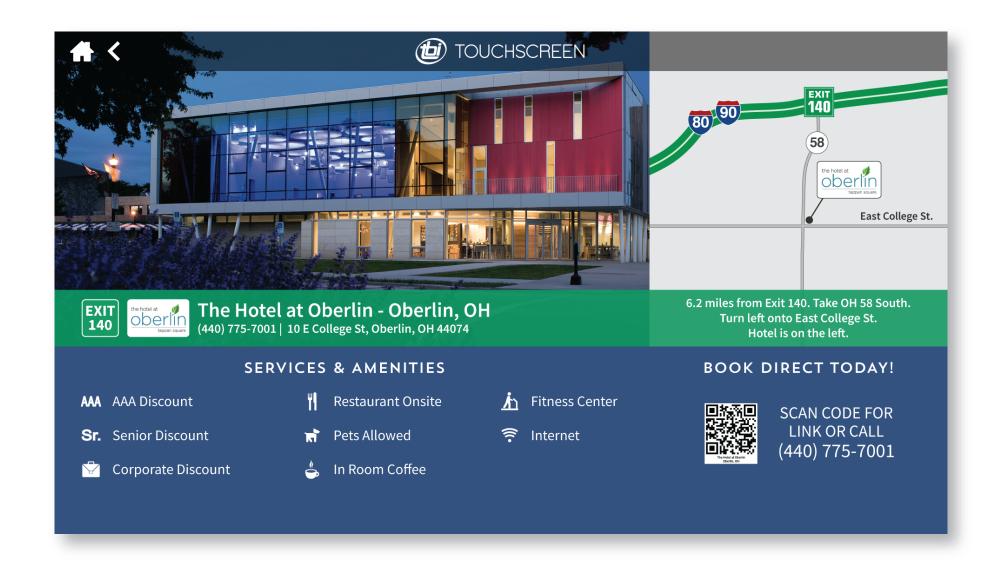
14 Service plaza locations

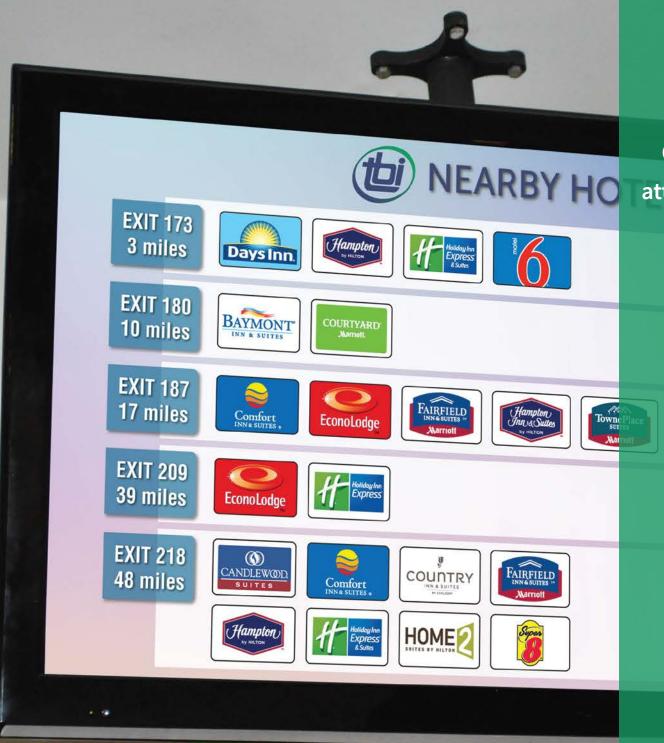
22,310,400 Service plaza visitors (est.)

1,593,600 Average visitors per plaza (est.)

Now with interactive touchscreens!

TOUCHSCREEN SAMPLE HOTEL SCREEN





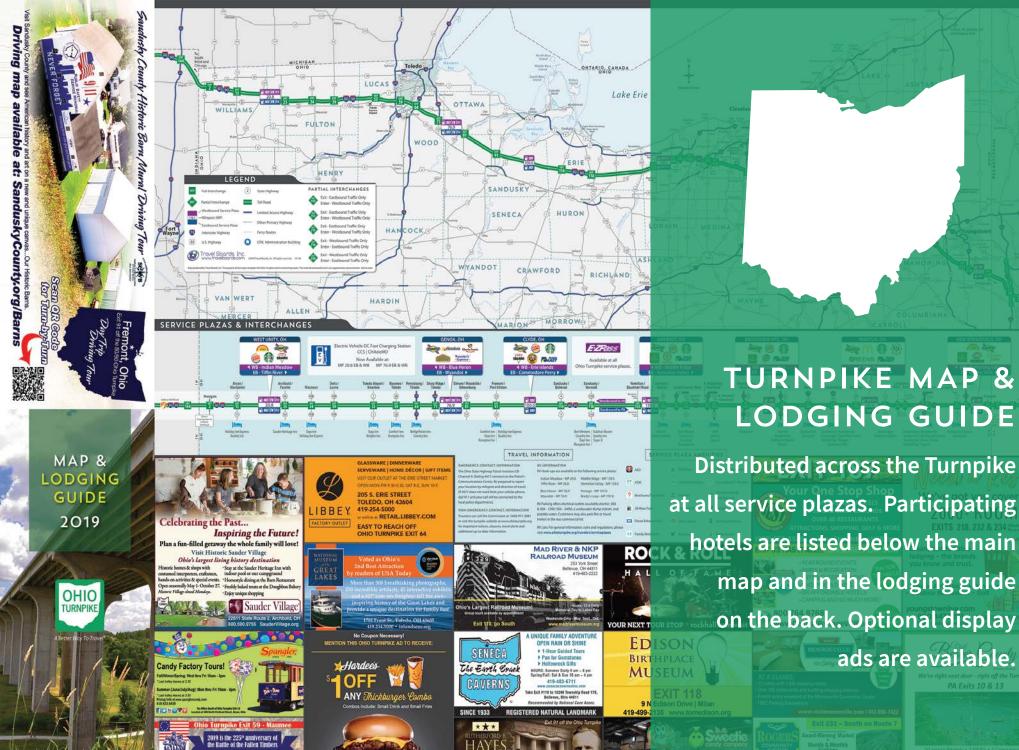
DIGITAL ADVERTISING

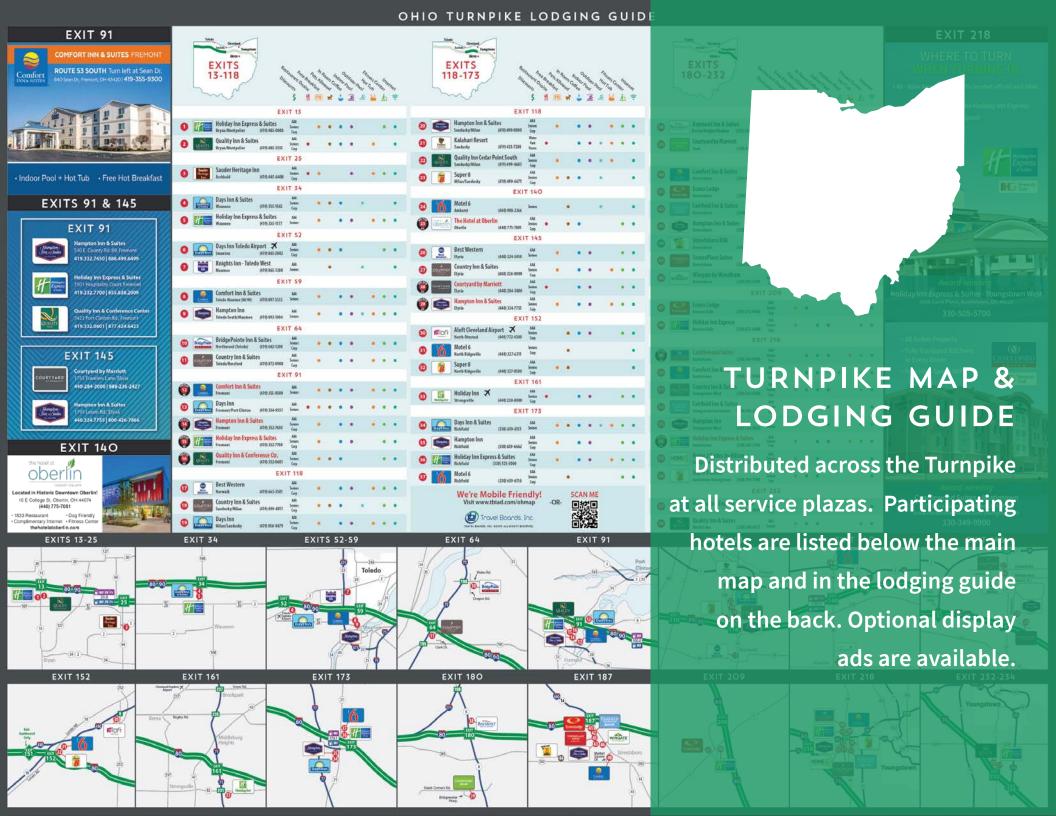
Our 42" monitors hold viewers' attention with real-time weather, road, and traffic information.

"Nearby Hotels" is included in the program.



For additional impact, our video ads are a cost effective option.







TURNPIKE TRAFFIC

52,450,574 Vehicles in 2019

2.2 Average travelers per vehicle

115,391,262 Travelers in 2019

COMMERCIAL VEHICLES

89.8 Average miles driven per vehicle

22.4 Percent of all vehicles

SERVICE PLAZAS

14 Locations

22,310,400 Service plaza visitors

1,593,600 Average visitors per plaza - 2019

PASSENGER VEHICLES

47.3 Average miles driven per vehicle

77.6 Percent of all vehicles

