

PENNSYLVANIA TURNPIKE
**LODGING
LOGO
PROGRAM**



Travel Boards, Inc.

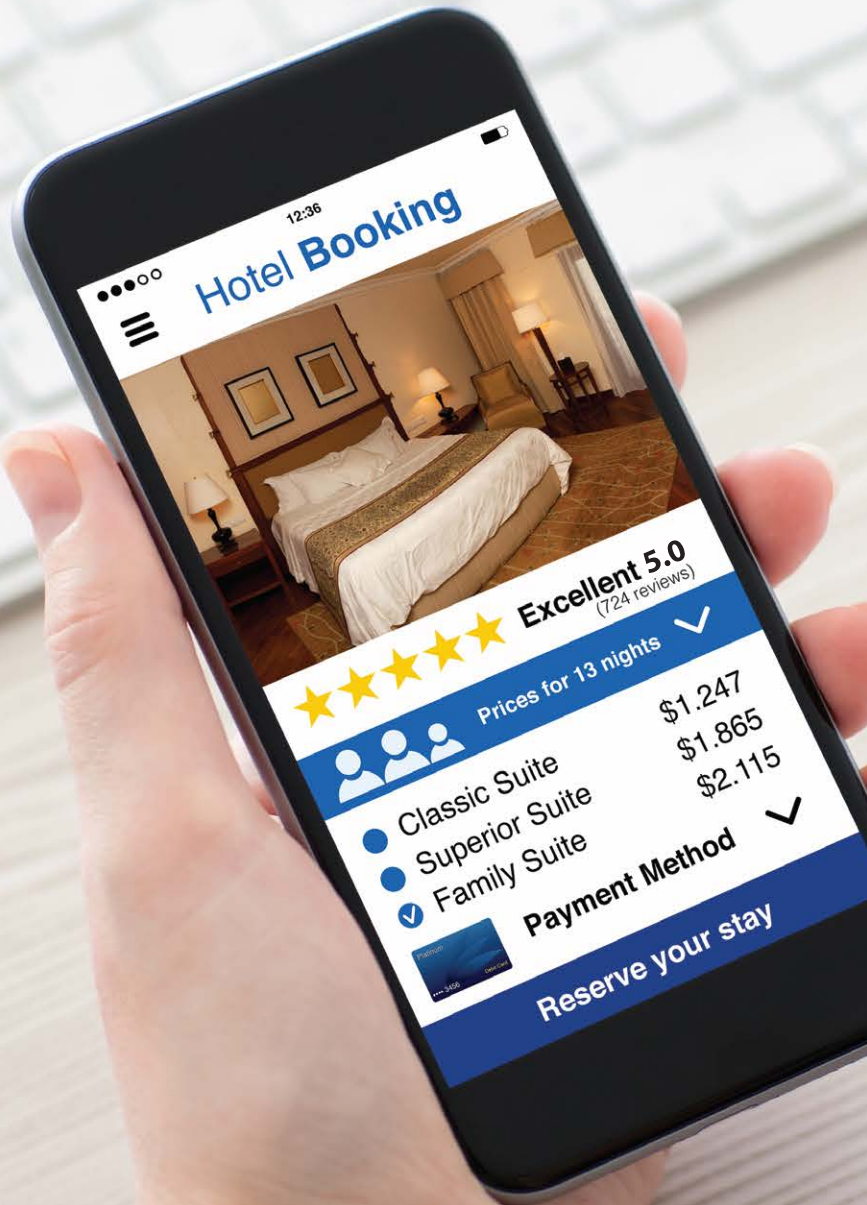


THE PERKS OF THE PROGRAM

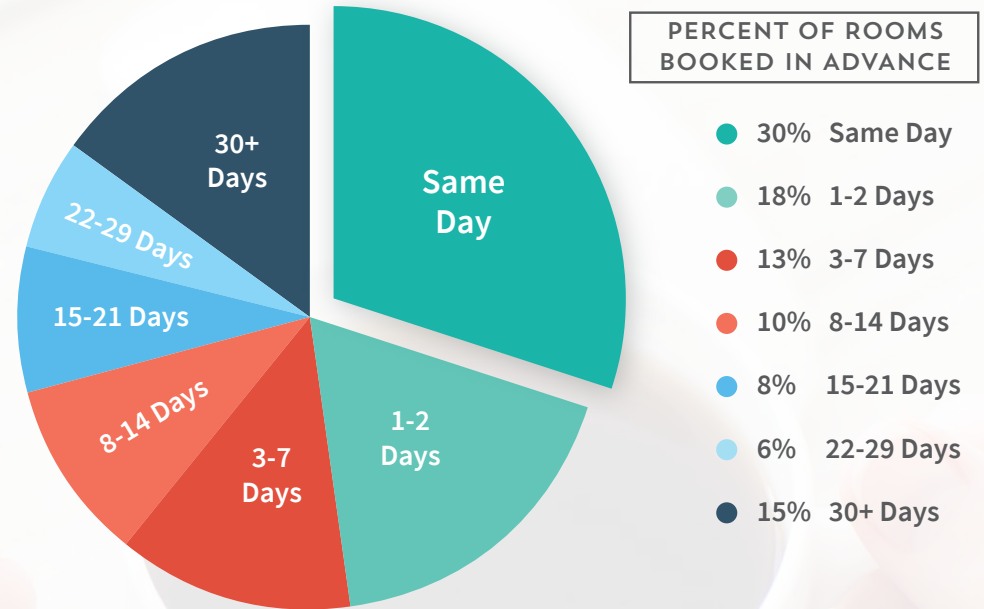
Participation in the
Turnpike Logo Program
comes with more benefits —
and more guests.



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 conducted 2017-2019.



MAIN LINE SIGNS

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

214,612,000 Vehicles in 2019

85.3% Passenger vehicles

14.7% Commercial Vehicles



TRAILBLAZERS & RAMP SIGNS

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

RAMP SPEED 25

NORTH SOMERSET SERVICE PLAZA
MILEPOST 112.3 WESTBOUND - SOMERSET, PA
WEATHER & TRAFFIC INFORMATION

TRAVEL BOARD® INFOCENTER

AccuWeather.com
Somerset Current Conditions
RealFeel: 49°
Humidity: 56%
Visibility: 10 mi
Dewpoint: 36°
Wind: SW 8 mph
Pressure: 30.26" F
52°

AccuWeather.com
Monday's Travel Forecast

Chicago	62°
Detroit	56°
Minneapolis	61°
Omaha	78°
Denver	46°
St. Louis	71°

Weather Information & Radar Every Three Minutes

ATTRACTIONS **TRAVEL BOARD® INFOCENTERS**

HOTELS **HOTELS** **HOTELS** **DESTINATIONS**

EXITS 110-67 EXITS 67-28 EXITS 28-13

SERVICE PLAZA ADVERTISING

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

- 17 Service plaza locations
- 35,558,900 Service plaza visitors (est.)
- 2,091,700 Average visitors per plaza (est.)

DIGITAL ADVERTISING

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

“Nearby Hotels” is included in the program.

SOUTH SOMERSET SERVICE PLAZA
MILEPOST 112.3 EASTBOUND - SOMERSET, PA
WEATHER & TRAFFIC INFORMATION

tbi **NEARBY HOTELS**

EXIT 146 34 miles				
EXIT 161 49 miles				
EXIT 226 114 miles				
EXIT 236 124 miles				
EXIT 242 130 miles				



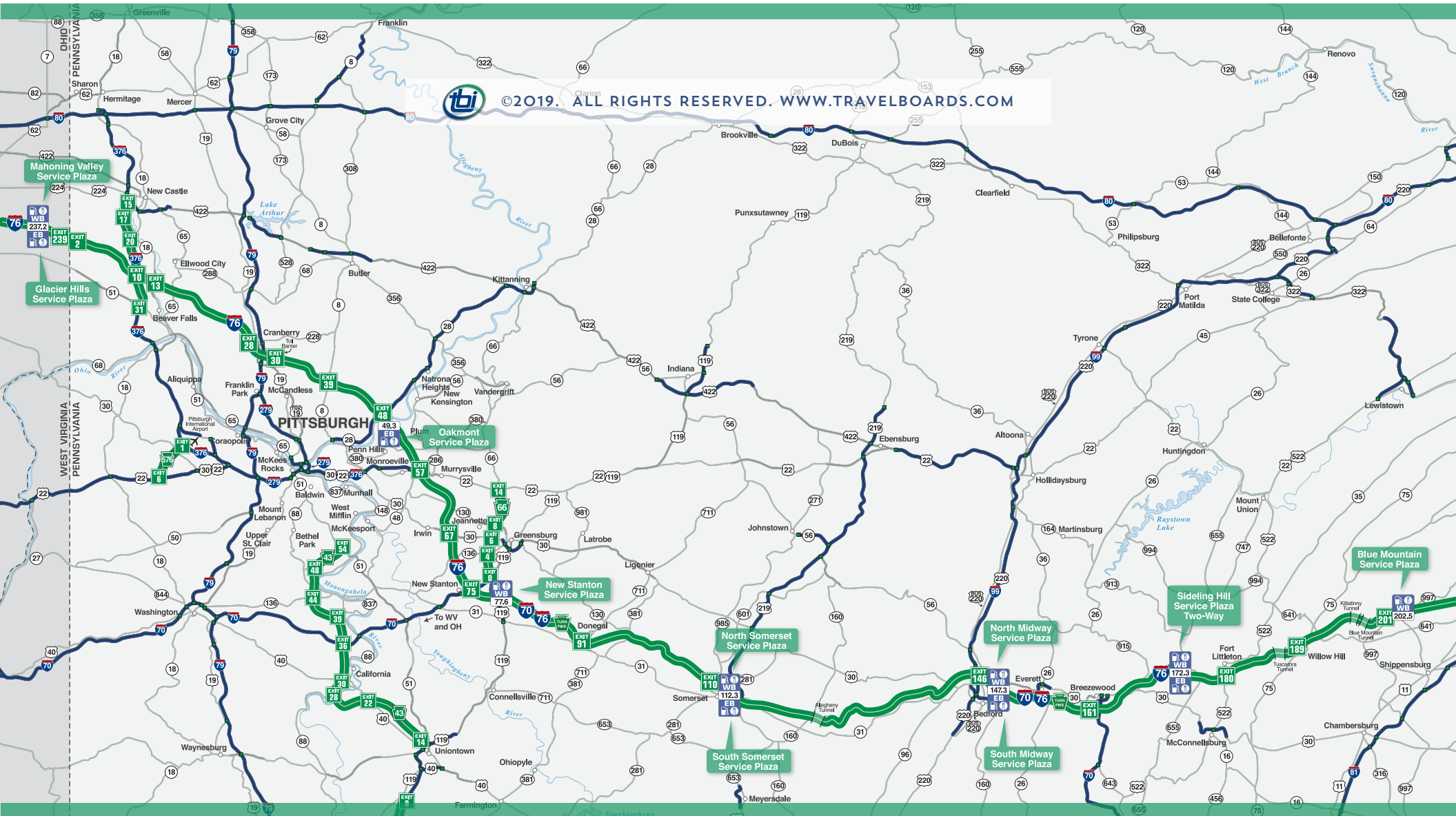
For additional impact, our video ads are a cost effective option.

ATTRACTIONS **TRAVEL BOARD® INFOCENTERS**

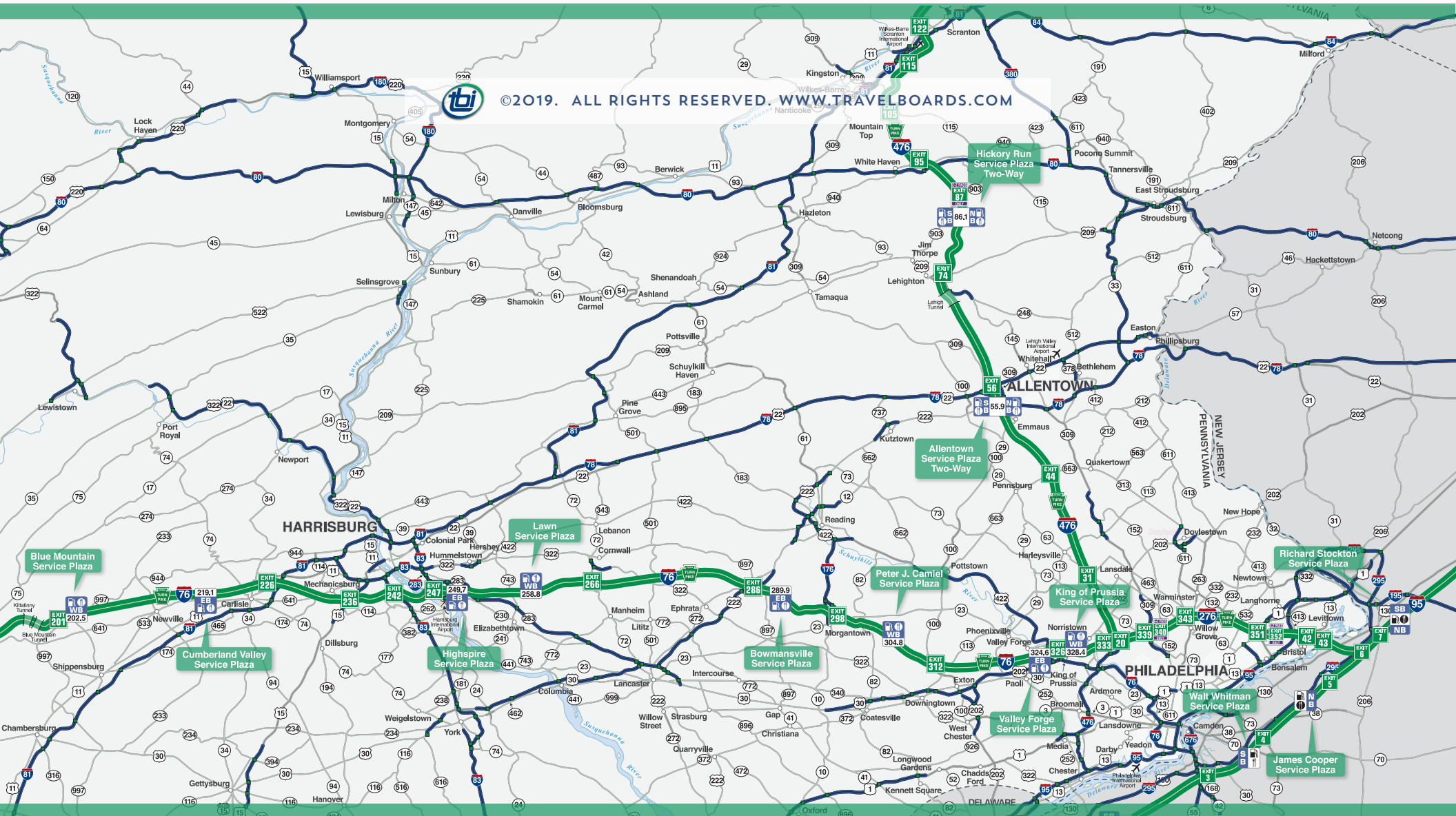
Attractions section featuring images and descriptions of local sites, including a large building and a scenic landscape. QR codes are provided for more information.

Travel Board section featuring a map of the region showing Pennsylvania (PA), Ohio (OH), and Maryland (MD) with a highlighted travel route.

PENNSYLVANIA TURNPIKE - WEST



PENNSYLVANIA TURNPIKE - EAST





**CONTACT
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