



PENNSYLVANIA TURNPIKE ATTRACTION LOGO PROGRAM
APPLICATION - RESERVATION FORM

I hereby certify that, _____
Name of Attraction

located at _____ PA _____
Address State Zip Code

is a Pennsylvania 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 meets the program requirements and eligibility criteria listed below.

This attraction is located _____ mile(s) from Pennsylvania Turnpike Exit _____.

Select one:

- It is open five (5) days per week, one of which is either a Saturday or Sunday, for a minimum of forty (40) hours per week, throughout the normal business season.
- This is an arena, stadium, entertainment district, or a convention/conference center.
- This is a not-for-profit attraction, and is open at least fifteen (15) hours per week throughout the normal business season.

This attraction is a(n) _____, with _____
Type of Attraction Criteria - See Page 2

of at least _____.
Annual Usage - See Page 2

A payment in the amount of \$800.00 _____.

For: _____ d/b/a _____
Name of Owner / Corporation / Partnership / LLC Name of Attraction

Business Entity: _____.

Are you an agent acting on behalf of the owner? _____
If YES, Agency or Organization

By: _____
Print Name of Authorized Contact Person / Agent Title

Signature of Authorized Contact Person / Agent Date

Contact Address PA State Zip Code

Telephone Contact Email

Billing Address: (If different than above)

Billing Contact Name Company Billing Phone

Billing Address State Zip Code Billing Email

Please complete and return via email to: sales@travelboards.com
Submit printed forms and checks to:
 Travel Boards Leasing Co.
 6001 Cochran Road, Suite 100, Solon, OH 44139



**PENNSYLVANIA TURNPIKE ATTRACTION LOGO PROGRAM
APPLICATION - ELIGIBILITY GUIDELINES**

ELIGIBILITY CRITERIA:

Participating attractions must be a licensed Pennsylvania business in good standing and meet the following requirements:

- It is open to all persons regardless of race, religion, color, sex, or national origin.
- It has paved driveways and/or entrances which are properly permitted by O.D.O.T., or the local county, township, or municipality, as applicable.
- It has adequate on-premise signing which is clearly visible to approaching motorists and identifies the attraction location.
- It has adequate legal parking accommodations.
- It provides clean, well maintained public restroom facilities and drinking water.

TYPE OF ATTRACTION	CRITERIA	ANNUAL USAGE/AMOUNT
Amusement Park	Minimum Annual Attendance	Urban Areas: 25,000 Rural Areas: 12,000
Aquarium or Botanical Park		
Arena or Stadium		
Historical Society		
Historical Site/District/Area		
Museum		
Scenic or Natural Attraction		
Zoo		
Winery		
Privately Owned Recreation Area		
Visitor Information Center		
Campground	Minimum Camping Sites	50
College or University	Minimum Annual Enrollment	1,200
Convention/Conference Center	Minimum Overall Meeting Capacity	1,000
Shopping Center/Factory Outlet	Gross Usable Space	400,000 Sq. ft.

NOT-FOR-PROFIT ATTRACTIONS*	CRITERIA	ANNUAL USAGE
Historical Society	Minimum Annual Attendance	Urban Areas: 5,000 Rural Areas: 2,000
Historical District		
Museum		
Scenic or Natural Attraction		
College or University	Minimum Annual Enrollment	1,200
*Incorporated with tax-exempt status granted by the United States I.R.S. and providing educational, literary, scientific, or charitable opportunities.		



PENNSYLVANIA TURNPIKE ATTRACTION LOGO PROGRAM APPLICATION - RATES & INFORMATION

INITIAL TERM:

24/36 months. After the initial term, renewals continue from year to year on an annual basis. Rates may increase after the initial term.

FEATURES:

Mainline Logo Signs before the interchange closest to the attraction, one (1) eastbound and one (1) westbound.

Ramp Sign(s) for directions when exiting the Turnpike.

Advertising at up to four (4) Pennsylvania Turnpike Service Plazas on our main lobby Travel Boards® - includes name and location on our state map, photo of attraction, up to 100 words of ad copy, and QR Code.

Digital Advertising on our interactive touchscreens at all 17 service plazas across the Turnpike.

RATES & FEES:

Application Fee: \$800 per attraction (includes logo sign fabrication).

The application fee reserves space prior to the execution of a lease agreement, and is returned with a signed Application & Reservation Form. The application fee is non-refundable after 30 days for approved businesses.

After an attraction is approved for participation, the fee is applied to the processing of its application and the installation of the attraction's signs and advertising. If a business is not approved, the application fee is refunded.

Each participating attraction is responsible for having their logo signs fabricated, in accordance with Pennsylvania Turnpike Commission specifications. The initial fabrication cost for logo signs is included in the application fee.

Logo Program Rates: \$336 per month or \$3,629 per year (includes 10% prepayment discount)

Please refer to the Application and Reservation Form for eligibility guidelines.

CONTACT US:

For more information please call **(216) 339-1956**, or email sales@travelboards.com