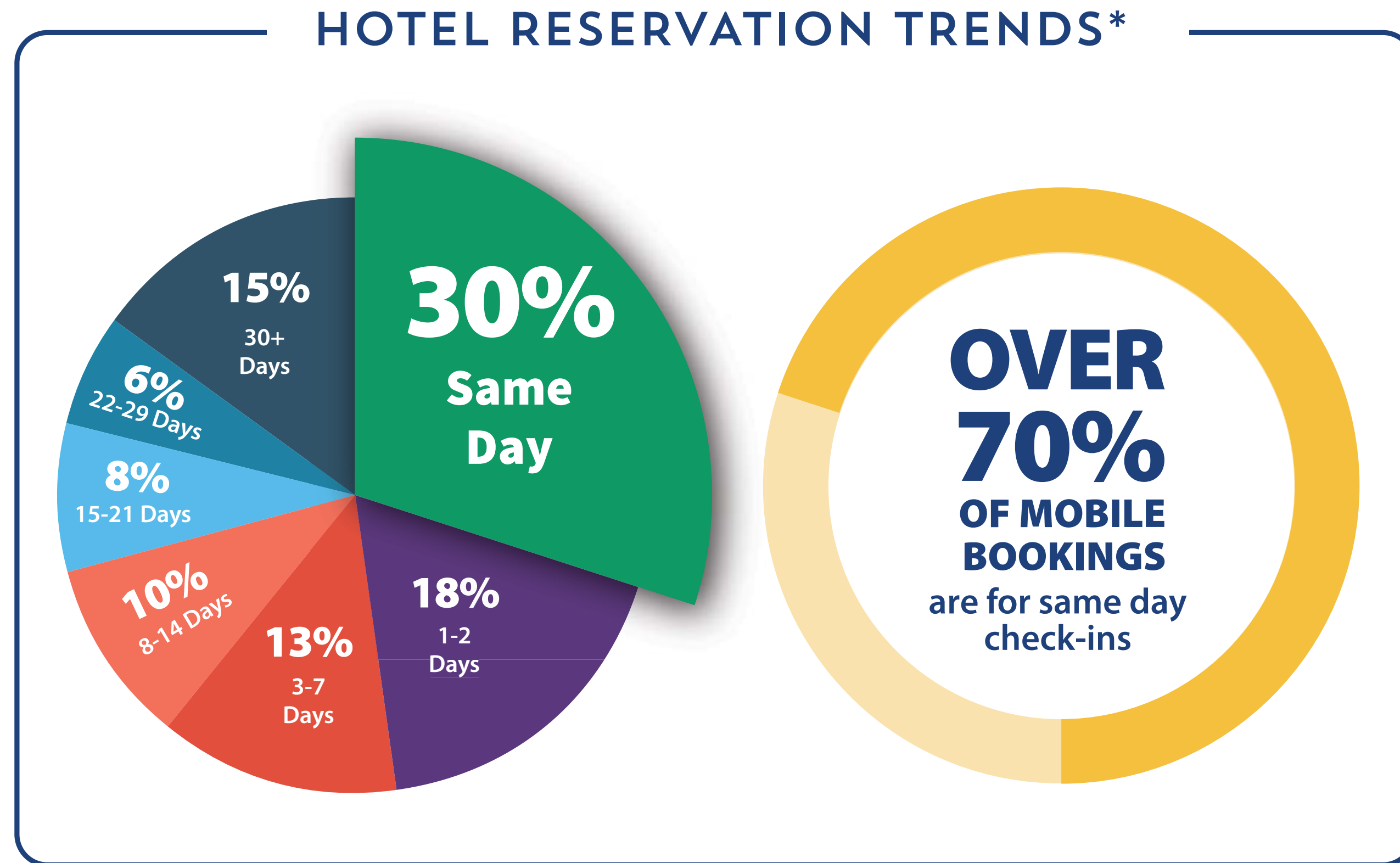


OHIO TURNPIKE LODGING LOGO PROGRAM



THE OHIO TURNPIKE LOGO PROGRAM

We Target **Same Day** Bookings & Walk-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 standards.*

We've Got Ohio's Busiest Interstate Covered!



The Ohio Turnpike Logo Program Gives You More!

| | Product | Ohio Turnpike Logo Program | Standard DOT Logo Programs |
|-----------------------|--|----------------------------|----------------------------|
| ON THE ROAD |  <i>Mainline Logo Signs</i> | ✓ | ✓ |
| |  <i>Ramp Signs & Trailblazers</i> | ✓ | ✓ |
| IN THE SERVICE PLAZAS |  <i>Main Lobby Backlit Signs</i> | ✓ | |
| |  <i>Interactive Touchscreens</i> | ✓ | |
| |  <i>Travel Monitors</i> | ✓ | |
| ON THE GO |  <i>Turnpike Map & Lodging Guides</i> | ✓ | |
| |  <i>Mobile Lodging Guide</i> | ✓ | |



ON THE ROAD

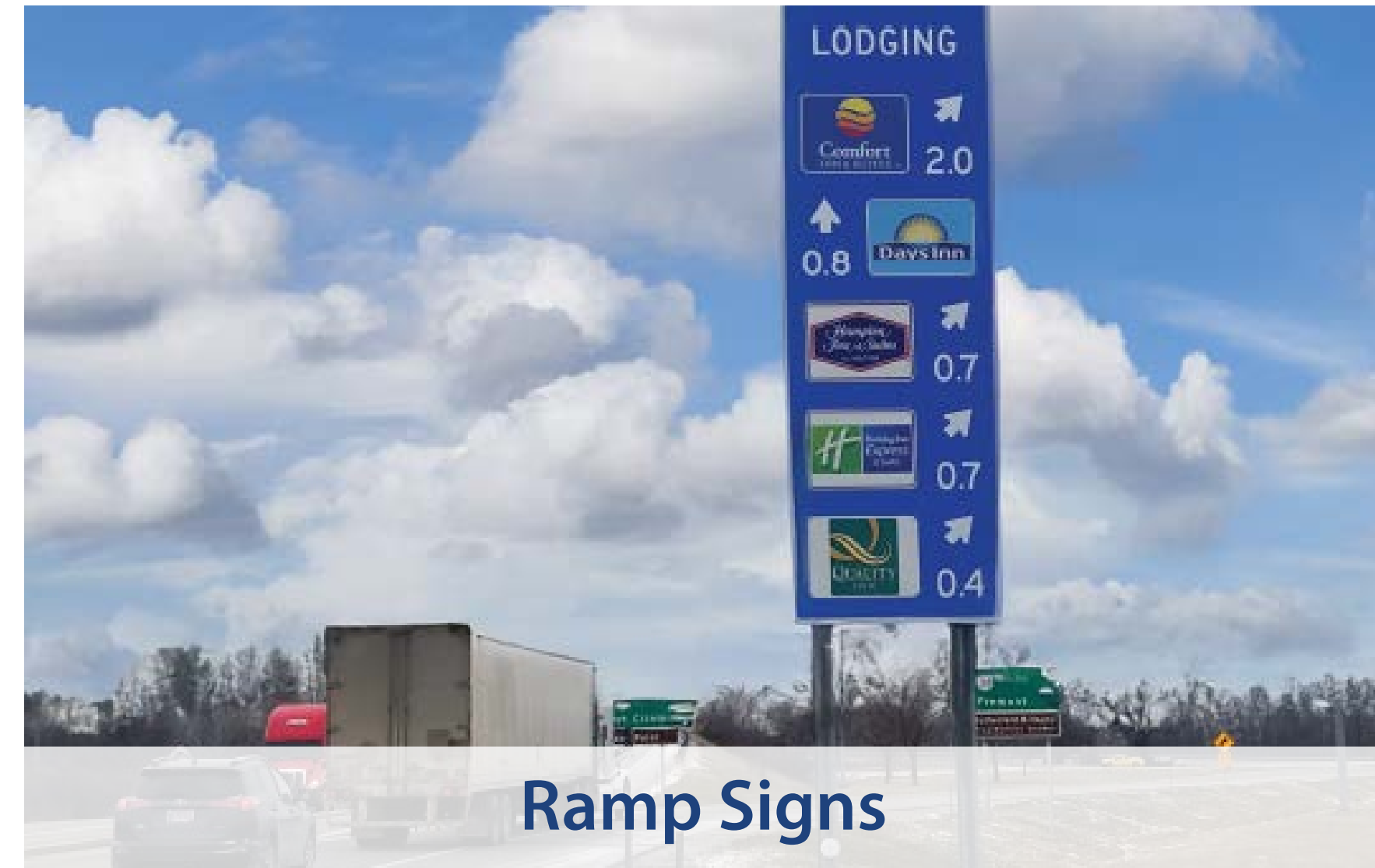
MAINLINE LOGO SIGNS & RAMP SIGNS



Mainline 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.



Ramp Signs

We bring people to your door!

Exit ramp signs provide directions to your hotel.



IN THE SERVICE PLAZAS MAIN LOBBY TRAVEL MONITORS



Two screens rotating every 90 seconds!

All participating hotels at all 14 service plazas.

Hotels closest to each service plaza.



Your hotel, across the Turnpike!

Travelers rely on our monitors for real-time weather, road conditions, and traffic alerts. Participating hotels are featured on monitors in every service plaza!



IN THE SERVICE PLAZAS

MAIN LOBBY BACKLIT SIGNS & TOUCHSCREENS



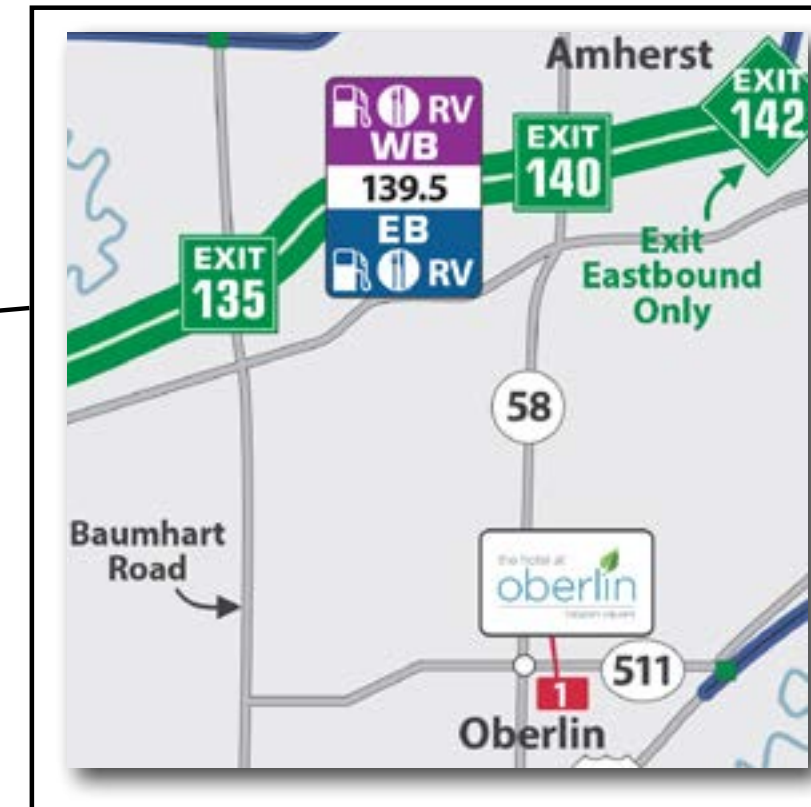
Your Hotel. Seen by Millions. Each Year.

- Located in all 14 service plazas, our backlit signs with interactive touchscreens give travelers the information they need to book direct!
- Over 21 million travelers visit Ohio Turnpike Service Plazas each year.



IN THE SERVICE PLAZAS

MAIN LOBBY BACKLIT SIGNS - DETAIL



Your Logo on the map



Mobile Lodging Guide

tbiad.com/ohmap

Your info on the hotel panel

Location On Map

1
EXIT 140

QR Code

the hotel at oberlin
tappan square

The Hotel at Oberlin
Oberlin, OH
(440) 775-7001

Hotel Photo

Interchange Map
6.2 miles from Exit 140.

Restaurant Onsite

Free Breakfast

Pets Allowed

In Room Coffee

Indoor Pool

Outdoor Pool

Fitness Center

Features & Amenities

Exit Number

QR Code

Hotel Logo

Hotel Name Location Phone

Hotel Photo

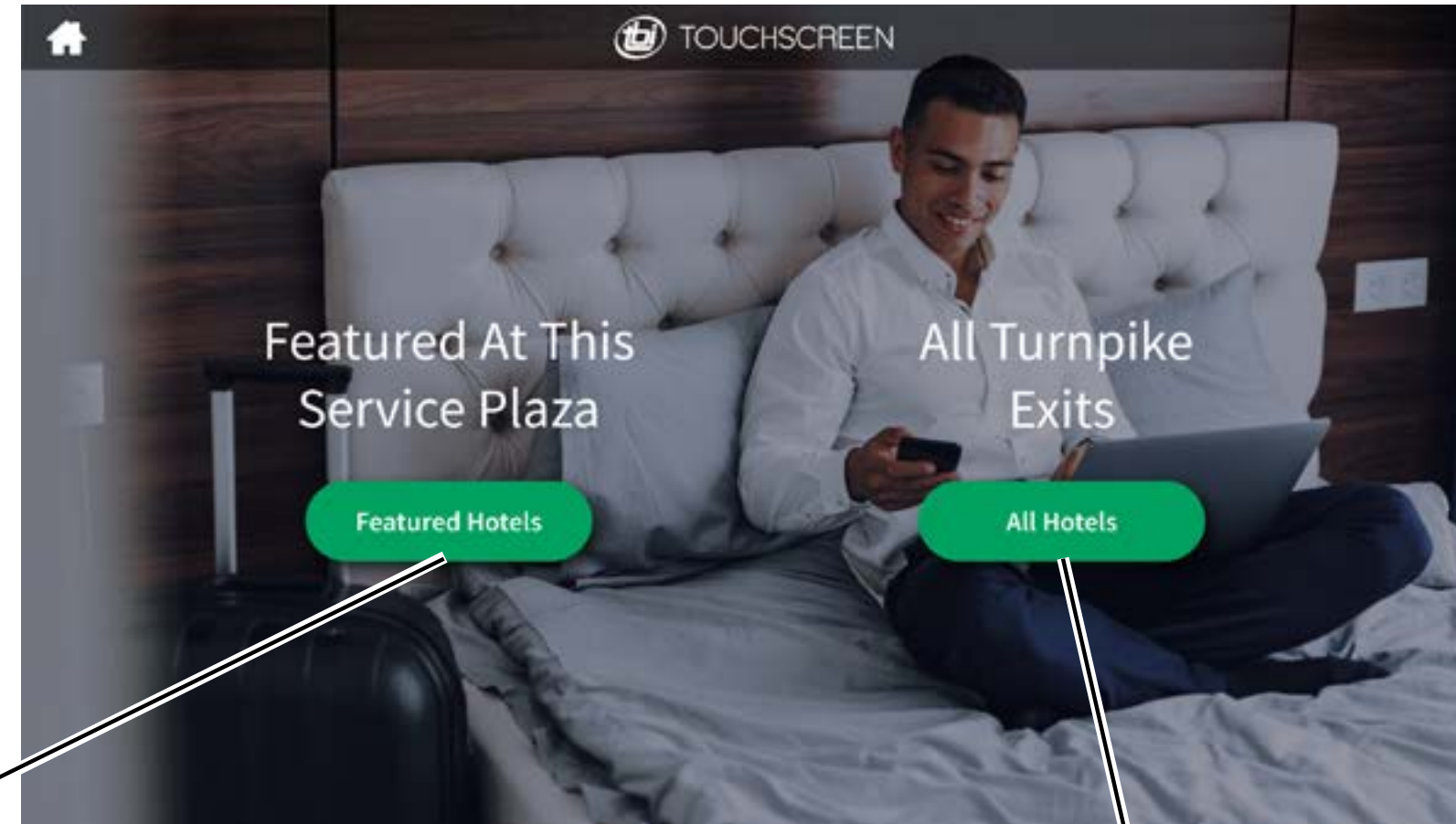
Interchange Map

Features & Amenities



IN THE SERVICE PLAZAS

MAIN LOBBY TOUCHSCREENS - DETAIL



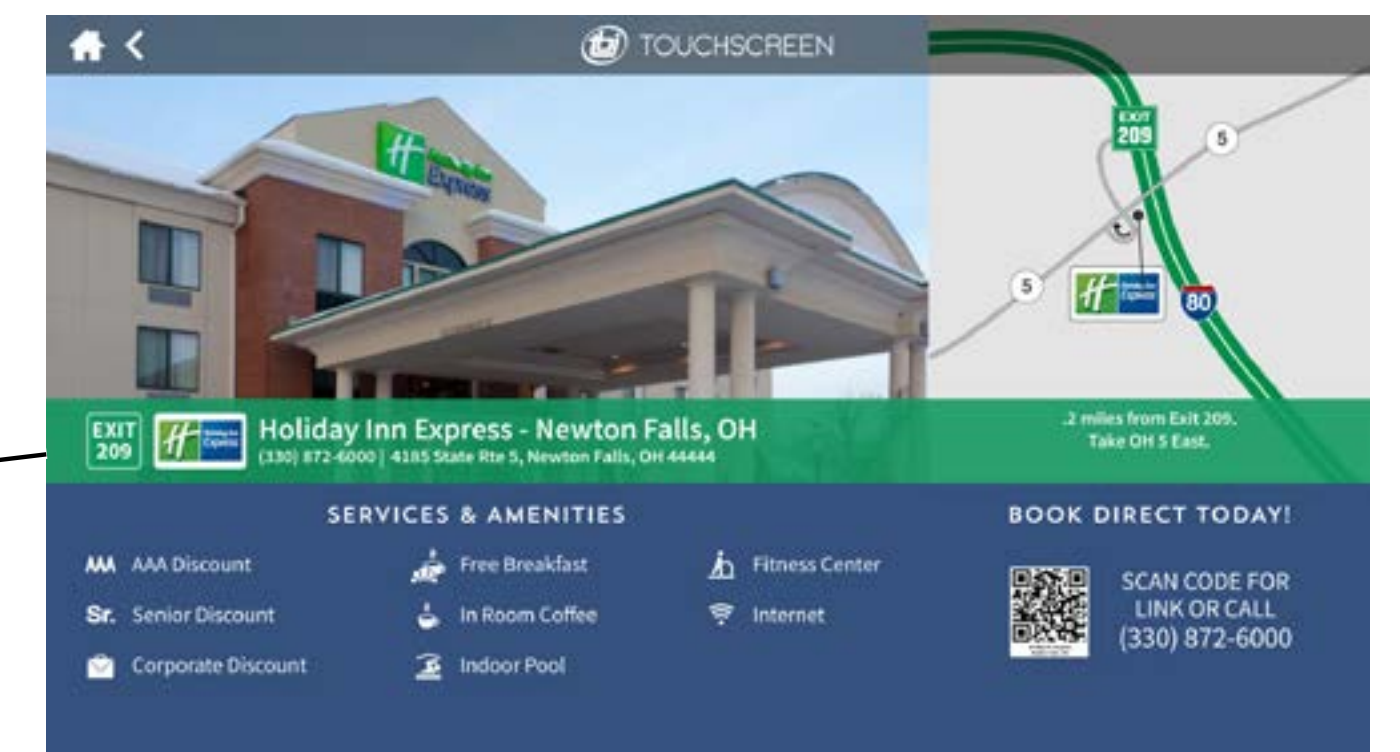
Participating Hotels



Hotels Featured on Backlit Sign



Hotels Across The Turnpike



Individual Hotel Screen



ON THE GO TURNPIKE MAP & LODGING GUIDE



SEE OUR AD **Quality Inn & Suites**
Bryan/Montpelier (419) 485-5555

OHIO TURNPIKE LODGING GUIDE

| EXIT | EXIT 15-91 | EXIT 118-152 | EXIT 173-232 |
|---------------------------|------------|--------------|--------------|
| EXIT 25 Sauder Village | EXIT 15 | EXIT 118 | EXIT 173 |
| EXIT 64 | EXIT 119 | EXIT 119 | EXIT 174 |
| EXIT 64, 91 & 145 | EXIT 120 | EXIT 120 | EXIT 175 |
| EXIT 64 | EXIT 121 | EXIT 121 | EXIT 176 |
| EXIT 91 | EXIT 122 | EXIT 122 | EXIT 177 |
| EXIT 145 | EXIT 123 | EXIT 123 | EXIT 178 |
| | EXIT 124 | EXIT 124 | EXIT 179 |
| | EXIT 125 | EXIT 125 | EXIT 180 |
| | EXIT 126 | EXIT 126 | EXIT 181 |
| | EXIT 127 | EXIT 127 | EXIT 182 |
| | EXIT 128 | EXIT 128 | EXIT 183 |
| | EXIT 129 | EXIT 129 | EXIT 184 |
| | EXIT 130 | EXIT 130 | EXIT 185 |
| | EXIT 131 | EXIT 131 | EXIT 186 |
| | EXIT 132 | EXIT 132 | EXIT 187 |
| | EXIT 133 | EXIT 133 | EXIT 188 |
| | EXIT 134 | EXIT 134 | EXIT 189 |
| | EXIT 135 | EXIT 135 | EXIT 190 |
| | EXIT 136 | EXIT 136 | EXIT 191 |
| | EXIT 137 | EXIT 137 | EXIT 192 |
| | EXIT 138 | EXIT 138 | EXIT 193 |
| | EXIT 139 | EXIT 139 | EXIT 194 |
| | EXIT 140 | EXIT 140 | EXIT 195 |
| | EXIT 141 | EXIT 141 | EXIT 196 |
| | EXIT 142 | EXIT 142 | EXIT 197 |
| | EXIT 143 | EXIT 143 | EXIT 198 |
| | EXIT 144 | EXIT 144 | EXIT 199 |
| | EXIT 145 | EXIT 145 | EXIT 200 |

Scan the qr code for our Mobile Lodging Guide & book direct!

Distributed at all 14 Ohio Turnpike service plazas.

Participating hotels are listed front and back: by interchange below the main map, in the Lodging Guide on the back page, and in our Mobile Hotel Guide.

Scan the qr code for our Mobile Lodging Guide & book direct!

Now with directions!

tbiad.com/ohmap

EXIT 13

15

Holiday Inn Express
Quality Inn

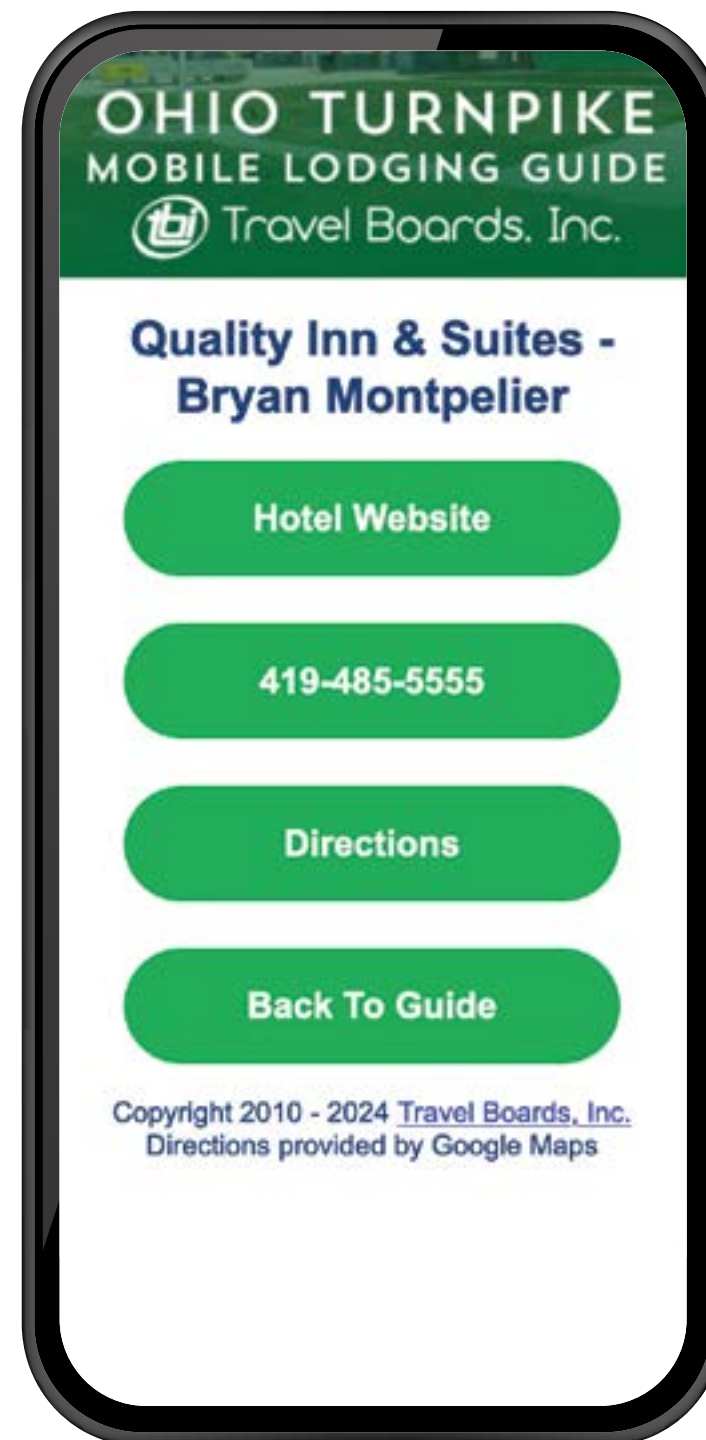


ON THE GO RESERVATIONS ON THE ROAD

SCAN ME!



tbiad.com/ohmap



Travelers book direct!

Connect travelers to your hotel's website, phone number, and provide directions to your hotel!

QR codes are displayed on the backlit signs and in the Turnpike Map & Lodging Guide.

CONTACT US TODAY!



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