

## YOU NEED TO KNOW

The goal of the FDOT Logo Sign Program is to safely direct motorists from the interstate to essential services. The Department partners with businesses to provide signage to accomplish this goal.

The business is responsible for designing and fabricating the business logo to FDOT specifications, and for replacing any business logos that are damaged or destroyed. The Department will make available a non-exclusive list of fabricators upon request.

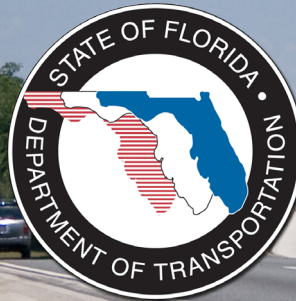
The department installs the business logos and any required Trailblazer signs, and performs all required maintenance and repair to the structures (not the logo panels).



The Logo Sign Program Office in Tallahassee processes all applications and issues all permits. This office also maintains a waiting list for those businesses wishing to participate in the Program, when there is currently no space available.

The design and materials for the business logo signs must comply with FDOT standards, which are provided upon request.

FOR MORE INFORMATION CALL:



866-374-FDOT EXT 4545

Florida Department of Transportation  
Logo Sign Program Office  
605 Suwannee St., MS 22  
Tallahassee, FL 32399-0450

*Disclaimer: this brochure is not intended to fully describe all of the regulations and requirements for the Logo Sign Program. For further information, see [www.dot.state.fl.us/rightofway/LogoInformation.shtm](http://www.dot.state.fl.us/rightofway/LogoInformation.shtm)*

# FDOT LOGO SIGN PROGRAM

Join Thousands of other success stories!

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With the DOT signage installed on I 75 our walk in business has increased 3 fold. This (Logo Sign Program) is critical to our success

Joseph M. Seifert @ I-75 Exit 217



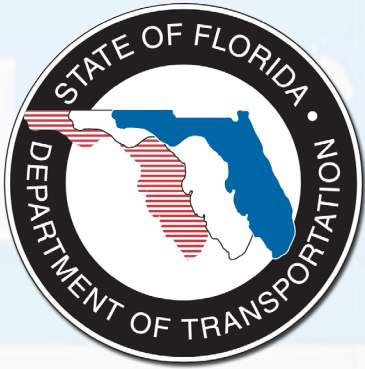
Our company has two Fairfield Inn & Suites by Marriott hotels located just off I-95. At each hotel we rely on the Logo Sign Program to get potential guests off the interstate and the ramp signs to get them to our hotels. The logo signs are a standard size and well maintained, giving travelers a sense of security when they visit participating hotels. We feel these signs are very valuable to the success of our hotels.

James T. Underwood @ I-95 Exit 180 & 215



Approximately eighty percent of our business is comprised of interstate travelers. I can say without hesitation that these Logo signs are each worth their weight in gold, and are the primary draw for our customers coming in off of I-10. We took these signs down for a couple of weeks and were utterly shocked at the negative impact they had on our sales - so we put them back up!!!

Anthony L. Conticello @ I-10 Exit 217



### LOGO PROGRAM ADVANTAGES:

The Florida Department of Transportation Logo Sign Program offers a unique opportunity to attract motorists to your business located around the Interstate. This Program offers tremendous exposure to thousands of travelers by placing your logo in four locations, on the Interstate and exit ramps, giving potential customers directions and distance to your location.

The Logo Sign Program provides categories for Gas, Food, Lodging, Camping and Attractions. Your individual logo will be placed on a DOT, blue sign structure on the Interstate within 1 mile of your exit. The annual cost is one of the best outdoor advertising values in the market. This service is available on a first come, first served basis. Opportunities are limited. Increase your visibility dramatically.

- Logo signs are also placed along the exit ramp and include the mileage and direction to your business in the same order.
- The program allows for Gas, Food and Lodging businesses within three (3) miles of the interchange, and Camping and Attractions within 30 mile of the interchange to participate.

- Businesses providing Gas, Food, Lodging, Camping and Attractions may qualify for participation in the Logo Sign Program. Call today to determine if your business is eligible.
- Logo signs are placed in the following order, Attractions, Camping, Lodging, Food and Gas, as customers approach the interchange.

- Gas, Food and Lodging businesses within three (3) to six (6) miles from the interchange may qualify if sign space is available.
- The Logo Sign Program even provides an opportunity to be notified of upcoming space availability.

**Act now!**

866-374-FDOT EXT 4545  
dotlogo@dot.state.fl.us

Visibility Increases Sales!					Logo Participants Predicted Increased Daily Revenue		
	Average Daily Traffic*	Traffic Exiting**	Traffic Utilizing Services**	Additional Traffic Utilizing YOUR Location**	\$10.00	\$25.00	\$50.00
Lowest Traffic Count	17,600	3,520	704	141	\$1,410.00	\$3,525.00	\$7,050.00
Average Traffic Count	88,118	17,624	3,525	705	\$7,050.00	\$17,625.00	\$35,250.00
Highest Traffic Count	306,000	61,2000	12,240	2,448	\$24,480.00	\$61,200.00	\$122,400.00

\*Daily traffic is averaged from annual traffic data at current logo interchanges

\*\*Figures are based on usage of the 80/20 rule-FDOT does not guarantee future traffic counts

Additional average daily revenue from increased traffic visibility calculated from average ticket per sale (averaging 2 persons per vehicle)