

Washington Rest Area Back-lit Advertising Program



Shouldn't your advertising be where your future customers are?



Display Sizes and Rates

23 5/8" x 14 5/8"

Monthly

● \$145

● \$90

23 5/8" x 29 1/2"

Monthly

● \$215

● \$130

23 5/8" x 44 3/8"

Monthly

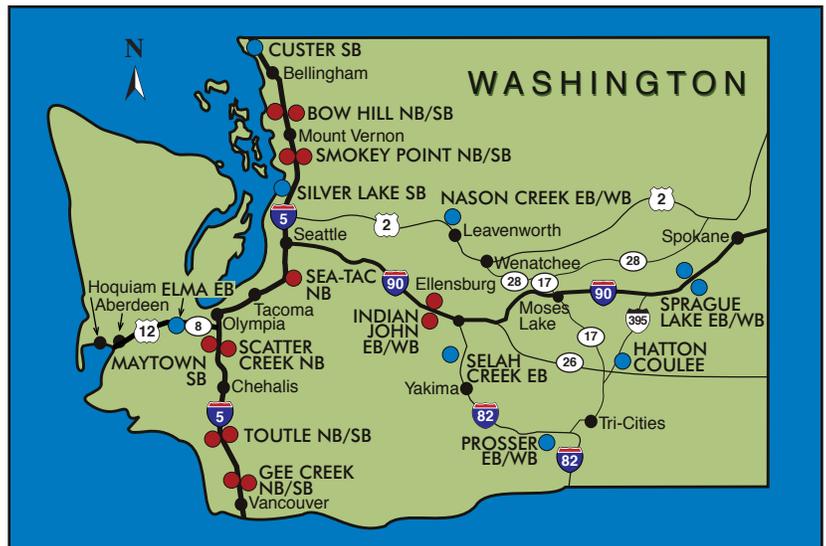
● \$255

● \$155

Facts from Department of Transportation Surveys:

- **49%** of travelers don't have advanced reservations or tight itineraries.
- **43%** said they would be likely to change plans based on travel information available in rest areas.
- **5%** said that one of the reasons they stopped at the rest area was for travel information!

In 2010, more than 40 million travelers stopped at the 22 state rest areas with STOREYCO display advertising available!



● ● Colors represent applicable monthly rates by location



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In partnership with the Washington Department of Transportation