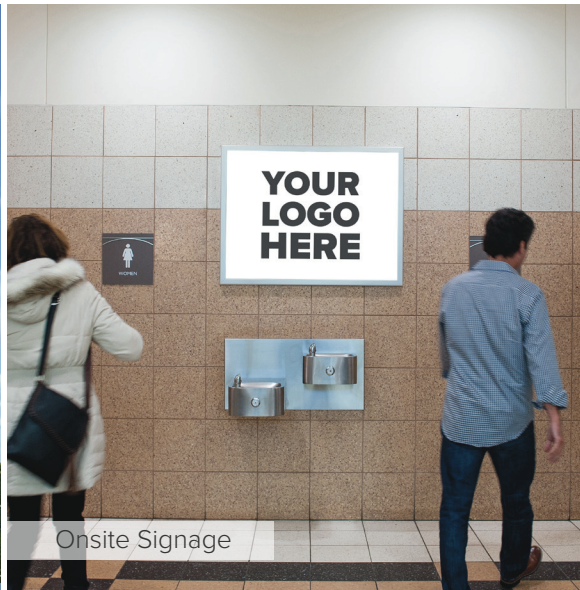




SMART TRUCK PARKING SPONSORSHIP



Highway Signage



Onsite Signage

Photo renderings for illustrative purposes only. Final signage number, placement and dimensions to be approved by FDOT.

We are proud to offer this first-in-the-nation sponsorship opportunity of the Florida Department of Transportation's Truck Parking Availability System (TPAS) project, a technology-based solution that informs truckers and commercial vehicle operators of vital parking availability at upcoming Weigh Stations, Rest Areas and Welcome Centers across the Sunshine State. These 16x9 highway signs are placed in average leading distances 4 miles prior to the parking locations. Regulations require truck drivers to rest for at least 10 hours per day after every 14-hour shift and this program helps them find safe and secure parking for ELD (electronic logging device) mandated rest periods. As the Smart Truck Parking sponsor, you will receive uncluttered and exclusive access to this target audience with highly-visible signage placed prior to each location.

18%

of traffic passing the FDOT weigh stations are truckers

905 Million

total annual highway sign impressions (load factor inc.)

109 Million

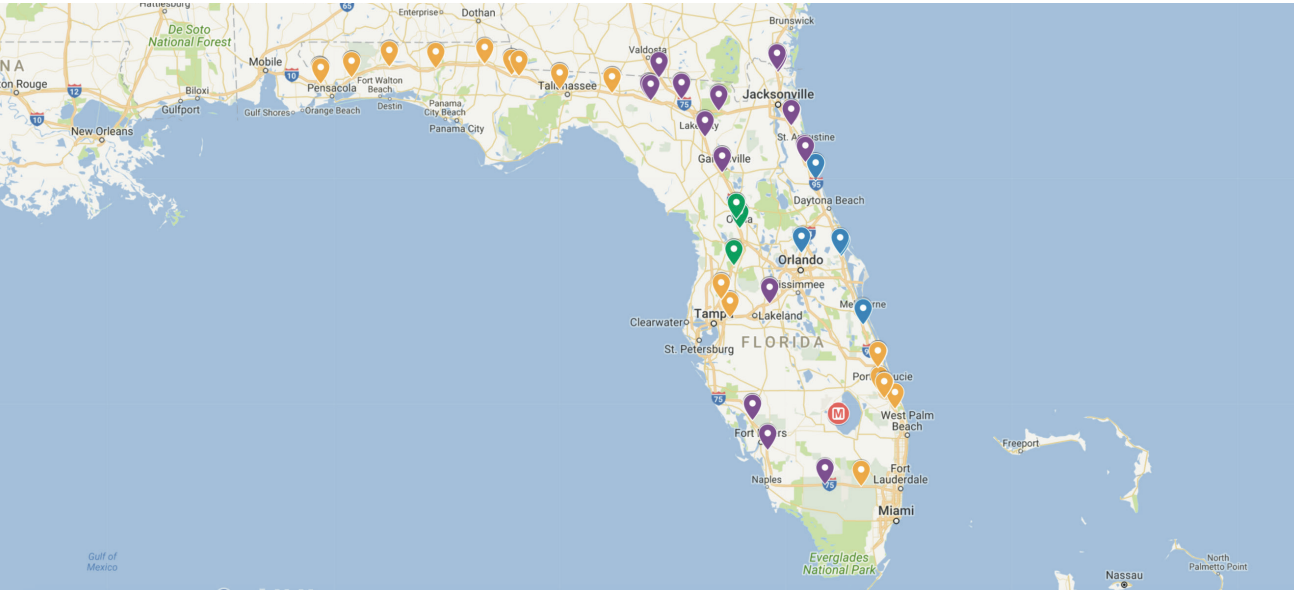
total estimated annual truck impressions (load factor not inc.)

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Click [here](#) for an interactive map of these advertising locations.

TOTAL FACILITIES/SIGNAGE:

67 Total Locations

72 Total Signs

FACILITY BREAKDOWN:

20 Weigh Stations

44 Rest Areas

3 Welcome Centers



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