



AN INDIANA GENERAL PARTNERSHIP

Good morning!

Friday, January 21, 2022

WHO WE ARE



Indiana Logo Sign Group is a private, general partnership which maintains and administers the Specific Service Sign Program and Tourist Oriented Directional Sign Program in the state of Indiana, per contract with the Indiana Department of Transportation.

WHO CAN PARTICIPATE



The Specific Service Sign Program caters to a variety of businesses and entities. The five categories of these businesses are:

- GAS
- FOOD
- LODGING
- CAMPING
- ATTRACTION

WHO CAN PARTICIPATE



State and Federal laws limit who can participate within each of these five categories. These laws surround three, general components:

- PROXIMITY TO THE INTERCHANGE
 - OPERATIONAL HOURS
 - SERVICES PROVIDED

PRICING – THE TWO SIDES



- I. The monthly lease rate businesses pay to have their logo panel appear on ILSG's blue background panels

- II. The one-time cost to fabricate and install that business' logo panels

TYPES OF SIGNS



MAINLINE SIGN – Appears along limited access highways and interstates, alerting motorists to what services are available at the approaching exit/interchange

TYPES OF SIGNS



RAMP SIGN – Appears along exit ramps, informing motorist of direction and mileage to business if that business is not readily visible from the exit ramp

TYPES OF SIGNS



TRAILBLAZER SIGN –

Appears along intersecting crossroad, informing motorist of direction and mileage if the motorist must make an additional turn and the business is not readily visible from intersecting crossroad

THE MONTHLY COST



For GAS, FOOD, LODGING and CAMPING businesses, the monthly lease rates are as follows:

- **MAINLINE SIGN - \$146/month**
- **RAMP SIGN - \$24/month**
- **TRAILBLAZER SIGN - \$24/month**

(rates listed are per sign, per direction)

(Mainline Signs are required for participation)

THE MONTHLY COST



For ATTRACTION businesses, the monthly lease rates are as follows:

- **MAINLINE SIGN - \$73/month**
- **RAMP SIGN - \$12/month**
- **TRAILBLAZER SIGN - \$12/month**

(rates listed are per sign, per direction)

(Mainline Signs are required for participation)

FABRICATION/INSTALLATION COST



Businesses' logo panels are that business' physical property. Thus, there is a one-time cost to fabricate and install those panels. There are a variety of INDOT-approved fabricators throughout the U.S. ILSG has an official provider of logo panels, for those businesses looking for one-stop shopping. Prices for logo panels are dependent upon the type of signs purchased (\$460/Mainline - \$250/Ramp).

COMPLIANCE



All participating businesses must meet or exceed the appropriate State and Federal guidelines to remain in the program. Annual compliance checks ensure that these minimums are met, along with ensuring that signage remains in accordance with State and Federal standards.

A BRIEF WORD ABOUT T.O.D.S ...



WHERE? At-grade state and US Highways

WHO? Attractions and Campgrounds only

COST? \$440/annually

FABRICATION? Starting at \$325 per sign

CONTACT US



AN INDIANA GENERAL PARTNERSHIP

Cory Furman (Logo)

cfurman@indianalogo.com

317.500.1134

Becky Meier (T.O.D.S.)

bmeier@indianalogo.com

317.947.4205

***INDIANA LOGO
SIGN GROUP***

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Thank you.

