



## RATE CARD

Grand Canyon State Logo Signs is a program of the Arizona Department of Transportation and administers the operations of the Arizona Logo Sign program on rural state highways and on urban interstate highways.

The program has been developed to provide important information to motorists on the availability and location of restaurants, lodging, fuel, camping, 24-hour pharmacies, and attractions. This information enhances the experience of motorists traveling through the state and provides your business with the opportunity to attract motorists at the moment when they can immediately benefit from your products and services. Approved highway sign space for qualified businesses is limited.

<b>AADT Low</b>	<b>AADT Midpoint</b>	<b>AADT High</b>	<b>Annual Lease Rent</b>	<b>Daily Lease Rent</b>	<b>Cost per 1000 at AADT Midpoint</b>
250,000	275,000	+	\$6540	\$18	\$0.07
200,000	225,000	249,000	\$5460	\$15	\$0.07
150,000	175,000	199,999	\$4440	\$12	\$0.07
100,000	125,000	149,999	\$3360	\$9	\$0.07
50,000	75,000	99,999	\$2760	\$7	\$0.10
30,000	40,000	49,999	\$2256	\$6	\$0.15
0	15,000	29,999	\$1680	\$5	\$0.31

### ANNUAL AVERAGE DAILY TRAFFIC (AADT) MARKET REACH

Rates based on bi-directional mainline signage (2).

Price does not include fabrication/installation.

Rate card pricing is used at ADOT's discretion. ADOT will evaluate the factors at each location to determine whether a rate card, competitive bid, or other pricing will be established.

Note that in some locations, logo sign leases may only be available in one direction on the mainline highway. Rate will be calculated at one-half (½) the rate card amount.