



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 along state highways in rural and urban areas along interstate highways. This information enhances the experience of motorists traveling through the state and provides your business with the opportunity to attract motorists at the moment in time when they can immediately benefit from your products and services. Approved highway sign space for qualified businesses is limited.

Low AADT	High AADT	Midpoint	Rate Card - Annual Lease Rent	Daily Lease Rent	Cost per 1000 at AADT midpoint
250,000	+	275,000	\$6,540	\$18	\$0.07
200,000	249,000	225,000	\$5,460	\$15	\$0.07
150,000	199,999	175,000	\$4,440	\$12	\$0.07
100,000	149,999	125,000	\$3,360	\$9	\$0.07
50,000	99,999	75,000	\$2,760	\$7	\$0.10
30,000	49,999	40,000	\$2,256	\$6	\$0.15
0	29,999	15,000	\$1,680	\$5	\$0.31

ANNUAL AVERAGE DAILY TRAFFIC (AADT). Market reach

Rates based on bi-directional main line signage (2)

Price does not include tax or 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 be only available in one direction on the mainline highway. Rate will be calculated at ½ (half) of the rate card amount.