

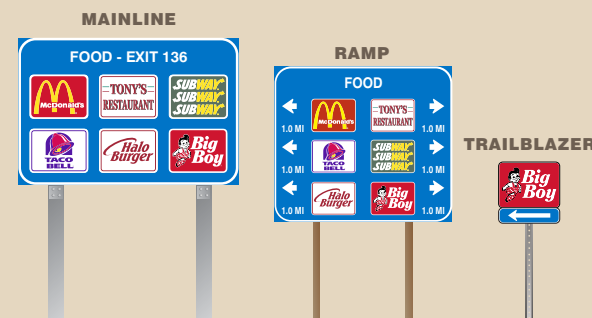
ELIGIBLE BUSINESSES

Gas, Food, Lodging and Camping services, as well as Attraction and Pharmacy facilities who meet the eligibility criteria may participate at qualifying interchanges along the routes listed below.

I-69	I-275	M-14	US-23
I-75	I-475	M-53	US-31
I-94	I-496	M-59	US-127
I-96	I-675	M-6	US-131
I-196	I-696	US-10	

LOCATION, PLACEMENT AND SIZE

Mainline logo signs are generally placed along the main travel route within 1 mile of the exit or interchange. Ramp logo signs, indicating mileage and distance to the participants, are placed along the exit ramps. Trailblazer logo signs, if needed, will direct motorists to the participant's location after leaving the main roadway.



Each mainline business panel is 48" wide by 36" high. The ramp and trailblazer business panels are 24" wide by 18" high.

A maximum of 6 business panels can be displayed per logo sign structure.

MICHIGAN Specific Service (LOGO) Signing Program

SPECIFIC SERVICE (LOGO) SIGNING PROGRAM

The Specific Service (Logo) Signing Program is offered through the Michigan Department of Transportation (MDOT). This Program provides for the installation and maintenance of Logo signs on selected portions of the complete freeway system. The Logo signs are erected to provide identification and directional information to the traveling public for eligible locations offering services for Gas, Food, Lodging and Camping, as well as qualified Attraction and Pharmacy facilities.

The MDOT has contracted with **Michigan Logos, Inc.** to administer the Specific Service (Logo) Signing Program for the State of Michigan.



Q&A FREQUENTLY ASKED QUESTIONS

1. **Q. What services are included in the Specific Service (Logo) Signing Program?**
 - A. Gas, Food, Lodging and Camping services, as well as Attraction and Pharmacy facilities are eligible for participation in the Program.
2. **Q. Can seasonal businesses participate in the Program?**
 - A. Yes. The business panels can be fabricated indicating the months of operation or they can be covered during those times the facility is not in operation.
3. **Q. Will all qualified locations who wish to participate in this Program be required to have ramp signs?**
 - A. All participants will be required to have ramp signs unless there is limited room for construction of the signs along the ramp or the participant is located at a directional interchange.
4. **Q. How will it be determined what locations have priority for each service category?**
 - A. When all of the eligible locations desiring to participate are not accommodated, the establishments closest to the main travel route which satisfy all requirements will receive the opportunity to participate.
5. **Q. How will distance be measured to determine if my location meets the mileage criteria?**
 - A. The distance will be measured from the center of the crossroad intersection with the main travel route, along the normal edge of the pavement of the crossroad to the point perpendicular to the center of the main entrance of the participant.
6. **Q. How much will it cost to participate in the Program?**
 - A. \$850 annually per direction for (1) mainline and (1) ramp business panel
\$100 per direction for removal, cover, or changes
\$100 per direction for "bumping" another participant
NOTE: The above fees do not include the fabrication of the business panels.
7. **Q. Once I am in the Program, can my business panel be removed?**
 - A. Yes, certain conditions can result in the removal of your logo(s), such as no longer meeting eligibility criteria. Also, if a qualified location of the same type of service category which is closer in distance to the main travel route applies to the Program, and the maximum number of facilities have already been displayed at a particular interchange, the location which is farthest from the interchange will be "bumped" from the Program after a minimum of two (2) years participation, or on the contract anniversary date after two (2) years.

8. **Q. Will I be able to make changes to my business panel after installation?**
 - A. Your business panel cannot be altered in any way after it has been installed. If your facility requires a new design, you must submit the new design to **Michigan Logos** for approval. If approved, the new business panel must be produced at that time and will be installed by **Michigan Logos**. It is also your responsibility to replace the business panel once it begins to fade or weather. Additional fees for the production and installation of your business panel will apply.
9. **Q. How will the sign structures be maintained?**
 - A. All logo sign maintenance will be performed by **Michigan Logos, Inc.** or by its subcontractors.

PARTICIPATION

1. A representative of **Michigan Logos, Inc.** will call on facilities who meet the general eligibility requirements established by the MDOT. A summary of these requirements can be found on the inside of this brochure.
2. A request for information can also be made to **Michigan Logos** by calling (517) 337-2267 or (888) 645-6467 or by visiting our website at www.michigan.interstatelogos.com.
3. **Michigan Logos** will explain the Program and assist all interested locations in completing an Application and other paperwork necessary for their inclusion in the Program.
4. Upon submission of the Application by the facility, **Michigan Logos** will confirm that the eligibility criteria are met.
5. **Michigan Logos** will contact the facility upon approval of the Application and assist with completion of the Contract.
6. **Michigan Logos** will also assist in the designing of the business panel. Creative design assistance is available at no charge.

Eligibility CRITERIA

Each type of facility must meet specific criteria to be eligible to participate in the Michigan Logo Sign Program. The following information will help you to determine if your location is eligible. Each category of service must provide, at a minimum, the following:

Service Category	Gas	Food	Lodging	Camping	Pharmacy
Maximum distance of service	6 Miles	6 Miles	6 Miles	15 Miles	3 Miles
Minimum period of operation	Continuous operation at least 16 hours per day, 7 days per week, 360 days per year	Continuous operation serving at least 12 hours per day, 6 days per week	Continuous operation 24 hours per day, 7 days per week	Continuous operation for at least 6 months per year (signs must be removed or covered when business is closed)	Continuous operation 24 hours per day, 7 days per week, 360 days per year
Required service to be provided & other requirements	<ul style="list-style-type: none"> • Licensing by Michigan Department of Agriculture • Services such as fuel, oil, water and tire repair (if no tire repair must have sign indicating closest available tire repair) • Restroom facilities • Emergency telephone available to the public during hours of operation 	<ul style="list-style-type: none"> • Licensing by Michigan Department of Agriculture • Minimum seating capacity of 24 persons • Restroom facilities • Outside entrance directly accessing restaurant which is readily visible • Emergency telephone available to the public during hours of operation 	<ul style="list-style-type: none"> • Minimum of 8 units • Off-street passenger vehicle parking for each unit • Provide private bath facilities in each unit • Telephone available to the public during all hours of operation 	<ul style="list-style-type: none"> • Trailer, camper, or tent camping • Licensing by Department of Environmental Quality • 25 or more campsites available for overnight use • Electric service • Sanitary service • Drinking water, showers and flush toilets • Emergency telephone available to the public during hours of operation 	<ul style="list-style-type: none"> • Licensed by the Michigan Department of Community Health • A state-licensed pharmacist must be present and on duty at all times

Service Category	Attraction
Maximum distance of service	15 Miles
Minimum period of operation	Continuous operation at least 40 hours and 5 days per week of which one day must be either Saturday or Sunday
Required service to be provided & other requirements	<ul style="list-style-type: none"> • Provide tourist oriented services consisting of cultural, historical, recreational, educational, or entertainment activities • Annually attended by 10,000 or more people and for which a major portion of income or visitors are derived from motorists not residing in the immediate area • Must be eligible and listed on the Pure Michigan website (www.Michigan.org) • Facility must comply with all federal, state and local regulations • Public restroom facilities and emergency telephone available • Adequate parking accommodations • Provide notice to prospective visitors at the point of entry of an admission charge • Not be displayed or advertised on any existing traffic control device