

State	Question 1: Do you manage logo signs through a contract or with state forces?				Question 2: How many mainline logo signs do you have (approximately)?					
	Contract:	19	State:	16	Notes	# of Signs:		N/A	2	Notes
Alabama			X			800				
Alaska			X							Number of panels not given. Less than five assemblies.
Arizona			X							Number of panels not given. Structures: 672 Rural and 120 Urban. Up to six logos per structure.
Arkansas			X			2,112				2 per business
California										
Colorado										
Connecticut			X		Program is managed by DOT but business install and pay costs for install.	147				
Delaware	X					208				60 Structures
Florida										
Georgia	X					6,000				See State Response #2
Hawaii					No program due to State laws. See State Response #1.			X		No Program
Idaho										
Illinois			X			3,700				
Indiana	X					2,954				815 Structures
Iowa			X			3,264				Includes ramps
Kansas										
Kentucky	X					3,464				823 Structures
Louisiana	X									Actual number not given. 791 background signs with a capacity of 4,404 LOGO's
Maine	X					220				
Maryland			X			340				Includes planned but not yet constructed.
Massachusetts			X		MassDOT manages logo program through our own state personal and traffic maintenance crews out of our Districts offices	821				Interchanges

State	Question 1: Do you manage logo signs through a contract or with state forces?				Question 2: How many mainline logo signs do you have (approximately)?				
	Contract:	19	State:	16	Notes	# of Signs:	N/A	2	Notes
Michigan	X					1,313			
Minnesota	X					2,192			1202 structures built at 235 interchanges
Mississippi	X								Unsure, recently determined there are 1,358 business locations in the State.
Missouri	X					2,219			6,000 mainline business logos displayed
Montana	X					252			
Nebraska	X					603			
Nevada	X					687			
New Hampshire			X			24			See State Response #2
New Jersey	X					940			585 contracts
New Mexico									
New York			X			2,050			
North Carolina			X			14,700			Ramps are included in total
North Dakota					ND does not use LOGO signing		X		
Ohio	X					6,285			# of Logo Panels, not structures
Oklahoma									
Oregon									
Pennsylvania					Private, non-profit Trust that PennDOT is the beneficiary of.	2,980			
Rhode Island			X		Installations are done through private contractors.	60			
South Carolina	X					763			
South Dakota			X			1,940			See State Response #2
Tennessee									
Texas	X					8,124			2,157 Structures
Utah									
Vermont					VT does not have a Logo Program	N/A			
Virginia	X					5,310			
Washington			X			2,090			

State	Question 1: Do you manage logo signs through a contract or with state forces?				Question 2: How many mainline logo signs do you have (approximately)?				
	Contract:	19	State:	16	Notes	# of Signs:	N/A	2	Notes
West Virginia									
Wisconsin	X					4,580			1,332 structures
Wyoming			X		Will be contracting selective repair work in the Spring of 2015.	300			

State	Question 3: How much is charged for mainline signs per direction?				Question 4: How many ramp signs do you have (approximately)?			
	Charge\$	N/A	2	Notes	# of Signs:	N/A	4	Notes
Alabama	\$450				635			
Alaska	\$4,500/\$1,000			\$4,500 for 1st 5 years and \$1,000 renewal every 5 years afterwards.		X		None
Arizona	Varies			Annually \$1,600 to\$6,250 depending on ADT				Number of panels not given. Structures: 660 Rural and 120 Urban
Arkansas	\$200			We include both directions as a part of the logo permit. We do not sell individual directions unless conditions limit us to one direction only.	2,112			2 per business
California								
Colorado								
Connecticut	\$2,000			One time application fee per interchange.	147			
Delaware	\$1,200				60			
Florida								
Georgia	\$1,000				6,000			Same as mainline
Hawaii		X		No Program		X		No Program
Idaho								
Illinois	\$200			Annually per mainline sign	3,200			3200 ramp logos and 500 trailblazers
Indiana	\$134/\$67			Charge is per month. Food, Gas, Lodging/Attractions.	2,026			794 Structures
Iowa	\$230							Included in Mainline - 3264
Kansas								
Kentucky	\$600/\$300			Food, Gas, Lodging: \$600.00 annually per direction of travel (includes mainline and ramp). Camping/Attractions: \$300.00 annually per direction of travel (includes mainline and ramp)	3,396			810 Structures
Louisiana	\$475							Actual number not given. 812 background signs with a capacity for 4,358 LOGO's
Maine	\$1,200				161			
Maryland	Varies			See State Response #6a	220			Includes planned but not yet constructed.
Massachusetts	\$1,200/\$250			Non-refundable annual fee of \$1,200 but initial installation allows recovery of initial installation by pro-rating and waving the annual fee until paid. \$250 for each "add-on" plus the \$1,200 annually.	547			

State	Question 3: How much is charged for mainline signs per direction?				Question 4: How many ramp signs do you have (approximately)?			
	Charge\$	N/A	2	Notes	# of Signs:	N/A	4	Notes
Michigan	\$750			Annually per direction	1,146			
Minnesota	\$540			Annually per direction	1,866			
Mississippi	Varies			See State Response #3				Unsure, recently determined there are 1,358 business locations in the State.
Missouri	\$1,000/\$1,500			ADT 30,000-/ADT 30,000+	2,415			
Montana	\$1,200			Per direction annually	168			
Nebraska	\$1,200				318			
Nevada	\$1,040			Annually per direction	559			
New Hampshire	\$500			Annually per direction	700			
New Jersey	\$2,400/\$2,000			North/South See State response #3	934			228 Trailblazers
New Mexico								
New York	\$100				1,375			
North Carolina	\$300					X		Mainline and ramp signs not counted separately.
North Dakota		X				X		
Ohio	Varies			See State Response #3. Based on ADT and one or both directions.	6,285			# of Logo Panels, not structures
Oklahoma								
Oregon								
Pennsylvania	\$7,250/\$326			Initial \$7,250 and then \$326 annually.	2,380			
Rhode Island				No fees. See State Response #3	16			
South Carolina	\$1,000/\$1,500/\$2,500			Per direction annually. Fee is based on road type/AADT.	675			
South Dakota	\$155			Annually	970			See State Response #2
Tennessee								
Texas	Varies			\$900-\$3,000 annually. Varies depending on freeway ADT	5,156			1,704 Structures
Utah								
Vermont	N/A				N/A			
Virginia	\$800/\$1,000			Annually per traffic volume	5,040			
Washington	Varies			See table in State Responses	1,219			

State	Question 3: How much is charged for mainline signs per direction?				Question 4: How many ramp signs do you have (approximately)?					
	Charge\$		N/A	2	Notes	# of Signs:		N/A	4	Notes
West Virginia										
Wisconsin	\$30/\$20				Per month - Mainline/Conventional Highway	3,340				1,104 structures
Wyoming	\$400				Annual	200				

State	Question 5: How much is charged for ramp signs per direction?				Question 6a: How much annual revenue does your state receive from its logo sign Program?				Question 6b: Is your annual revenue a flat fee or a percentage of revenue generated?					
	Charge\$	N/A	20	Notes	Revenue\$	No:	1	Notes	Flat Fee:	25 %	2	Both	9	Notes
Alabama	\$250				\$1,500,000			All revenue goes to aeronautics	X					
Alaska		X		No ramp signs	\$0			Fees pay for installation and minimal maintenance. See State Response #6a	X					
Arizona	\$216			This is annual for rural only. Urban is included in mainline fee.	\$2,300,000			\$1.3 M in net cash flow/\$2.3 M in revenue. Urban began in 2013 and not profitable due to initial startup but expecting future to be very profitable.	X					
Arkansas	\$200			Per ramp or trailblazer signs, regardless of direction.	\$876,880			For 2012-2013. This includes annual fees (\$200 per sign), installation fees (\$80 per sign)	X					
California														
Colorado														
Connecticut		X		Included in the application fee.	\$30-40,000			Varies depending on the # of applications received.	X					
Delaware		X		\$0	\$0				X					
Florida														
Georgia	\$200/\$100			Ramp/Traiblazer	\$1,400,000			See State Response #6a				X		See State Response #6a
Hawaii		X		No Program			X	No Program						No Program
Idaho														
Illinois	\$130/\$30			\$130/yr. for each ramp sign, and \$30/yr. for each trailblazer sign annually.	\$1,200,000				X					
Indiana	\$22/\$11			Charge is per month. Food, Gas, Lodging/Attractions.	\$470,000			2013				X		Currently 10%. Will increase to 15% with \$600,000 minimum for 2017.
Iowa	\$230				\$750,000			100% of revenue goes back into the logo program	X					
Kansas														
Kentucky		X		Included in the overall cost of the signs as stated in #3	\$800,000						X			35% paid to the State by the Contractor.
Louisiana	\$100/\$50			Ramp/Traiblazer	\$360,000			Minimum expected revenue				X		10% of the revenue or the flat fee of \$360,000 annually, whichever is higher.
Maine		X		Included in the mainline fee				MaineDOT receives \$100 for each new structure application.	X					
Maryland		X		Included in cost for mainline signs.	\$0			Fees go back into the program. See State response #6a	X					See State Response #6b
Massachusetts		X		There are no separate charges for ramp signs. Annual fee are covered for all signs.	\$980,000			Fiscal year 2015	X					

State	Question 5: How much is charged for ramp signs per direction?				Question 6a: How much annual revenue does your state receive from its logo sign Program?				Question 6b: Is your annual revenue a flat fee or a percentage of revenue generated?								
	Charge\$		N/A	20	Notes	Revenue\$		No:	1	Notes	Flat Fee:	25	%	2	Both	9	Notes
Michigan			X		Included in the price of the mainline sign.	\$850,000				Minimum expected revenue					X		Minimum \$850,000 or 15% whichever is greater.
Minnesota	\$120				Annually per direction	\$125,000					X						
Mississippi	\$100/\$50				Ramp/Traillblazer	\$1,000,000									X		\$1,000,000 or 35% of the gross revenue – whichever is greater.
Missouri			X		Included in the price of the mainline signs.	\$4,400,000				Paid quarterly					X		\$4.4 M or 60% of the realized revenue, whichever is greater
Montana			X		Included in the mainline package.	\$50,000					X						
Nebraska			X		Ramp is included with the mainline package but additional \$120 for trail blazer if needed.	\$72,373				FY2013			X				10.5% for FY13. Starting January 25,2014 the percentage was raised to 17%
Nevada	\$170				Annually	\$250,000					X						\$250,000 quarterly installments from contractor
New Hampshire	\$50				See State Response #5					Actual amount not given, see State Response #6a	X						
New Jersey			X		Ramp is included with the mainline package plus one trailblazer. \$200 each for additional trailblazers.	\$300,000+				See State Response #6a					X		See State Response #6a
New Mexico																	
New York			X		No charge for ramp but if trailblazer sign is required there is a \$50 fee.	\$261,000				FY 2013-2014	X						Interest is charged when account is delinquent.
North Carolina	\$300					\$0				Fees go back into supporting the program	X						
North Dakota			X							N/A							N/A
Ohio			X		Included in the price of the mainline sign.	\$5,200,000				Amount is from 2013	X						Can vary due to contract defined reimbursable payments and incentives. See State Responses #1 and 6ab
Oklahoma																	
Oregon																	
Pennsylvania	\$200/\$152				Initial \$200 and then \$152 annually.	\$0				The fees are used to insure the continuation of the program in perpetuity.	X						
Rhode Island					Same as mainline. See State Response #3	\$0					X						
South Carolina			X		No additional charge for ramp					\$2-3 million. See State Response for #6a					X		Guaranteed annual payment or 60% of revenues, whichever is greater. Additional 50% of the bid overage for bid locations.
South Dakota	\$155				Annually	\$52,000				See State Response #6a	X						
Tennessee																	
Texas	Varies				\$150-\$750 annually. Varies depending on freeway ADT	\$4,800,000				Calendar year 2013. Expecting 5M for calendar year 2014					X		See State Response #6A
Utah																	
Vermont	N/A					N/A											N/A

State	Question 5: How much is charged for ramp signs per direction?				Question 6a: How much annual revenue does your state receive from its logo sign Program?				Question 6b: Is your annual revenue a flat fee or a percentage of revenue generated?								
	Charge\$		N/A	20	Notes	Revenue\$		No:	1	Notes	Flat Fee:	25	%	2	Both	9	Notes
Virginia			X		Where applicable, included in mainline fee.	\$1,800,000				FY 2014	X						Fee varies depending on mainline or trailblazer and traffic volume. See State Response #6a
Washington			X		Included in fee structure, see table for #2	\$1,500,000				All money goes back into the program.	X						
West Virginia																	
Wisconsin	\$10				per month per ramp business panel	\$420,000					X						\$40 per year per logo.
Wyoming			X		Included in the mainline fee	\$325,000					X						

Question 1:	Do you manage logo signs through a contract or with state forces?							
Question 2:	How many mainline logo signs do you have (approximately)?							
Question 3:	How much is charged for mainline signs per direction?							
Question 4:	How many ramp signs do you have (approximately)?							
Question 5:	How much is charged for ramp signs per direction?							
Question 6a:	How much annual revenue does your state receive from its logo sign program?							
Question 6b:	Is your annual revenue a flat fee or a percentage of revenue generated?							

State	1	2	3	Answers		6a	6b	Links/Attachments	
				4	5			Link 1	Link 2
Alabama	State forces	800	\$450	635	\$250	\$1.5 million is received from participating businesses. All of it goes to maintainers as a source of revenue for them.	Flat Fee		
Alaska	State	Less than five assemblies.	The mainline logos are \$4,500 for the first five years with \$1,000 renewal every five years thereafter. This fee is for both directions, i.e. only one fee to be on both sign assemblies.	No ramp signs to my knowledge.	N/A	Essentially none. The flat fees were established in such a way that it would cover the installation and very minimal maintenance of the sign assembly by DOT&P, with the business only providing the logo to attach to the sign assembly.	Flat Fee		
Arizona	State manages the program	Our program separate rural and urban area. In Rural area, we have 672 mainline signs. In Urban area, we have 120 mainline signs. Keep in mind, there are up to six logos on each of the logo signs.	It depends on the ADOT. I have attached a price sheet.	In rural area, we have 660 ramp signs. In Urban, we have 120 ramp signs.	In rural, we charge \$216 per logo per year. In Urban, the ramp sign's price has included in the mainline.	For Rural program, AD generated about \$1.3 M in net cash flow (\$2.3 million in revenue), or in the year ended 6/30/14 Urban program was not profitable due to initial build out of signs, but is expected to be very profitable in the future. FY1, we started building logo signs in urban area in 2013. It will be completed by FY 16.	Flat Fee based on ADOT: 250,000+ \$6,250; 200,000-249,999 \$5,250; 150,000-199,999 \$4,250; 100,000-149,999 \$3,200; 50,000-99,999 \$2,650; 30,000-49,999 \$2,150; 0-29,999 \$1,600	http://www.grandcanyonstatelogsheets.com/	Attachments\Arizona GCSSL-rate-sheet.pdf
Arkansas	Arkansas runs its program in-house and uses state forces for all parts of the logo program.	We have approximately 2,112 mainline signs (2 per business).	We charge \$200 per mainline sign. We include both directions as a part of the logo permit. We do not sell individual directions unless conditions limit us to one direction only.	We have approximately 2,112 ramp signs (2 per business).	We charge \$200 per ramp or trailblazer signs, regardless of direction.	We received \$876,880 for 2012-13. This includes annual fees (\$200 per sign), installation fees (\$80 per sign)	Flat Fee		
California									
Colorado									
Connecticut	Logo signing program is managed by the State DOT but the businesses are responsible for installing their signs and all costs associated with it.	147	There is a onetime \$2000 application fee per interchange. No other fee is collected.	147	It is part of the application fee.	\$0 to 40 K depending on the applications received.	Flat Fee		
Delaware	Contract	60 structures with 208 Logos	\$1,200	60	\$0	\$0	50 Flat Fee		
Florida	Contract	More than 6000 panels, but I do not know how many separate signs. Some have 6; others have only one or 2 each	\$1000 each	Same as mainline	\$200 each (there is also a nominal fee of \$100 for each trailblazer sign that is required (if one or more turns are required to reach the participating business)	Combination: Annual Administrative fee of \$1,335,000, payments made quarterly. Plus 65% of the gross annual participation fee amount collected for each contract year over \$5.2 million. The additional payment is also calculated and paid quarterly and submitted at the same time as the administrative fee. Last week GDOT received two checks totaling more than \$1.4 million; One for \$833,750 for the administrative fee, and an extra \$603,542.20 for the 65% revenue share.	Both - See #6a		
Georgia									
Hawaii	No. Hawaii DOT consider these signs a form of advertising which is against the intent of state outdoor advertising laws.	N/A	N/A	N/A	N/A	N/A	N/A		
Idaho	In Illinois, the logo program is administered through state forces, both our Central office and our nine district offices.	We have around 3,700 mainline logos	Businesses are charged \$200/yr. for each mainline sign	Approximately 3,200 ramp logos, and 500 trailblazers	Businesses are charged \$180/yr. for each ramp sign and \$30/yr. for each trailblazer sign.	With these fees, the state receives around \$1.2 million dollars per year. Our logo program is meant to break even meaning the revenues we generate are intended to only cover the administrative costs for reviewing and processing applications and for our district signs shops to remove and install the logo signs provided by the businesses.	Flat Fee		
Illinois									
Indiana	By contract with Indiana Logo Sign Group. The program has expanded every year since its inception in 1988. The rates have been only partially adjusted for inflation since that time. We added management of our rural tourist attraction signs (TODS) to the contract three years ago.	815 signs (2954 logo panels) as of 12/31/14	\$134 per month (food, gas, lodging); \$67 per month (attractions)	794 signs (2026 logos) as of 12/31/14	\$22 per month (food, gas, lodging); \$11 per month (attractions)	We received ~\$470,000 for 2013. 10% of the gross revenue. The revenue share will increase to 35% with a \$560,000 min. guarantee for 2017.	Both - See #6a	Attachments\State-by-State logo sign costsb.pdf	
Iowa	State/Iowa DOT Administered Program	3264 - this includes mainline and ramp signs	\$230/year per sign (mainline or ramp)	Included in #2	Same as mainline	\$750k	N/A it's all of it. The fees are used to cover administrative costs for the logo sign program, the highway fund covers the cost to install the background sign panels and the logos.		
Kansas									
Kentucky	Contract	823 Structures, 3464 Logos	Food, Gas, Lodging: \$600.00 annually per direction of travel (includes mainline and ramp). Camping/Attractions: \$300.00 annually per direction of travel (includes mainline and ramp)	810 Structures, 3386 Logos	Included in the overall cost of sign (as stated in #3)	Approximately \$800,000 a year. Our contractor pays Kentucky 35% of the revenue on logo signs.	Percentage - see #6a		
Louisiana	Contract	The number of background signs is 791 which has spots for 4,404 LOGO's. If you need to know current capacity I can get that number.	\$475	The number is of background signs is 812 which has spots for 4,358 LOGO's. If you need to know current capacity I can get that number.	\$100 for ramp signs/\$50 per trailblazer sign	The contract requires that the Department receive the higher amount of either 10% of the revenue or the flat fee of \$360,000 annually.	Both - See #6a		
Maine	MaineDOT manages logo signs through a contract with Maine Logos, LLC.	220 mainline logos as of 6/30/14	\$1,200	161 ramp signs as of 6/30/14	Ramp signs are included within the \$1,200 fee.	MaineDOT receives \$100 dollars for each new structure application (one time fee).	Flat Fee		
Maryland	Through state forces.	~340 mainline signs (includes those signs planned, but not yet constructed)	The fee varies from year to year, as Maryland's logo program is funded entirely through the participating businesses. For 10/1/2014 through 9/30/2015, the annual fee is \$680.00 for a full interchange and \$340.00 for a half-interchange.	~220 ramp signs (includes those signs planned, but not yet constructed)	The cost for ramp signs (where needed) and trailblazer signs (where needed) is included in the cost for mainline signs.	Zero, as the program is supported entirely through the participating businesses. Each year, the annual rate is calculated based on the number of program participants (full interchanges and half-interchanges) and the amount of funds spent on the program.	Flat Fee determined annually based on participation in the program and cost. See #6a		
Massachusetts	MassDOT manages logo program through our own state personal and traffic maintenance crews out of our Districts offices.	Approximate 821 interchange signs	Initial Applicant for mainline signs, where there are no Logo signs currently in place on the highway, initial Applicant would be responsible for providing all necessary signs, including supports, at the interchange. The entire cost for fabrication, erection and maintenance of Logo signs and necessary associated ramp and/or ramp terminus signs, must be assumed by the initial Applicant. In addition to the above costs the initial and all subsequent applicants for Logo Signs shall pay a non-refundable annual fee of \$1,200.00. However, MassDOT - Highway Division will allow all future initial applicants to recover their installation costs by waiving the annual fee in a pro-rated fashion. For example, a business that installs two four panel logo signs at a cost of \$13,000 would have the annual fee of \$1,200 waived for two years and ten months. LOGO "add-on" to an existing sign: For add-on logo signs applicants, once applications are approved by MassDOT District office they have to fabricate the add-on logo panels through an approved sign contractor. These "add-on" panels, necessary mounting hardware and a check for \$250 for each mainline or ramp panel are forwarded by Applicant to the District. The District installs the "add-on" panels to existing signs. In addition to the costs of the \$250 for each mainline or ramp panel, Logo add-on applicants are charged annual fee of \$1,200.00.	Approximate 547 ramp signs.	There are no separate charges for ramp signs. Annual fee are covered for all signs. See #3	MassDOT has received approximately \$ 980K for Fiscal year 2015.	Flat Fee		
Michigan	Through a contract with Michigan Logos.	1,313	\$750.00/per direction/per year	1,146	Cost included with mainline sign	Minimum \$850,000 or 15% whichever is greater	Both - See #6a		
Minnesota									

Question 1:	Do you manage logo signs through a contract or with state forces?
Question 2:	How many mainline logo signs do you have (approximately)?
Question 3:	How much is charged for mainline signs per direction?
Question 4:	How many ramp signs do you have (approximately)?
Question 5:	How much is charged for ramp signs per direction?
Question 6a:	How much annual revenue does your state receive from its logo sign program?
Question 6b:	Is your annual revenue a flat fee or a percentage of revenue generated?

State	Answers						Links/Attachments		
	1	2	3	4	5	6a	6b	Link 1	Link 2
Mississippi	Mississippi DOT contracts with Mississippi Logos Inc. – a subsidiary of Interstate Logos	Unsure – however, we have recently determined there are 1,358 business locations in the State.	For interchanges with ADT less than 30,000 the initial set up cost is \$2,600 per interchange – and an ongoing annual rate of \$1,600 per interchange. (Includes 2 mainline signs (at \$700/ea) and 2 ramp signs (at \$100/ea). Any trailblazers would be an additional \$50/each/year.) For interchanges with ADT greater than 30,000, the initial set up cost is \$1,600 per interchange – and an ongoing annual rate of \$2,400 per interchange. (Includes 2 mainline signs (at \$1,100/ea) and 2 ramp signs (at \$100/ea). Any trailblazers would be an additional \$50/each/year.)	Unsure – see response above.	\$100/each per year	\$1,000,000 or 35% of the gross revenue – whichever is greater.	Both - See #6a		
Missouri	Contractor, Missouri Logos (Interstate Logos)	2219 mainline signs with close to 6000 mainline business logos being displayed.	\$1,000 per direction per year on freeways with ADT's less than 30,000 and \$1,500 per year per direction over 30,000 ADT		2,415 Ramp sign costs are part of the mainline sign cost, so cost per direction covers display on the mainline and ramp signs.	Under our current contract, we have a fixed guaranteed annual revenue (paid in quarterly installments) which increase each year of the contract. This is the last year and we receive \$4.4 Million or 60% of the realized revenue, whichever is greater.	Both - See #6a		
Montana	Through a contract								
Nebraska	Contract	603 mainlines	\$1,200.00 per direction annually \$1,200 per direction	252	168 included in the Mainline Package 338 \$1,200 includes one (1) mainline and one (1) ramp. Additional fees (\$120) may apply if a trailblazer is necessary.	Commission received at 10.5% for FY13 was \$72,373.26. However, starting January 25, 2014, the Nebraska Department of Roads raised the commission rate to 17% based on a fair market value review done in 2013. The timing for the rate change coincided with the beginning of the first 5-year extension option allowed in the contract.	Flat Fee Percentage - see #6a		
Nevada	NV DOT has been served by Interstate Logos, Inc., NV LOGOS, Inc., since 1997.	687 mainline business placards	\$1,040/year/direction		509 ramp signs	\$170/year	Per operating agreement, NV DOT receives an annual allocation of \$260,000 from the contractor, received in quarterly installments.	Flat Fee	
New Hampshire	We manage the program entirely in house.	We are the only state that does not have mainline logo signs for the initial four categories: gas, food, lodging, and camping. We did adopt the mainline signs separately as part of our attractions logo program in 2013. At this time, we have approximately 24 mainline logos (typically two per interchange). We have been adding new attractions panels with our statewide sign replacement program, so we have been adding 8-10 per year. The reason we are using valuable sign replacement funds for this purpose is that I dug in my heels and determined that traffic generators that had previously been granted supplemental guide signs would now be included in the attractions logo program. There would have been significant push back if we didn't provide the initial capital cost.	\$500/year, includes the mainline and ramp sign per direction.		We have nearly 700 logo panels. We do not have it broken out by number of sign installations.	\$50 per year. This is a recent change as the original program, dating back to the mid-1990's included a one time \$500 application fee and no annual renewal.	Depends on number of participants. It does not offset the cost to administer the program and maintain the signs.	Flat Fee	
New Jersey	NIDOT has a contract with NJ Logos, LLC their parent company is Interstate Logos in Baton Rouge Louisiana	There are approx. 585 contracts with 940 mainline signs, 934 ramp signs, and 228 trailblazer signs	The State is separated into North(\$2400/direction) and South (\$2000/direction)		There are approx. 585 contracts with 940 mainline signs, 934 ramp signs, and 228 trailblazer signs	Ramp signs are free, they go with the mainline sign. The 1st trailblazer is free, any additional trailblazer will cost additional \$200	The annual revenue is approx. \$2,055,000. The Department is guaranteed \$300,000 from the 2M. The Department receives a \$100,000 check up front in January, then receives \$16,773.33 for a total of another \$200,000. This \$300,000 is based on the first \$2,000,000 anything above the 2M the Department collects additional %10 of that.	Both - See #6a	
New Mexico									
New York	State Forces	2,050	\$100.00		1,375	There is no charge for a ramp sign. However, if a trailblazer sign is required, it is a \$50 fee.	\$261,000 for State Fiscal Year 2013-2014 (It is a flat fee but interest is charged when account is delinquent).	Flat Fee	
North Carolina	State forces	17,700 total signs (mainline and ramp signs are not differentiated)	\$300		See answer for question 2	\$900	Revenue is neutral - fees collected go back into supporting the program.	Flat Fee	
North Dakota	North Dakota does not use LOGO signing.	N/A	N/A		N/A	N/A	N/A	N/A	
Ohio	We contract the program management. The program manager gets a set fee/year plus some contract defined reimbursement payments/incentives. The set annual program management fee is \$1.29M. He is also reimbursed for the cost of new sign construction if it expands the program and there is a bonus provision for increasing the size of the program. The balance of all program revenue is remitted to ODOT.	Don't have the number of signs but we have the number of Mainline Logo Panels displayed. That number is 6285	Cost is based on volume of the freeway: \$950 ADT = 0-19,999 (includes mainline and ramp for one direction only – double for both directions) \$1,100 ADT = 20,000-49,999 (includes mainline and ramp for one direction only – double for both directions) \$1,250 ADT = 50,000-99,999 (includes mainline and ramp for one direction only – double for both directions) \$1,400 ADT = 100,000+ (includes mainline and ramp for one direction only – double for both directions)		6285 Ramp Logo Panels (panels – not signs)	Included in the price of the mainline sign.	Last year approximately \$5.2M. Can vary slightly due to contract defined reimbursable payments/incentives to the program manager.	Flat Fee variable formula (see #1): ODOT \$\$ = (Total Program Revenue – yearly administration fee – new sign reimbursement – program expansion bonus)	
Oklahoma									
Oregon									
Pennsylvania	PenndOT uses a private, non-profit Trust (the Pennsylvania Tourism Signing Trust) created exclusively for the purpose of administering our Logo and TQDS program. The purpose of the Trust, as defined in the Trust Agreement includes: 1. Provide day-to-day operations of the programs 2. Calculate and recommend to PenndOT fees 3. Collect fees paid by participants 4. Pay expenses of the programs 5. Provide for long-term financial viability of the programs 6. Execute contracts for administration of the programs	2,880	\$7,250 (plus \$326/year annual fee)		2,380	\$200 (plus \$152/year annual fee)	None. The fees are used to insure continuation of the program in perpetuity. PenndOT is the beneficiary of the Trust.	Flat Fee	
Rhode Island	Logo Program is managed by the state, but signs are installed by private contractors.	60	No yearly fees at this time. If there is an existing sign the business pays for fabrication and installation of the logo plaque. If there is no existing sign, the first business pays for fabrication and installation of sign structures, panels & plaques.		16	Same as mainline	None. See Response #3	N/A	
South Carolina	Our logo signs are managed through a contract with South Carolina Logos Inc.	We currently have 763 mainline logo signs.	Pricing for our logo signs are priced according to the interchange category. The amount charged to the businesses is listed below: Standard Interchange (less than 30,000 AADT) - \$1,000 per direction annually Intermediate Interchange (30,000 – 50,000 AADT) - \$1,500 per direction annually Premium Interchange (more than 50,000 AADT) - \$2,500 per direction annually		We currently have 675 ramp logo signs.	There is no additional charge for ramp signs.	SCDOT will receive a guaranteed annual payment or 60% of program revenues, whichever is greater, plus 50% of the bid coverage for bid locations. The guaranteed annual payment schedule is listed below: Years 1-3 - \$2.85 Million Years 4-6 - \$2.9 Million Years 7-9 - \$2.95 Million Years 10-12 - \$3 Million	Percentage - see #6a	
South Dakota	State forces	We currently have a total of 1,940 logo signs on 600 sign structures. Assuming every business has both the mainline and the ramp sign (I do believe this assumption is correct), there are 970 mainline logos.	Each mainline sign costs \$155 per year.		970 (see assumption in #2).	Each ramp sign costs \$155 per year as well.	We recently gave our state legislature the information that the logos generate about \$100,000/year in revenues, but also about \$248,000 in expenditures – not counting overhead for billing, etc. Therefore, we believe the SDDOT comes very close to breaking even on logos.	Flat Fee	Attachments\SD DOT 70-04-02 Informational Directional Signs On ROW - LOGO Adm Rules.doc
Tennessee									
Texas	IDOT contracts with LoneStar Logos & Signs (http://www.lonestarlogos.com/).	2157 Logo Sign Structures with 8,124 Business Logo Placards.	\$900 – \$3,000 per year (annual fee varies based on freeway AADT).		1,704 Ramp Sign Structures with 5,156 Business Logo Placards.	\$150 - \$750 per year (annual fee varies based on freeway AADT).	Revenue to the state is a percentage of the annual fees collected by our contractor. The percentage varies from 15% - 51% based on freeway AADT. There is a minimum guarantee of \$2.5 million per year but revenue received in calendar year 2013 was \$4.8 million and revenue is expected to exceed \$5 million for calendar year 2014.	Both - See #6a	http://www.lonestarlogos.com/

Question 1:	Do you manage logo signs through a contract or with state forces?
Question 2:	How many mainline logo signs do you have (approximately)?
Question 3:	How much is charged for mainline signs per direction?
Question 4:	How many ramp signs do you have (approximately)?
Question 5:	How much is charged for ramp signs per direction?
Question 6a:	How much annual revenue does your state receive from its logo sign Program?
Question 6b:	Is your annual revenue a flat fee or a percentage of revenue generated?

State	Answers						Links/Attachments		
	1	2	3	4	5	6a	6b	Link 1	Link 2
Utah	We have no Logo Program in Vermont	N/A	N/A	N/A	N/A	N/A	N/A		
Virginia	We contract through Virginia Logos L.L.C. (part of the Integrated Directional Sign Program (IDSP). See Link #1)	There are 5,310 logo mainline plates installed in Virginia.	Virginia charges \$800/year for interchanges with less than 40,000 per day (Regular Volume) and \$1,000/year for interchanges with 40,000 or more cars per day (High Volume).	There are 5,040 logo ramp plates installed in Virginia.	Where applicable, the ramp is included in the annual fee for the mainline.	VDOT receives \$235 per regular volume mainline annual fee, \$365 per high volume mainline annual fee, and \$50 of the \$150 per trailer/trailer annual fee collected each quarter by Virginia Logos, which equaled a little over \$1.8 million in FY2014 (July 2013 - June 2014).	Flat Fee	http://www.virginia.gov/programs/sign-facts.asp	
Washington	State forces.	We currently have a total of 1,090 mainline logo signs.	Zone 1: Freeways and expressways with more than 80,000 vehicle per day: Both directions \$910, one direction \$455; Zone 2: Freeways and expressways with less than 80,000 vehicle per day: Both directions \$683, one direction \$342; Zone 3: Conventional two lane highways: Both directions \$364, one direction \$182	We currently have a total 1,219 ramp signs.	Included in the fee structure, see table above for question number 2.	Currently we receive about \$1.5 million annually to cover all costs associated in running the program in Washington State. All money received from participating businesses goes back into the program; basically a cost recovery program.	Flat Fee	Attachments\Washington State - Motorist Information Sign Program.pdf	
West Virginia									
Wisconsin	We have a contract with Interstate Logos-Wisconsin.	We have about 1,150 mainline structures with over 4,180 logo panels. We also have about 232 conventional highway signs with over 400 logo panels.	\$30 per month per mainline business panel \$20 per month per conventional highway business panel	There are just over 1,104 ramp structures with over 3340 logo panels.	\$10 per month per ramp business panel	The state receives about \$420,000 per year and this revenue is generated by charging the business \$40 per year per logo.	Flat Fee		
Wyoming	Currently state forces perform all work associated with specific service signing. However, we will be assigning particular repair work to contractors in the spring of 2015.	Approximately 300 mainline signs.	An Annual Fee of \$400.00 per direction.	Approximately 200 ramp signs.	The \$400 annual fee covers both mainline and ramp signing per direction.	Approximately \$325,000.	Flat Fee		