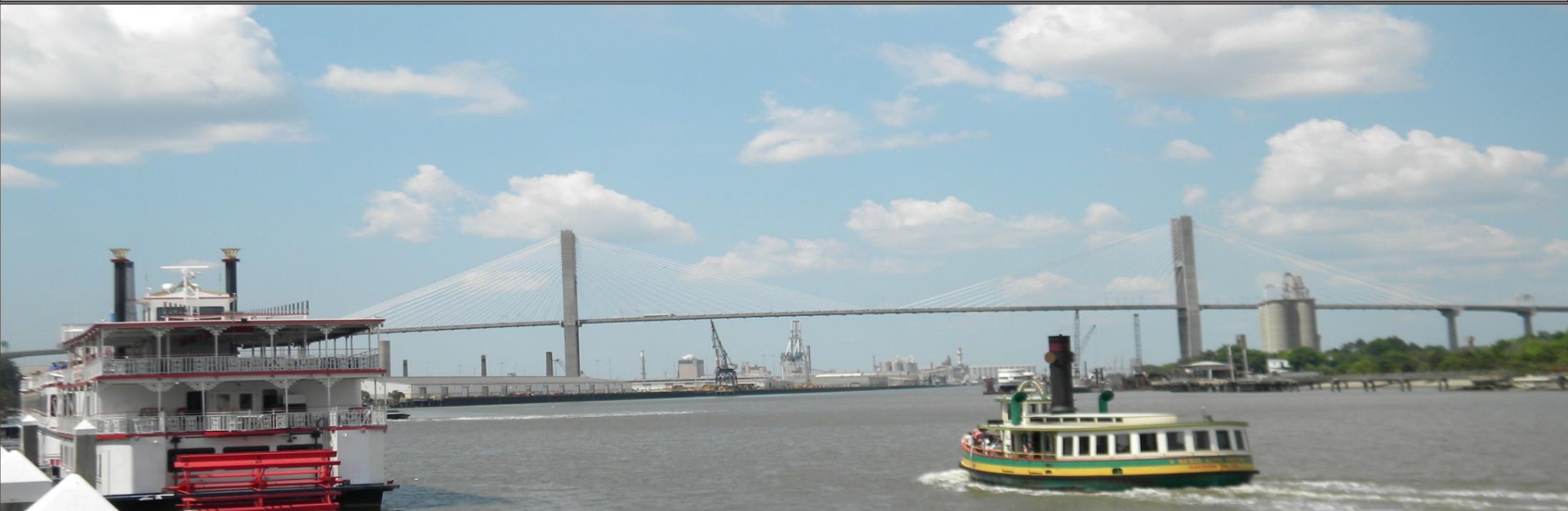


Advertising on the Right of Way Rest Areas



Advertising on the Right of Way – Rest Areas

MAP-21

Moving Ahead for Progress in the 21st Century Act (P.L. 112-141)

signed into law by President Obama on
July 6, 2012



Advertising on the Right of Way – Rest Areas

Section 1539 of MAP-21 amended 23 U.S.C. §111

The Secretary shall permit limited commercial activities within a rest area...if the activities are available only to customers using the rest area and are limited to

(A) commercial advertising and media displays if such advertising and displays are

(i) exhibited solely within any facility constructed in the rest area; and

(ii) not legible from the main traveled way



Advertising on the Right of Way – Rest Areas

Goes beyond sponsorship –
allows commercial advertising



Advertising on the Right of Way – Rest Areas

Requirements

1. Must be exhibited solely within any facility constructed in the rest area



Advertising on the Right of Way – Rest Areas

Requirements

1. Must be exhibited solely within any facility constructed in the rest area
2. Cannot be legible from the main traveled way



Advertising on the Right of Way – Rest Areas

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