Iowa’s Rest Area Sponsorship Program
37 Rest Areas Eligible for Sponsorship
Each individually themed
Artist Simulation
Size Limit [set by Fed]:
Overall Sign = 24 sq. ft.
Sponsor panel = 8 sq. ft.
Advertising is prohibited

MUTCD 1A.01

Policy Order

Fastest Service in Iowa

REST AREA

SPONSORED BY

TOM'S TOWING
Interior Sign

Rest Area Sponsored By

Tom’s Towing

515-555-5555
123 Lincoln Avenue, Anytown, IA 50000
www.tomstowing@isp.com

3/8” Diam. Pre-drilled hole
2” Radius Corner
18”
30”
PROGRAM BASICS [PROPOSED ONLY]

1. Allow individual sealed bids on each of 37 rest areas, with option available to bid on entire state
2. Sponsor benefits: one mainline sign, one interior sign
3. Revenue deposited into Primary Road Fund which provides funding for the rest area operations and maintenance
4. Revenue is not earmarked for a specific purpose
5. 3-year contract
6. Sponsors supply the sponsor panels for installation according to DOT specs
7. DOT erects the acknowledgment signs & sponsor panels
8. 100% of the revenue goes to the DOT
Value Factors- What’s it worth?

- Small size
- No directional information
- Is there a connection between sponsor and rest area?
- Exposure in areas where billboards are prohibited
- Traffic counts range between 6000 – 24000 AADT
Concerns from Legislators

• Applications from controversial groups
• First Amendment-based lawsuits
• Commercialization of a public facility