

## PREMIUM DISPLAY AD RATES IN EXIT-BY-EXIT GUIDE

### PREMIUM COVER ADS

**Back Cover** ..... \$7,500  
 Trim: 4"x10.625"  
 Bleed: 4.5"x11.125"  
 Safe Area: 3x9.625" (.5 from edge of page)

**Inside Back Cover** ..... \$4,995  
 Trim: 4"x10.625"  
 Bleed: 4.5"x11.125"  
 Safe Area: 3x9.625" (.5 from edge of page)

**Inside Front Cover** ..... \$4,995  
 Trim: 4"x10.625"  
 Bleed: 4.5"x11.125"  
 Safe Area: 3x9.625" (.5 from edge of page)

**Opposite Inside Front Cover** ..... \$4,995  
 Trim: 4"x10.625"  
 Bleed: 4.5"x11.125"  
 Safe Area: 3x9.625" (.5 from edge of page)

**Opposite Inside Back Cover** ..... \$4,995  
 Trim: 4"x10.625"  
 Bleed: 4.5"x11.125"  
 Safe Area: 3x9.625" (.5 from edge of page)

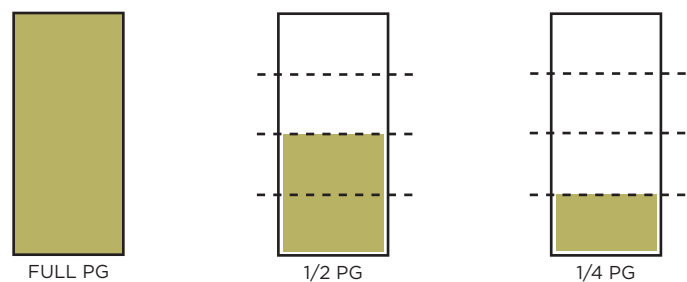
### PREMIUM INSIDE ADS

**Map Cover AD** ..... \$5,995  
 Trim: 4"x10.625"  
 Bleed: 4.5"x11.125"  
 Safe Area: 3x9.625" (.5 from edge of page)

**Full Page 4-Color AD** ..... \$2,000  
 Trim: 4"x10.625"  
 Bleed: 4.5"x11.125"  
 Safe Area: 3x9.625" (.5 from edge of page)

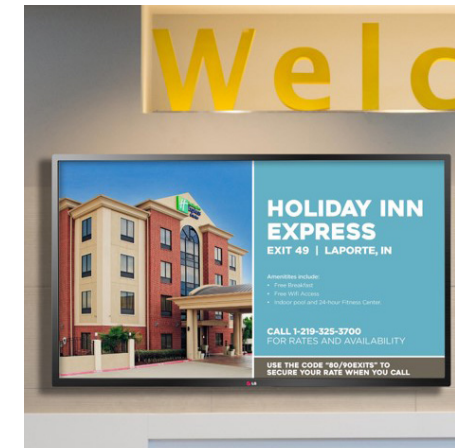
**1/2 Page Full Color AD** ..... \$1,200  
 Trim: 3.1"x4.625"  
 No Bleeds

**1/4 Page 4-Color AD** ..... \$875  
 Trim: 3.1"x2.25"  
 No Bleeds



INDIANA'S COOL NORTH

# INDIANA TOLL ROAD HOTEL ADVERTISING OPPORTUNITIES 2025



## WHY THE TOLL ROAD MARKET IS SO IMPORTANT

Advertising on the Indiana Toll Road grants you access to a qualified audience that is larger and more cost effective than the entire Chicago Market. Without an advertising presence on the Toll Road, your business is invisible to the 45 million people passing through Northern Indiana along this road each year.

Our programs are proven to be the best way to reach this unique audience and drive business off the Toll Road year after year.

**50%**  
 OF TRAVELERS  
 DO NOT BOOK A HOTEL  
 AHEAD OF TIME

**45**   
 MILLION  
 ANNUAL TOLL ROAD  
 TRAVELERS

**500K**  
 TOURISM  
 BROCHURES  
 DISTRIBUTED  
 ANNUALLY

**10**  
 OVER  
 MILLION  
 ANNUAL VISITORS  
 STOP AT TOLL ROAD  
 TRAVEL PLAZAS

**50,000**  
 EXIT-BY-EXIT GUIDES DISTRIBUTED



# ALL-INCLUSIVE HOTEL TAKEOVER PROGRAM \$1,995

## THIS PACKAGE INCLUDES:

### • LISTING IN EXIT-BY-EXIT GUIDE

- Ad listing in the visitor guide containing one photo, company name (in appropriate category, listed alphabetically), address, phone number, web address and 25-word description by advertiser.
- Number of guides distributed: 50,000

### • COUPON IN EXIT-BY-EXIT GUIDE

### • COUPON IN STAND-ALONE MAP

### • DIGITAL HOTEL TAKEOVER

- Screens in four travel plazas
- Rolling Prairie North and South
- Howe North and South from 3pm-9pm every day
- 1,000,000+ yearly impressions per plaza
- Over 500 ads per day
- Multiple ad messages possible
- Listings rotate on a regular basis

### • COUPON IN EMAIL BLAST

- Indiana's Cool North has an email list of over 14,000.
- Deals and Discounts is the second most clicked link since added to our email blast.
- This list has been recently audited and pruned to ensure quality.

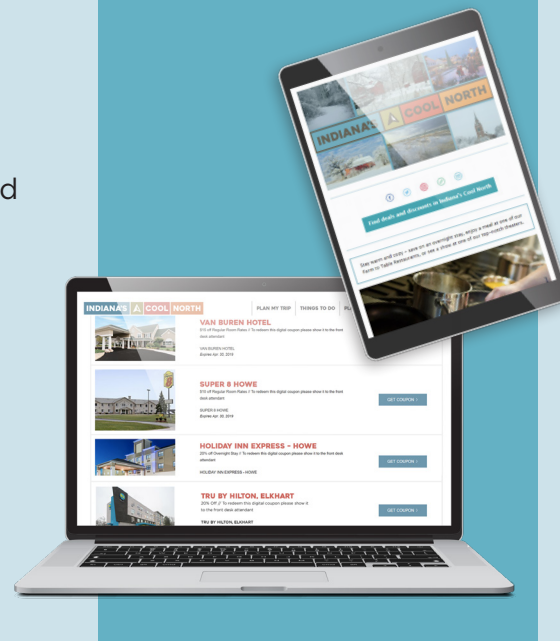
### • DIGITAL AD ON INDIANA COOL NORTH WEBSITE

- Deals and Discounts page receives thousands of visits each year.
- This page is promoted on the homepage, dropdown bar, and in monthly email blasts.



| Hotel Name   | City          | Lowest Rate | Phone Number |
|--|---------------|-------------|--------------|
| <b>EXIT 49 (Michigan City, LaPorte, Blue Chip Casino, Washington Park Beach) 12 MILES AWAY</b> |               |             |              |
| Holiday Inn Express  | LaPorte       | \$85        | 219-325-3700 |
| Dunes Inn  | Michigan City | \$65        | 219-679-1150 |
| Microtel Inn and Suites  | Michigan City | \$75        | 800-775-7171 |
| <b>EXIT 72 (South Bend Airport) 51 MILES AWAY</b>  |               |             |              |
| Quality Inn & Suites   | South Bend    | \$64        | 574-288-1800 |
| Super 8 Motel  | South Bend    | \$60        | 574-243-0200 |
| La Quinta Inn & Suites   | South Bend    | \$74        | 574-233-3131 |
| <b>EXIT 77 (Norte Dame, Downtown South Bend) 56 MILES AWAY</b>                                 |               |             |              |
| Microtel Inn & Suites  | South Bend    | \$69        | 574-303-6493 |
| Holiday Inn Express & Suites   | South Bend    | \$99        | 574-968-6080 |
| DoubleTree by Hilton   | South Bend    | \$101       | 574-234-2000 |
| Hampton Inn & Suites   | South Bend    | \$109       | 574-277-9373 |

USE THE CODE "80/90EXITS" TO SECURE YOUR RATE WHEN YOU CALL



## LISTING IN EXIT-BY-EXIT GUIDE \$650

- Ad listing in the visitor guide containing one photo, company name (in appropriate category, listed alphabetically), address, phone number, web address and 25-word description by advertiser.
- Number of guides distributed: 50,000



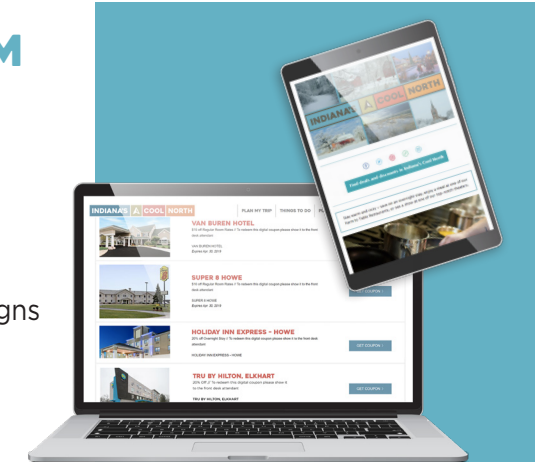
## DIGITAL HOTEL TAKEOVER PROGRAM \$995

- Screens in four travel plazas
- Rolling Prairie North and South from 3pm-9pm every day
- Howe North and South from 3pm-9pm every day
- 1,000,000+ yearly impressions per plaza
- Over 500 ads per day
- Multiple ad messages possible
- Listings rotate on a regular basis



## DIGITAL COUPON EXPOSURE PROGRAM \$995

- Digital Coupon on IndianasCoolNorth.com Deals and Discount Page
- Deals and Discount Page promoted in Monthly Email Blast
- Hotel coupons promoted in our bi-monthly social media campaigns
- Hotel coupons promoted in the bi-monthly content creation program
- Deals and Discounts page receives thousands of visits to the page each year



## BROCHURE DISTRIBUTION \$2,000

- Put your brochure at the fingertips of millions of travelers on the Indiana Toll Road. Brochure displays are in high traffic locations in the new Travel Plazas.
- Over 500 thousand brochures distributed annually
- Brochures are restocked twice a week at each location by NITDC

