



**WHAT?** The Alabama Specific Service Signing (LOGO) Program, administered by Alabama Logos, under the direction of the Alabama Department of Transportation, serves eligible Gas, Food, Lodging, Camping, and Attractions

**WHERE?** Qualifying businesses at eligible interchanges along the following routes may be able to participate: 

## WHO?

**GAS** • Located no more than 3 miles from the Interstate highway via an all weather road • Appropriate licensing as required by law • Vehicle services of gas, oil, tire air and water • Rest room facilities and state, county and/or local government approved drinking water available for public use • Year round operation at least 16 continuous hours per day, 7 days a week • Public Telephone • An on premise attendant to collect monies and/or make change or on automatic collection fuel pumps

**FOOD** • Located no more than 3 miles from the Interstate highway via an all weather road • Appropriate licensing as required by law and a permit to operate issued by the State Health Department as well as compliance with all local ordinances governing the provision of food to the public • Year round operation at least 12 continuous hours per day, minimum 6 days a week, to serve at least 2 meals per day • Seating for at least 10 persons • Rest room facilities available and suitable for public use • Public telephone

**LODGING** • Located not more than 3.5 miles from the Interstate highway via an all weather road • Appropriate licensing as required by law and a permit to operate issued by the State Health Department • Year round operation • Adequate sleeping accommodations consisting of a minimum of 10 units available and suitable for public occupancy • Off-street vehicle parking spaces for each lodging room for rent • Public telephone

**CAMPING** • Located not more than 6 miles from the Interstate highway via an all weather road • Appropriate licensing as required by law including compliance with all state, county, and local health and sanitation codes • A minimum of 10 camp sites with full backup accommodations for all types of travel trailers, tents and other camping vehicles • Adequate parking accommodations for each camp site available for rent • Continuous operation 7 days a week during the business season • Public telephone

**ATTRACTIONS** • Located not more than 15 miles from the Interstate highway via an all weather road • Continuous operation at least 8 hours per day, 6 days per week or 48 hours per week. Seasonal operation of 100 days per year, 6 hours per day • Attendants and/or tour conductor on site during operating hours • Restroom facilities available and suitable for public use • Drinking water available and suitable for public use • Public telephone • Adequate parking to accommodate the facility's traffic with a minimum of 10 spaces • Must be an activity or location that is 1 or more of the following categories: Natural Beauty/Phenomena, Historic Site, Cultural Site/Museum, Educational Site, Recreation Site

**HOW?** A representative of Alabama Logos will be visiting all eligible locations to explain the Program, answer any questions, and assist in completing the necessary paperwork. Please contact us locally in Montgomery at (334) 746-5040, toll-free at (866) 269-3235, or by email at [alabamalogos@interstatelogos.com](mailto:alabamalogos@interstatelogos.com) if you have any questions qualifying your location.

**Annual Cost** \$1,400.00 per direction\*  
**Monthly Cost** \$ 116.67 per direction  
**Daily Cost** \$ 3.84 per direction

**Logo Signs – Working for YOU 24 hours a day,  
7 days a week, 365 days a year!**

\*Annual fee of \$1,500 per direction effective for 2027 participation year.

## WHY?

INCREASE YOUR  
**EXPOSURE**



INCREASE YOUR  
**TRAFFIC**



INCREASE YOUR  
**PROFITS**



**PARTICIPATION  
PAYS FOR ITSELF**