

INDIANA'S

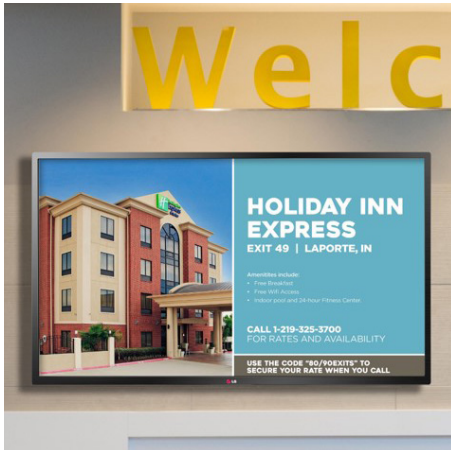


COOL

NORTH

INDIANA TOLL ROAD

ADVERTISING OPPORTUNITIES 2026



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



8
OVER
MILLION
ANNUAL VISITORS
STOP AT TOLL ROAD
TRAVEL PLAZAS

50,000

EXIT-BY-EXIT GUIDES DISTRIBUTED



Robby Bearss, Marketing Manager • 574.238.3748 • rbearss@nitdc.com • indianascoolnorth.com

FULL TWO-PAGE SPREAD

\$4,000

- Fully customizable two-page spread under the exit of your choice.
- A Full Two-Page Spread is a great way to promote yourself using your brand colors and likeness.
- 50% off any digital ad buy
- Business promoted on Cool North Website and social media pages.

Trim: 8"x10.625" • Bleed: 8.5"x11.125" • Safe Area: 7"x9.625"

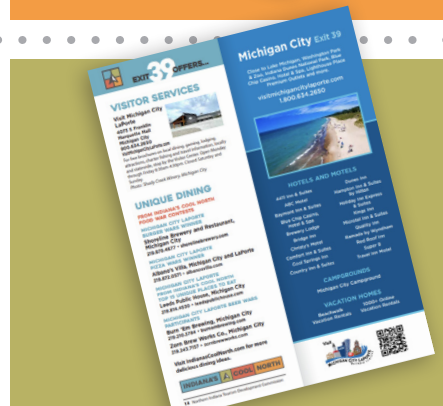


FULL PAGE AD

\$2,000

- Fully customizable full-page Ad under the exit of your choice.
- 25% off any digital ad buy
- Business promoted on Cool North Website and social media pages

Trim: 4"x10.625" • Bleed: 4.5"x11.125" • Safe Area: 3"x9.625"



MAP COVER IN EXIT-BY-EXIT GUIDE

\$5,995

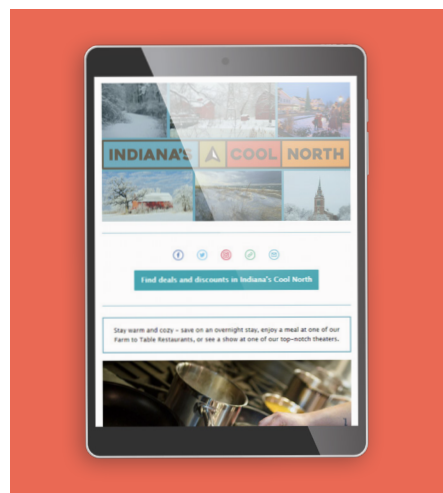
- Fastest moving brochure on the Toll Road.
- 50,000 guides distributed in Travel Plazas on the Toll Road and throughout the Northern Indiana Region
- The pullout map in the middle of the guide is the most popular page according to surveys.
- 10,000 extra stand-alone maps printed and distributed
- Map Icon on Toll Road Map also included



SPONSORED E-NEWSLETTER

\$850

- Feature your blog/website in an E-Newsletter, granting you access to Indiana's Cool North email list of over 14,000
- 17% open rate
- ICN works with travel writers to create professional blogs to be promoted in our email campaign
- This list has been recently audited and pruned to ensure it's quality
- Sponsored Email and Blogs are available



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



TOLL ROAD PLAZA VIDEO DISPLAY ADS STARTING AT \$2,000

- 10-30 Seconds
- Screens in Four Plazas
- Rolling Prairie North and South
- Howe North and South
- 1,000,000+ Yearly Impressions per Plaza
- Over 500 Ads per day
- Multiple ad messages possible



INDIANA'S COOL NORTH		HOTEL LISTINGS	
Hotel Name	City	Lowest Rate	Phone Number
EXIT 49 (Lafayette City, Laporte, Blue Chip Center, Washington Park South)			
12 MILES AWAY			
Holiday Inn Express	Lafayette	\$85	219-325-1700
Dunes Inn	Michigan City	\$65	219-879-1150
Monterail Inn and Suites	Michigan City	\$75	800-771-7171
EXIT 72 (South Bend, Ellettsville)			
8 MILES AWAY			
Quality Inn & Suites	South Bend	\$64	574-288-5800
Super 8 Motel	South Bend	\$60	574-243-0200
La Quinta Inn & Suites	South Bend	\$74	574-233-3131
EXIT 77 (Goshen, Ellettsville, South Bend)			
56 MILES AWAY			
Monterail Inn & Suites	South Bend	\$99	574-303-6193
Holiday Inn Express & Suites	South Bend	\$99	574-968-8080
DoubleTree by Hilton	South Bend	\$101	574-234-2000
Hampton Inn & Suites	South Bend	\$109	574-277-8373

MAP ICON \$495

- Business's can purchase a Map Icon on Travel Guide Pull-out Map. Map Icon contains company logo, company name, and exit number.
- Number of Stand-alone maps: 10,000



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



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

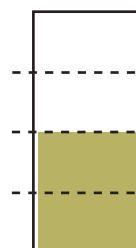
1/4 Page 4-Color AD \$875

Trim: 3.1"x2.25"

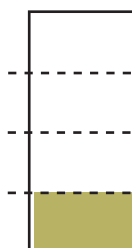
No Bleeds



FULL PG



1/2 PG



1/4 PG