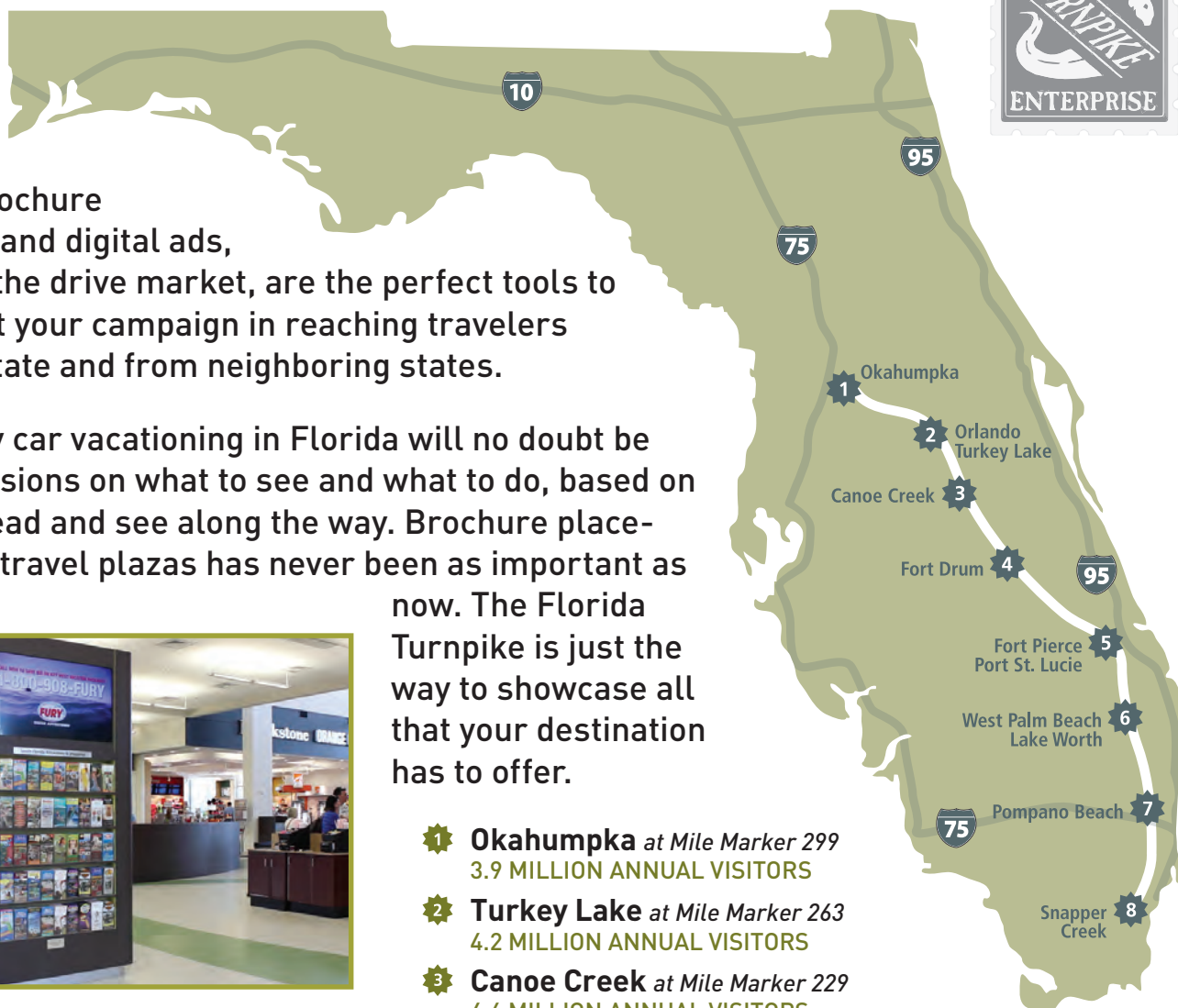


Why the Florida Turnpike Service Plazas Should Be Part of Your Statewide Marketing Campaign

Advertise to the Millions of Visitors That Travel the Florida Turnpike Annually!



Strategic brochure distribution and digital ads, targeted to the drive market, are the perfect tools to complement your campaign in reaching travelers within the state and from neighboring states.

Travelers by car vacationing in Florida will no doubt be making decisions on what to see and what to do, based on what they read and see along the way. Brochure placement in key travel plazas has never been as important as now. The Florida Turnpike is just the way to showcase all that your destination has to offer.



- 1 **Okahumpka** at Mile Marker 299
3.9 MILLION ANNUAL VISITORS
- 2 **Turkey Lake** at Mile Marker 263
4.2 MILLION ANNUAL VISITORS
- 3 **Canoe Creek** at Mile Marker 229
4.6 MILLION ANNUAL VISITORS
- 4 **Fort Drum** at Mile Marker 184
5.6 MILLION ANNUAL VISITORS
- 5 **Fort Pierce/Port St. Lucie** at Mile Marker 144
5.5 MILLION ANNUAL VISITORS
- 6 **West Palm Beach/Lake Worth** at Mile Marker 94
5.2 MILLION ANNUAL VISITORS
- 7 **Pompano Beach** at Mile Marker 65
3.8 MILLION ANNUAL VISITORS
- 8 **Snapper Creek** at Mile Marker 19
1.7 MILLION ANNUAL VISITORS

Be Seen... 24 Hours a Day, 7 Days a Week at Florida's Turnpike Service Plazas.

For more info, contact Ruth Ann Kenney at ruthann@kenneycom.com, or call 1-800-275-8149. You can also visit us at www.kenneycom.com.

