

# 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.

## Why You Should Advertise on Kenney's Digital Screens

- All screens are strategically placed above the brochure displays creating a common area in the plaza for visitor information.
- You can update your ad spots with only 72 hours' notice. It's a great way for you to showcase special events or new additions to your business.
- You can target the area that best serves you. Choose one plaza or take advantage of our multi-plaza discount.
- Advertising appears on 50-inch High Resolution LED screens
- 15-second, 30-second or 60-second ad spots available



**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](mailto:ruthann@kenneycom.com), or call 1-800-275-8149. You can also visit us at [www.kenneycom.com](http://www.kenneycom.com).

