

NEBRASKA

SPECIFIC INFORMATION LOGO SIGN PROGRAM





Q&A FREQUENTLY ASKED QUESTIONS

Q. What is Specific Information Signing?

A. Specific Information Logo Signing is offered by the Nebraska Department of Roads which permits eligible locations providing key services to motorists to place their logos on signs along certain designated expressways. The Program is being administered by **Nebraska Logos, Inc.** under the supervision of the Nebraska Department of Roads.

Q. What interchanges are included in the Program?

A.  interchanges: 1-101, 107-399, 403-440, 680, (Omaha), interchanges: 6, 9 and 12
 interchanges: 1 and 2.

Q. What categories are included in the Program?

A. Gas, Food, Lodging, Camping and Attractions.

RULES & REGULATIONS

	Gas	Food	Lodging	Camping	Attraction
Maximum distance of service	3 miles	3 miles	3 miles	15 miles	15 miles
Minimum period of operation	<ul style="list-style-type: none"> Continuous operation at least 16 hours per day, 7 days per week on Interstate or freeway Continuous operation at least 12 hours per day, 7 days per week on primary highways 	<ul style="list-style-type: none"> Continuous operation to serve at least 2 meals per day, at least 6 days per week 	_____	_____	<ul style="list-style-type: none"> Continuous operation at least 40 hours per week, at least 5 days a week, one of which must be a Saturday or Sunday, for the normal operating season for the type of business A winery or brewery must have continuous operation at least 20 hours a week, the week must include a Saturday or Sunday Exceptions made for arenas, stadiums, amphitheaters and race tracks
Required service to be provided & other requirements	<ul style="list-style-type: none"> Fuel, oil and water Provide modern restroom facilities and drinking water Telephone available for public use 	<ul style="list-style-type: none"> Be approved and/or licensed by State Agency or political entity having jurisdiction Telephone available for public use Provide modern restroom facilities 	<ul style="list-style-type: none"> Be approved and/or licensed by State Agency or political entity having jurisdiction Telephone available for public use Provide adequate sleeping accommodations Provide modern restroom facilities 	<ul style="list-style-type: none"> Be approved and/or licensed by State Agency or political entity having jurisdiction Provide modern restroom facilities and drinking water Provide adequate camping and parking spaces 	<ul style="list-style-type: none"> Be of regional significance with the primary purpose of providing amusement, historical, cultural or leisure activity to the public Provide modern restroom facilities and drinking water Provide adequate parking accommodations Be appropriately licensed as required by law, where required Be approved by the State Historical Society, where required <p>Contact Nebraska Logos for additional information</p>

Q. Are all locations in these five categories eligible for participation?

A. There are specific criteria which each type of facility must meet to be eligible for the Program. The chart on this brochure will help you to determine if your location is eligible.

Q. How will distance be measured to determine if my location meets the mileage criteria?

A. Distances will be measured from the gore (the point at which the ramp road leaves the main line roadway), the right-turn lane, or intersections to the nearest point of intersection of the driveway of the qualified facility.

Q. Where will the logo sign structures be placed?

A. The logo sign structures are normally placed along the freeway within one mile in advance of the exit. Ramp Specific Information Sign panels shall be placed along the exit ramp.

Q. Will all qualified locations who wish to participate in this Program be required to have ramp signs?

A. No. Facilities readily visible from the ramp terminal will not be required to have ramp signs.

Q. How much will it cost to participate in the Program?

A. \$1,200/per year, per direction, which includes one (1) mainline sign and (1) ramp sign. Additional fees may apply if a trailblazer is necessary.

Q. How can my location be included on a logo sign?

A. A representative of **Nebraska Logos** will be marketing your interchange. The representative will call on eligible locations with priority given to the facilities closest to the interchange in each category. If you are interested, **Nebraska Logos** will accept an Application to verify that your location meets all of the eligibility requirements summarized in this brochure and the Rules and Regulations adopted by the Nebraska Department of Roads. If the Application is approved, you will be notified in writing. A representative of **Nebraska Logos** will then follow up to help you complete the necessary paperwork.

Q. What is the next step?

A. A **Nebraska Logos** representative will contact the approved participants to assist in designing their logo sign. Creative design assistance is available at no charge, however manufacturing of your logo sign is an additional fee and is not included in your annual fee. When you receive written approval of your logo design from **Nebraska Logos** you will decide whether to have **Nebraska Logos** fabricate your logo sign(s) or another manufacturer. All fabrication must be done in accordance with the Nebraska Department of Roads specifications. **Nebraska Logos** will have your logo signs installed at no additional fee.

Q. How will the signs be maintained?

A. All sign maintenance will be performed by **Nebraska Logos**, or its contractors.

Q. Will I be able to make changes on my signs after installation?

A. Your logo cannot be altered after it has been installed. If your facility requires a new design, you must submit the new design to **Nebraska Logos** for approval. If approved, the new logo sign must be produced and will be installed by **Nebraska Logos**.

Q. Can I be removed from the Program?

A. Yes, conditions can result in the removal of your logo. If you no longer offer the required services listed in the table, you will be notified that your logo will be removed if the situation is not corrected within 30 days.

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