Dear Sir/Madam:

RE: Logo Signing Program (For Interstate and Freeway Routes Only)

Thank you for your inquiry pertaining to the Department’s Logo Signing Program. Enclosed are the application procedures, the Department’s Policy for Erection for Specific Services Signs, an application, a form W-9, and specifications for the sign manufacturer.

Please review this information and submit your application, W9 and the $35.00 application fee to the mailing address below. Space on the signs is limited, applications are processed on a first-come, first-serve basis.

If you have any questions please call or email our office at (501) 569-2088 or gail.scott@ardot.gov.

Mailing Address:
Arkansas Department of Transportation
Attn: Beautification Section – Right of Way Division
P.O. Box 2261
Little Rock, AR 72203-2261

Fax: (501) 569-2018

Sincerely,

Jeff Ingram
Section Head, Beautification
Right of Way Division

Enclosure: Logo Application Packet
Logo Application Procedures  
(For Interstate and Freeway Routes Only)

Please complete the following to submit your application:

☐ Review the Department Policy for Erection for Specific Service Signs for Logo Signing Program.

☐ Review the specifications for the sign manufacturer. All Logo signs must conform with the specifications. Do not order your signs until notified to do so by the Department.

☐ Complete a separate application for the specific service (Gas, Food, Lodging, Camping, or Attraction) that you provide. If you provide more than one service, a separate application for each is required.

☐ Submit your application, W9 and a check or money order payable to the ArDot Beautification Section for the thirty-five dollar ($35.00) application fee:

Arkansas Department of Transportation  
Right of Way Division - Beautification Section  
P. O. Box 2261  
Little Rock, Arkansas 72203

LOGO SIGNING FEES

<table>
<thead>
<tr>
<th>Description</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application Fee</td>
<td>$35.00 (Per application)</td>
</tr>
<tr>
<td>Installation Fee</td>
<td>$80.00 (Per Logo sign)</td>
</tr>
<tr>
<td>Annual Maintenance Fee</td>
<td>$200.00 (Per Logo sign)</td>
</tr>
<tr>
<td>Removal/Cover Fee</td>
<td>$100.00 (Per set of Logo signs)</td>
</tr>
</tbody>
</table>
**Name of Business/Facility**

**Phone**

**Name of Applicant/Owner/Manager**

**Email Address**

**Business Mailing Address**

**City**

**State**

**Zip Code**

### BUSINESS LOCATION DATA

- **Highway**
- **Exit Number**
- **County**
- **Direction from Highway Exit (Check One)**
  - North
  - South
  - East
  - West
- **Distance from Highway Exit (Miles/Tenths)**

### MINIMUM REQUIRED SERVICES

#### (Check Applicable Services)

- **Gas**
  - 15 Mile Distance
  - Gasoline
  - Oil & Water
  - Drinking Water
  - Restrooms
  - Public Telephone

- **Food**
  - 15 Mile Distance
  - License or Permit where required
  - Public Telephone

- **Lodging**
  - 15 Mile Distance
  - License or Permit where required
  - Public Telephone
  - Adequate sleeping accommodations

- **Camping**
  - 15 Mile Distance
  - License or Permit where required
  - Drinking Water
  - Restrooms
  - Adequate parking accommodations

- **Attraction**
  - 30 Mile Distance
  - License or Permit where required
  - Drinking Water
  - Restrooms
  - Adequate parking accommodations

### OPERATION DETAILS

#### Is Business open all year?
- Yes
- No

#### If no, check months closed
- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

### CERTIFICATION

I certify that these statements are true and correct and that my business complies with all applicable laws concerning public accommodations without regard to race, religion, color, age, sex, disability, or national origin, and will continue in compliance.

I further understand that any falsification or misrepresentation of the statements in this application may result in the denial of the application or the revocation of my permit.

**Applicant Signature:** ____________________________  **Date:** ____________________________

### FOR OFFICIAL USE ONLY

- **Highway**
- **Exit**
- **County**
- **G F L C A**
- **Inspector**
- **Date Inspected**
- **APPROVED**
- **DENIED**
- **GPS**
- **Permit No.**
- **Application No.**
- **Check No.**
- **Installation Fee**
- **Annual Maint. Fee**
- **Check Amount**
- **Amount Applied to Permit**

**Main lane**  **Turn**  **Mileage**

- N/B
- S/B
- E/B
- W/B
- 1-TRAIL
- 2-TRAIL
- 3-TRAIL
# Request for Taxpayer Identification Number and Certification

*Go to www.irs.gov/FormW9 for instructions and the latest information.

<table>
<thead>
<tr>
<th>Part</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>I</strong></td>
<td><strong>Taxpayer Identification Number (TIN)</strong></td>
</tr>
<tr>
<td><strong>II</strong></td>
<td><strong>Certification</strong></td>
</tr>
</tbody>
</table>

### Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see How to get a TIN, later.

**Note:** If the account is in more than one name, see the instructions for line 1. Also see What Name and Number To Give the Requester for guidelines on whose number to enter.

### Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

<table>
<thead>
<tr>
<th>Sign Here</th>
<th>Signature of U.S.person*</th>
<th>Date*</th>
</tr>
</thead>
</table>

### General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

**Purpose of Form**

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)
LOGO SIGNING PROGRAM

Shipping Information

Manufactured Logo signs are to be shipped to the following address:

Arkansas Department of Transportation  
Mail Room  
10324 Interstate 30  
Little Rock, AR 72209

The Logo signs should be packaged properly to avoid damage in shipment. The attached application must be shipped with the Logo sign for identification purposes.

Business Sign Specifications

The sign shall be fabricated on 0.063-inch flat sheet aluminum made of aluminum alloy (ASTM B 209, Alloy 5052 H 38), and sized as shown on the Typical Business Signs detail sheets. The business sign shall be reflectorized to show the same colors at night as in the day. The reflective sheeting used shall be Type III sheeting commonly called “High Intensity” or “Encapsulated Lens” sheeting, and shall meet the requirements of the “Standard Specifications for Construction of Roads and Bridges on Federal Highway Projects,” 1985, FP-85. The sign shall also meet the requirements of the Arkansas Department of Transportation specifications “General Requirements for Signs.” The sign shall have no holes for mounting.

The sign may consist of the business identification symbol, name, brand, trademark, or a combination of these. Words and messages that are definitely established as an integral part of the registered trademark may be used. Extra messages may not be used, e.g., “Telephone In Every Room,” “Breakfast Served,” etc. The full area of the blank must be utilized in the design of the sign for background, border, legend, logo, etc., to form a fully reflectorized sign of the size allowed. If applicable, “Open 24 Hours” may be used.

The mainline sign shall have a legend of 10-inch letters, and a ¾-inch border of the same color as the letters. The ramp signs shall have a legend of 4-inch letters and a ½-inch border of the same color as the letters. Where business identification symbols or trademarks are used alone, the border may be omitted.

Messages, symbols, and trademarks which resemble any official traffic control device are prohibited.

IF YOU HAVE ANY QUESTIONS REGARDING COMPLIANCE WITH THESE SPECIFICATIONS, PLEASE SUBMIT A DETAILED DRAWING OF YOUR BUSINESS SIGN TO THE BEAUTIFICATION SECTION BEFORE MANUFACTURE.
LOGO SIGNING PROGRAM

TYPICAL BUSINESS SIGNS
- MAINLINES -

(LOGO)

SUNSHINE INNS

3'/0"

5'-0"

3/4" Border

3" Radius

Variable

Variable

(LEGEND)

SUNSHINE INNS

3'/0"

5'-0"

3/4" Border

3" Radius

5'-1/2"

5"

10"

10"

5'-1/2"

TYPICAL BUSINESS SIGNS
- RAMPS -

(LOGO)

SUNSHINE INNS

18"

30"

1/2" Border

2" Radius

Variable

Variable

(LEGEND)

SUNSHINE INNS

18"

30"

1/2" Border

2" Radius

4"

4"
LOGO SIGN MANUFACTURERS

Arkansas Sign & Barricade, Inc. 10601 Otter Creek East Blvd. Mabelvale, AR 72103
Phone: (501) 653-2300
Fax: (501) 653-2301
hsewell@asbtrafficcontrol.com

Banner Sign & Barricade
1801 East 17th St.
Little Rock, AR 72202
Phone: (501) 372-5978
Toll Free: (800) 336-9875

Condray Sign & Advertising Co. 1107 East Harding Ave.
Pine Bluff, AR 71601
Phone: (870) 534-5210
Email: keri@condraysigns.com

Fast Signs
3503 Sowell Ln.
Texarkana, TX 75503
Phone: (903) 831-7446
Fax: (903) 831-7449

Gibson’s Sign-Mart
1021 Neil Dr.
Jonesboro, AR 72401
Phone: (870) 972-8693
Fax: (870) 935-6537

Hall Signs, Inc.
4495 West Vernal Pike
Bloomington, IN 47404
Toll Free: (800) 284-7446

Interstate Highway Sign Co.
7415 Lindsey Rd.
Little Rock, AR 72206
Phone: (501) 490-4242

Interstate Logos, Inc.
5551 Corporate Blvd., 2nd Floor
Baton Rouge, LA 70808
Phone: (225) 932-9796
Toll Free 1-800-468-7805

Seiz Sign Co.
1231 Central Ave.
Hot Springs, AR 71901
Phone: (501) 623-318
Fax: (501) 623-4595