



A Program of the Arizona Department of Transportation

## URBAN RATE CARD

Rate card pricing is used at ADOT's discretion. ADOT will evaluate the factors at each location to determine whether a competitive bid or rate card will be established.

Rates shown below are based on bi-directional mainline signage (2 mainline and 2 ramp).

AVERAGE ANNUAL DAILY TRAFFIC (AADT) MARKET REACH			
AADT LOW	AADT MIDPOINT	AADT HIGH	ANNUAL LEASE RENT
250,000	275,000	+	\$6540
200,000	225,000	249,999	\$5460
150,000	175,000	199,999	\$4440
100,000	125,000	149,999	\$3360
50,000	75,000	99,999	\$2760
30,000	40,000	49,999	\$2256
0	15,000	29,999	\$1680

NOTE: In some locations, logo sign leases may only be available in one direction on the mainline highway. Rate will be calculated at one-half (½) the rate card amount.

Additional fees for logo sign production, fabrication, and installation will apply.