



In 2023 over 66,000,000\* people traveled the Atlantic City Expressway. This important roadway serves as the primary highway for people traveling to and from the Atlantic City Region. 44 miles long, the Atlantic City Expressway provides motorists easy access through Atlantic, Gloucester and Camden Counties. To the East, the Expressway is anchored by Atlantic City and to the West, Route 42, which is about 10 miles east of Philadelphia. The Expressway is also the direct road from the greater Philadelphia area to all South Jersey shore communities and connects motorists to the highly traveled Garden State Parkway.

The Atlantic City Expressway Logo Sign Program provides for the installation and maintenance of a business logo

panel on a blue Motorist Service sign along designated freeways and interstate highways. The logo signs identify and provide directional information to eligible facilities that offer food, gas, lodging, and attractions.

The South Jersey Transportation Authority, operators of the Atlantic City Expressway and the Atlantic City Expressway Connector, have authorized these installations of specific service signs within the highway right-of-way.

The Atlantic City Expressway Food/Gas/Lodging/Attraction program is designed to provide businesses the opportunity to have name and logo signage directly at the applicable exit on the Atlantic City Expressway. The logo signage is strategically placed at many exits, and offers direct exposure to the over 181,000\* people who travel the roadway daily. Sponsors are recognized by their company name and logo on a logo panel measuring 36" x 48", directly before their exit on the Atlantic City Expressway with an unobstructed view by all vehicles. In addition, all sponsors receive direction signage at the exit ramps pointing travelers to your location, including distance. All signage will be produced and installed by the South Jersey Transportation Authority, operator of the Atlantic City Expressway and the Atlantic City Expressway Connector.

**OTHER SPONSORSHIP OPPORTUNITIES:**



AC EXPRESSWAY WILDFLOWERS SIGNS



WALL WRAP



SPONSOR-A-HIGHWAY SIGNS

\* Source: South Jersey Transportation Comprehensive 2022 Annual Report. Approximately over 48 million toll paying cars, 1.39 people per car, over 66 million people.

