



**NJDOT
NEWS**



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Governor Murphy announces new NJDOT customer web site to apply for Outdoor Advertising permits online E-commerce system fulfills promise to make doing business easier

(Trenton) – Governor Phil Murphy and New Jersey Department of Transportation Commissioner Diane Gutierrez-Scaccetti today announced the release of a new customer web site making it dramatically easier for businesses and the public to obtain [Outdoor Advertising](#) permits.

This new system is the first customer-facing electronic commerce solution being released by NJDOT to make doing business with the Department simpler and more efficient. This new program, called “AdTrack,” will enable customers to submit applications, make payments, receive approval for sign permits, process renewals, and track the status of permit applications online. The new web site will reduce the time it takes to process and approve applications, saving time and money. NJDOT processes more than 250 new applications annually, and 6,800 renewal applications for outdoor advertising.

“The Department of Transportation’s new AdTrack online permitting system will bring outdoor advertising into the digital era,” Governor Murphy said. “Businesses throughout the State of New Jersey will benefit from increased and easier access to outdoor advertising permits, continuing our administration’s commitment to modernizing state government.”

“The introduction of this new eCommerce site for Outdoor Advertising permits is an example of Gov. Murphy delivering on his promise to make the State and the Department of Transportation more customer friendly,” Commissioner Diane Gutierrez-Scaccetti said. “One of my priorities as Commissioner has been to make the permitting process more efficient and transparent. This is the first step in doing that throughout the Department.”

Among the many benefits, AdTrack eliminates the data entry required to process thousands of paper applications annually and helps limit mistakes that can cause delays, allowing applications to be processed more quickly. It also features a GPS map to locate potential sign locations. The online system will still offer customers the option of submitting applications by mail. It was built for NJDOT in partnership with BEM Systems, Inc., who has delivered several enterprise solutions for the NJDOT over the last 10 years.

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