



MIDDLESEX COUNTY TOURISM SIGNAGE PROGRAM For Business

The Middlesex County Tourism Signage Program connects travellers with the unique experiences, attractions, and destinations that make our region worth exploring. Strategically placed along County roads, these signs increase visibility for eligible tourism-related businesses and municipal sites, while enhancing the visitor journey throughout Middlesex County.



Rural (80 km/h roads)

8' (foot) wide sign

Maximum four destinations per assembly

Sign legend can include destination name, assigned symbol, and distance

For County roads with posted speed limits of 80 km/h or above

\$1000 for 24 months



Urban (50 km/h roads)

3' (foot) wide sign

Maximum one destination

Sign legend will include destination name, assigned symbol, and distance

For County roads with posted speed limits of 50 km/h

\$600 for 24 months

For more information, including the Tourism Signage Policy and the Tourism Signage Application form: **www.visitmiddlesex.ca/tourism-signs**