

# MIDDLESEX COUNTY “GRASSROUTES” TOURISM SIGNAGE PROGRAM - BUSINESS SIGNS



The Middlesex County “Grassroutes” tourism business sign program provides directional signs for eligible tourist attractions located along Middlesex County roads.

## Types of Businesses

Businesses serving tourists including cultural, historical, recreational, and commercial operations are eligible. See the Tourism Signage application for a detailed list.

## SIGN SIZES AND PRICING

### Type 1

- 240 cm x 60 cm sign
- \$500 for 24 months
- Sign legend can include up to two lines of text and one symbol
- For County roads with posted speed limits of 80 km / hour or above
- A maximum of 4 signs per assembly



### Type 2

- 90 cm x 90 cm sign
- \$300 for 24 months
- For all County roads
- Sign legend can include up to two lines of text



### FREE SIGNAGE OFFER

Sign up for 'Type 2' signage before October 31st, 2022 and get **TWO YEARS FREE!**

## Online Business Mapping

As an added value, all businesses participating in the Grassroutes signage program will receive online mapping including photographic content linking them to the interactive Grassroutes map free of charge.



[www.visitmiddlesex.ca](http://www.visitmiddlesex.ca)

For more information:

