






Tourism Highway Signage Program Fee Table and Incentives

Tourist Oriented Directional—Type 'A' Sign			
Multi Lane Highway	Conventional Highway	Tourism Highway Signage Incentive Program	
		Alberta Transportation is providing a one-time incentive and rebate to tourism attraction operators to assist them with sign installation for their facility.	Alberta Tourism, Parks and Recreation is assisting tourism attraction operators by waiving the renewal fee.
Size: 300cm x 210cm (on steel structure)	Size: 240cm x 180 cm (on wood structure)		
Permit Fee: \$5,320 Permit Renewal Fee: \$350	Permit Fee: \$1,800 Permit Renewal Fee: \$350	\$400/sign up to maximum \$800 (2 signs)	\$350 (covered by Alberta Tourism, Parks and Recreation)

Tourist Oriented Directional—Type 'B' Sign			
Multi Lane Highway (low speed, 70 km/h or less)	Conventional Highway (low speed, 70 km/h or less)	Tourism Highway Signage Incentive Program	
		Alberta Transportation is providing a one-time incentive and rebate to tourism attraction operators to assist them with sign installation for their facility.	Alberta Tourism, Parks and Recreation is assisting tourism attraction operators by waiving the renewal fee.
Size: 300cm x 60cm (on steel structure)	Size: 240cm x 60 cm (on wood structure)		
Permit Fee: \$1,000 Permit Renewal Fee: \$300	Permit Fee: \$720 Permit Renewal Fee: \$300	\$400/sign up to maximum \$800 (2 signs)	\$300 (covered by Alberta Tourism, Parks and Recreation)

Tourist Oriented Directional—Type 'C' Sign			
Multi Lane Highway (low speed, 70 km/h or less)	Conventional Highway (low speed, 70 km/h or less)	Tourism Highway Signage Incentive Program	
		Alberta Transportation is providing a one-time incentive and rebate to tourism attraction operators to assist them with sign installation for their facility.	Alberta Tourism, Parks and Recreation is assisting tourism attraction operators by waiving the renewal fee.
Size: 300cm x 210cm (on steel structure)	Size: 240cm x 180 cm (on wood structure)		
Permit Fee: \$560 Permit Renewal Fee: \$250	Permit Fee: \$500 Permit Renewal Fee: \$250	\$400/sign up to maximum \$800 (2 signs)	\$250 (covered by Alberta Tourism, Parks and Recreation)

Community Attraction Facility Sign				
All Highways (on steel structure)				
2 Attraction Names	3 Attraction Names	4 Attraction Names	Tourism Highway Signage Incentive Program	
			Alberta Transportation is providing a one-time incentive and rebate to tourism attraction operators to assist them with sign installation for their facility.	Alberta Tourism, Parks and Recreation is assisting tourism attraction operators and communities by waiving the renewal fee.
Size: 360cm x 240cm	Size: 360cm x 270cm	Size: 360cm x 300cm		
Attraction Panel: \$760 Permit Renewal Fee: \$300	Attraction Panel: \$1,520 Permit Renewal Fee: \$300	Attraction Panel: \$1,830 Permit Renewal Fee: \$300	\$400/sign up to maximum \$800 (2 signs)	\$300 (covered by Alberta Tourism, Parks and Recreation)