

On-Premise Advertisements

All businesses are allowed to advertise their facility/service with an on-premises advertisement. On-premises advertisement means an advertisement that is located on the premises of and within one hundred metres of a residence, business or attraction and is for the purpose of advertising that residence, business or attraction.

Short-term Advertisements

Short-term advertisements are allowed with written approval from the Minister of Transportation and Infrastructure or his designate. Short-term advertisements for Level I, Level II and Connector I highways are allowed for not-for-profit organizations or for community events. Short-term advertisements for all other highways are allowed for fairs, exhibitions, festivals, rallies, conferences, political campaigns and other short-term events. Details on the placement of short-term advertisements can be obtained from the DTI District Office.

Guide Signs

Signs are used as a form of traffic management that provides information to the motorist. Guide signs are green in colour and contain information on the location of municipalities or communities found along a route or off a specific route. They are installed in accordance with national standards and policies and form part of the highway system. Several sections of the *Highway Advertisements Regulation* refer to a specific distance from a *DTI guide sign*. Guide signs should not be confused with warning or regulatory signs.



Warning Signs

Warning signs are yellow in colour and warn of road characteristics, hazards and temporary conditions such as curves, bumps, road narrows, etc.



Regulatory Signs

Regulatory signs are normally white in colour and advise of traffic regulations such as speed limits, stop requirements, no left turn, etc.

