

Tripping the sign fantastic.



LEFT 1/4 MILE
STANGELAND
VINEYARDS



← 1/2
REDHAWK
VINEYARD

Finding, seeing, experiencing.

In 1972 Oregon Travel Experience was one of the first state agencies in the US to adopt Interstate and off-Interstate highway logo signs.

Today, OTE offers signs on major highways and secondary roadways for businesses both large and small.

We approve sign permits for historic, wine or antique districts, fuel, lodging and camping facilities, and seasonal businesses or other attractions.

From the biggest Interstate logo boards to smaller guide signs and a “Tourist Oriented Directional,” we help new customers find their way to your business location.

It’s part of our core mission to help lead you through the permit process. A phone call is all it takes to begin your sign journey—direct to our sign desk at 503-373-0086.

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Publication #1609010.*



Oregon Travel Experience is a semi-independent state agency located in Salem, Oregon. Our field operation programs include highway signs, travel information kiosks and highway safety rest areas.

Check out all of our programs, including Oregon Heritage Trees and Historical Markers on our website at www.ortravelexperience.com

Telephone us toll-free at: 1-800-574-9397. Or scan the QR code above with your mobile device to connect with our site.

Wild blue and white yonder.

Drive travelers your way with an OTE Highway Business Sign.

Are OTE signs a good fit for me?

Not all highway signs are created equal. What works for a micro-brewery might not work for a gas station. However, OTE has plenty of sign options to boost your visibility.

Installing your sign along I-5 or I-84 can help drive traffic your way, but so will smaller signs placed along secondary highways.

What types of signs, in addition to those on the menu, are available?

OTE permits for the following sign types: Interstate Logo, Off-Interstate Logo, Tourist Oriented Directional, Wine, Antique and Historic District, and Museum. Sign requirements are listed on the OTE website, or simply telephone our coordinator for more help.

*NOTE: Sign density and federal and state highway regulations may not allow for a sign at or near your location. Please contact us prior to applying, and we will check availability in your preferred location.

Who should I call?

We offer expert and courteous help—from the application process to final installation of your new sign. Contact our Sign Program Coordinator Sue VanHandel at 503-373-0086. Toll free (select Sign Programs on the phone tree) 1-800-574-9397. Or feel free to email Sue at suev@oregonte.com.

A varied sign menu.



Large "six-plaque" Interstate Logo Board



Tourist Oriented Directional (TOD)



Off-Interstate Guide Sign