



The Main Media Devices As Per Standard Outdoor Media And Principles Of Road User Safety Measures : A Review

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Abstract : Road Side advertising can trace its lineage back to the earliest civilisations. Thousands of years ago, the Egyptians employed a tall stone obelisk to publicise laws and treaties. While formats have certainly changed as advertising ideas have evolved, outdoor advertising is still here.

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In 1450, Johannes Gutenberg invented movable type printing, and advertising in the modern sense was launched in the form of the handbill. When the lithographic process was perfected in 1796, the illustrated poster became a reality. Gradually, measures were taken to ensure exposure of a message for a fixed period of time. In order to offer more desirable locations where traffic was heavy, bill posters began to erect their own structures. The large American style Billboards originated in the 1830s in New York when Jared Bell's office started producing large printed advertising posters for a circus.

Key Words : Advertisement, Hoardings, Billboards

Introduction : The most significant change occurred in 1900 when a standardized billboard structure was constructed in America. This ushered in a boom in national billboard campaigns by big advertisers such as Palmolive, Kelloggs and Coca Cola.

During the study of this topic, it has been observed that no policy is framed by the government bodies to regulate the advertisement, the IRC 46-1972 IRC 46: 1973 – Road side advertisement Policy was framed when the presence of media nearly nil and till date no such policy is framed by government agencies.

Principles Of Road User Safety For Outdoor Advertisement And Hoardings

Three essential principles need to be considered before finalizing the Outdoor Advertisement Plan is:



a) LOCATION

The potential road safety impact on road users vary depending on the location at which a hoarding/advertisement is placed. For example, since signalized intersections have shorter headways and more variable traffic speeds compared to mid-block locations, the risk of road users getting involved in rear-end crashes is expected to be significantly higher.

b) SURROUNDING

Hoardings placed amidst multiple outdoor advertising signs may result in visual clutter. The visual clutter there is, the more likely drivers are to be distracted and fail to notice important traffic or information signs.

c) DESIGN, DISPLAY AND CONTENT

This may relate to a hoarding's advertising content, length of the message, colors, and size of the font etc. It is evident that drivers' fixation duration on the hoardings/billboard will vary depending on the advertising content/design being displayed. Advertising displays that have the potential to unduly distract drivers due to their design form, orientation or physical size, or iridescence, luster or brilliance of reflected light, shall not be permitted. Assessment shall be undertaken subjectively.

Based upon the above three factors, detailed guidelines shall be prepared by local body agencies, highway agencies. The basic input for the Guidelines may be available from Indian Roads Congress Committee on the revision of "IRC 46: 1973 – Road side advertisement Policy".

ADVERTISEMENT

Advertisement means any representation by a word, or abbreviation thereof, letter, logo, symbol, sign, figure, painting, drawing or other pictorial representation, or light or sound, visible to public from any place on land, building, airspace, water in the Control Area and or visible from Public Space or Public Street subject to Excluded Media displayed on Media Device.

Advertisement media split into various category and following are the main media devices as per standard outdoor media.

- i) Billboard/Unipole
- ii) Wall Wrap



iii) LED Screen/ Electronic hoarding

BILLBOARD/HOARDING/UNIPOLE

“Billboard/Hoarding/Unipole” means an OMD with large space for advertising in the form of an advertisement panel and where such panel is mounted with its foundation on any structure either on ground or building.



Figure No.1: Billboard/Hoarding /Unipole



i) WALL WRAPS

“Wall Wraps” means advertisement pasted/ affixed on glass/ transparent surface of a building which has been used as architectural feature to cover/ form façade/ used as wall of a building.



Figure No.3: Example of Wall wraps and LED Lights

ii) LED SCREEN/ ELECTRONIC HOARDING

LED/ Electronic hoarding”- means an outdoor media device, with display made from LED or LCD or any other source, to display running text, displays and informational messages from computer programs and software or any other means.

References :

1. IRC 46: 1973 – Road side advertisement Policy”.
2. Indiana Department of transportation, outdoor advertising control manual
3. Manual of Design Guide for Roadside Signs, Queensland Australia (Transport and Main Roads, February 2001February 2001)



INDIAN CODE OF PRACTICES

IRC-46-1972, ROAD SIDE ADVERTISEMENT POLICY

The Indian Roads Congress (IRC) is the premier technical body of Highway Engineers in the country. The Congress provides a National forum for sharing of knowledge and pooling of experience on the entire range of subjects dealing with the construction & maintenance of roads and bridges.

IRC Code of Practice Number IRC-46-1972 on “Road Side Advertisement Policy” released by IRC set a benchmark for all the advertisement policies being followed across the state. It defines “**Advertisement**” as includes any hording or similar structures used or adopted for the display of advertisement. Any sing-post, bus sign, name plate, warning sign, etc., not being on a vehicle, will be included under the head “*Advertisement*”, the dictionary meaning of the work being “public announcement