

General Session 1

Digital Technology and new Emerging Technology

Panel members:

Ed Farley, MassDOT

Myron Laible, OAAA

Jerry Miller, CDOT

Moderator: Jessica Sawyer, MoDOT

Chris Quinn, MassDOT

Mary Tracy, Scenic America



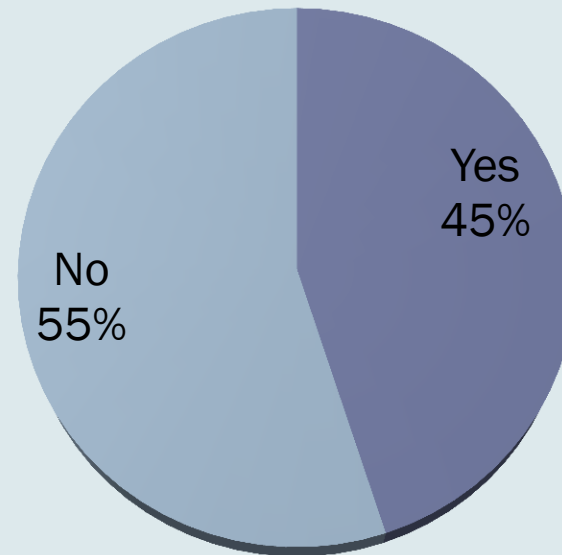
Digital Outdoor Advertising Survey – March 2013

Require Additional Digital Spacing (C.) (of states that allow digitals)

47 states participated in survey

3 states do not allow digitals
(KY, MT, WA)

4 states do not allow billboards



Digital Outdoor Advertising Survey – March 2013

Interstate Digital Spacing (D.)

| | Digital to Digital | Digital to Static | Not specified |
|--------------------------------|--------------------|-------------------|---------------|
| 5000' | | | 3 |
| 3000' | | | 1 |
| 2500' | 1 | | |
| 2000' | | | 1 |
| 1500' | 1 | | 2 |
| 1400' | | | 1 |
| 1000' | 1 | | 10 |
| 500' | | 2 | 9 |
| 500' (city) 2000' (outside) | | | 1 |



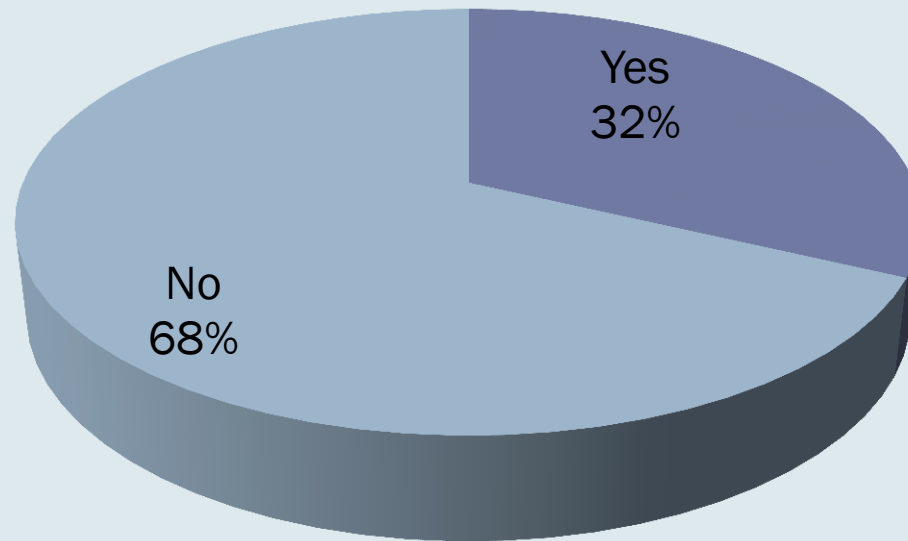
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Primary Route Digital Spacing (E.)

| | Digital to Digital | Digital to Static | Not specified |
|-------------------------------|--------------------|-------------------|---------------|
| 5000' | | | 4 |
| 3000' | | | 1 |
| 2500' | | | 1 |
| 2000' | | | 1 |
| 1500' | | | 1 |
| 1400' | | | 1 |
| 1000' | 2 | | 10 |
| 100' (city) 2000'(outside) | | | 1 |
| 500' | | 1 | 1 |
| 300' | 1 | 1 | 7 |
| 100' (city) 300' (outside) | | | 1 |
| 100' | | 1 | |

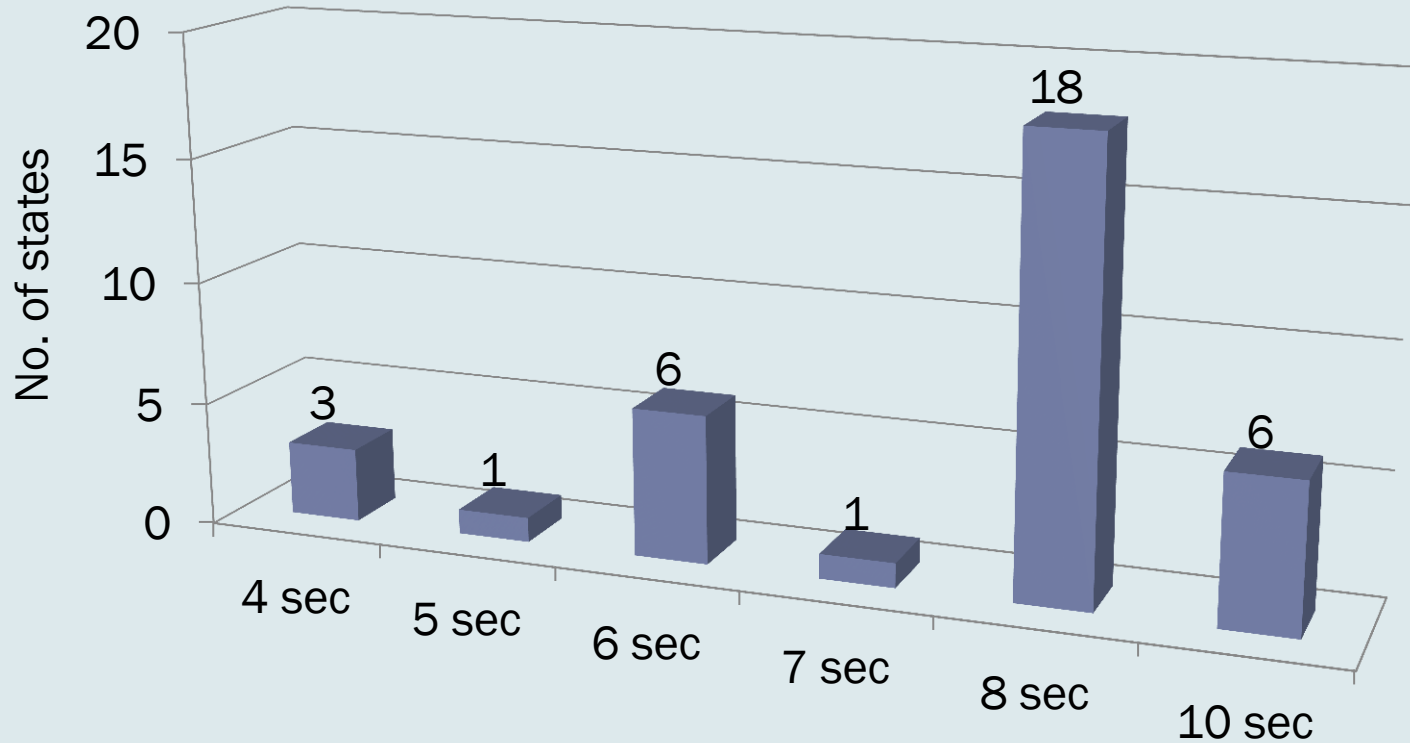
Digital Outdoor Advertising Survey – March 2013

Specify Brightness (F.)



Digital Outdoor Advertising Survey – March 2013

Length of Hold Display in Seconds (K.)



Digital Outdoor Advertising Survey – March 2013

Digital Permit Fees (Q.)

- ▶ 25 states say that the digital permit fees are the same as the static permit fees
(some responses unable to determine if same as static)
- ▶ Fees are as low as \$10 to \$1000 in Massachusetts up to \$5000 in Oregon



New Emerging Technology

► QR Codes

Billboards and Outdoor Advertising

QR Codes can also navigate to a video of your “elevator speech” stating why you are the best realtor in the world; to a discount coupon; to a free giveaway or free drawing page where prospects complete a form (and you capture their contact information).

Each billboard should have a unique QR Code so you can track (with analytics) how many people click through from each specific location. This allows you to refine which boards you need to renew and helps you manage your advertising dollars better.



Realtor Billboard using QR Codes

From: BlackNetGroup.com, high-tech consultants and educators



▶ Targeted advertising using technology

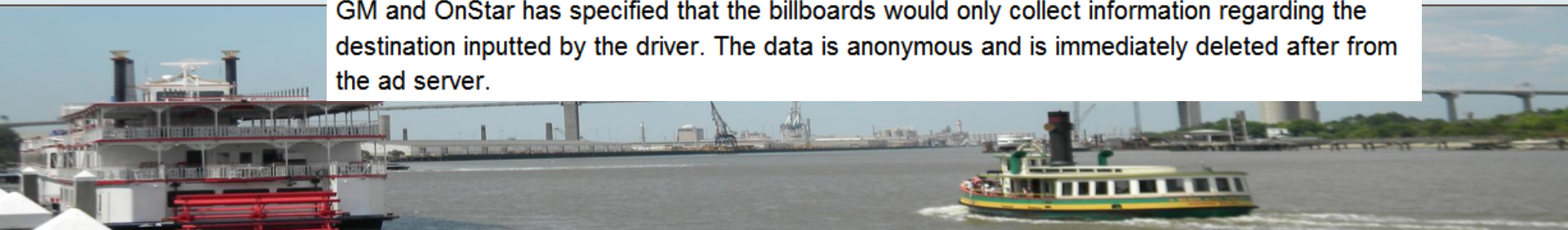
Auto manufacturer files for patent to launch targeted outdoor advertising.



From psfk.com May 3, 2012
Author: Pi Chen

Targeted ads could soon be seen in real-life rather than only online, just like in the movie 'Minority Report' starring Tom Cruise. In the film, a different ad would appear depending on the individual. Now, General Motors has filed for a patent where highway billboards are designed to show ads that are relevant to the driver using data collected from their OnStar in-vehicle system.

GM and OnStar has specified that the billboards would only collect information regarding the destination inputted by the driver. The data is anonymous and is immediately deleted after from the ad server.



New Emerging Technology

High-tech billboards tune in to drivers' tastes

Listening billboards

A Mobiltrak receiver in the billboard picks up radio waves from commuters' cars and identifies the stations they are listening to and the number of vehicles tuned to those stations. The unit can also report traffic speed and density.



Data from traffic passing by is compared with the demographic profiles of the popular stations to signal billboards farther down the highway, which then adjust their ads to tempt the taste of the approaching drivers.



From: sfgate.com

Robert Salladay, Chronicle Staff Writer

Published 4:00 am, Sunday, December 22, 2002



New Emerging Technology

► Holograms

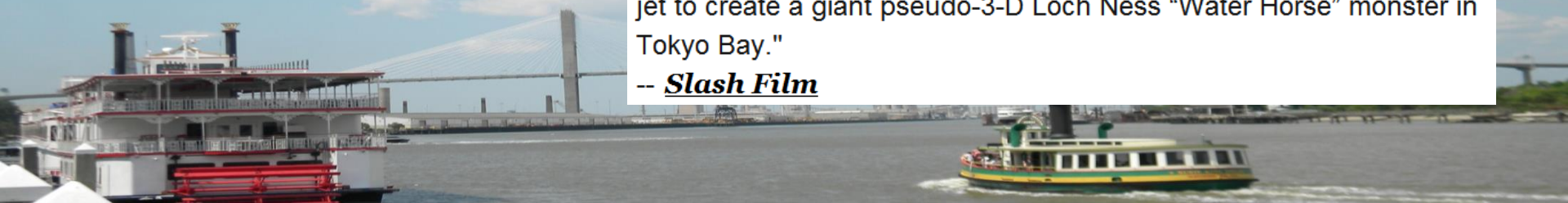
Holographic Water Monster



From: www.billboardom.com

"Columbia TriStar created this super-cool water-hologram to promote the release of The Water Horse. The hologram illusion uses a water screen created by a exact light projected on a carefully sprayed water jet to create a giant pseudo-3-D Loch Ness "Water Horse" monster in Tokyo Bay."

-- ***Slash Film***



| STATE | A. Allow Digitals? | Any regs? | C. Any addition/al spacing? | D. Interstate Digital Spacing Requirements | E. 6/1/91 Primary Digital Spacing Requirements | F. Specify brightness & intensity? | G. Do you measure & what do you use? | H. Was a survey done on brightness? | I. Regulate height of digital signs? | J. Same height requirements as other signs | K. # of sec of req'd hold display | L. # of seconds of req'd change display | M. Static default req'd? | N. # of permitted digital signs on Interstate | O. # of permitted digital signs on 6/1/91 Primary Rts | P. Any Litigation? | Q. Initial Digital Permit Fee and Time Frame | R. Renewal Digital Permit Fee and Time Frame | |
|-------|-----------------------|---------------|-----------------------------|--|--|------------------------------------|---|-------------------------------------|--------------------------------------|--|-----------------------------------|---|--------------------------|---|---|---------------------------------|--|--|--|
| AL | | | | | | | | | | | | | | | | | | | |
| AK | no billboards allowed | | | | | | | | | | | | | | | | | | |
| AZ | Yes | Yes | No | 500 | 300 | Yes | Konica Minolta LS-110 | No | No | Yes | 8 | 0 | Yes | Not separate sign category | Not separate sign category | Yes; found in favor of allowing | \$20, same as others, annual | \$5 annual, same as others | |
| AR | Yes | Yes | Yes | 1500 digital to digital, 500 digital to static | 1000 digital to digital, 300 digital to static | No | No | No | No | No | 8 | 2 | No | | | Yes | \$40, same as static signs | \$20, every 2 yrs | |
| CA | Yes | Yes | Yes | 1000 | 1000 | No | No | No | Yes | Yes | 4 | n/a | No | 110 | 79 | Yes | \$70 Annually | \$70/yr (may change to another figure in 2014) | |
| CO | Yes | Draft version | 1000 | 1000 | 1000 | Not yet | Spectra Candela II-A with Spectra 1 degree photospot attachment, about \$1400 | Based on Dr. Ian Lewin 2007 Study | No | Yes | Currently 4 Proposed 10 | Currently 4 Proposed 10 | Yes | Not separate sign category | Not separate sign category | No | \$10 - \$75 depending on size for 1 year | Same as permit fee for 1 year | |
| CT | Yes | Yes | No | 500 | 100/300 | No | No | No | No | Face | 6 | 3 | Yes | 34 | 0 | No | \$20, \$40, \$60 | Same Annually | |
| DE | Yes | No | Yes | 2500 between another digital sign | Same as interstate | No | No | No | No | Yes | 10 | 1 or < | Yes | 1 | 0 | No | Digital sign fees are currently the same as static fees. | Initial sign fees and renewal fees are the same. | |
| DC | | | | | | | | | | | | | | | | | | | |
| FL | Yes | Yes | No | 1500 | 1000 | Yes | No | No | Yes | Yes | 6 | 2 | Yes | Not separate sign category | Not separate sign category | No | Same as other signs | Same as other signs | |
| GA | Yes | Yes | Yes | 5000 | 5000 | Yes | No | No | No | | 10 | 0 - 2 | Yes | 134 Multiple Message Signs - Not separate sign category | 305 Multiple Message Signs - Not separate sign category | No | None currently | None currently | |
| HI | no billboards allowed | | | | | | | | | | | | | | | | | | |
| ID | Yes | Yes | Yes | Yes | Yes | No | No | No | No | Yes | 8 | 2 | Yes | 9 | 14 | No | \$10 - same as multi message | \$3 / year | |
| IL | Yes | Yes | No | N/A | N/A | No | No | No | No | Yes | 10 | 3 | Yes | Pending | Pending | No | | | |



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| IN | Yes | No | No | | | No | | No | No | | | | No | | | | Same as regular permit fee- \$100 initial application fee | Same as regular permit fee- based on size between \$15-50 yrly |
| IA | Yes | Yes | Yes | 500/1000 | 500/1000 | General only | No | No | No | | 8 | 0-1 | No | Not separate sign category | Not separate sign category | No | All new applications are charged \$250; no different fee for digital | |
| KS | Yes | Yes | Yes | 1000 | 1000 | No | No | No | 50' to top | Yes | 8 | 0-2 | Yes | 21 (17 built) | 60 (56 built) | No | | |
| KY | No | Yes | n/a | n/a | n/a | n/a | No | No | n/a | n/a | n/a | n/a | n/a | | | Yes | Same as traditional signage | Annual permit fee renewal by sq footage Fees are same as reg boards |
| LA | Yes | No | No | 1000 | 1000 | No | No | No | No | Yes | 8 | 4 | Yes | 50 | 48 | No | Same as regular signs | Same as regular signs |
| ME | no billboards allowed | | | | | | | | | | | | | | | | | |
| MD | Yes | No | No | n/a | 300 | No | No | No | No | Yes | 10 | No | No | Not separate sign category | Not separate sign category | No | \$1000 per year | \$1000 per year |
| MA | Yes | Yes | Yes | 1000 | 1000 | Yes | | | Yes | Yes | 10 | 0 | Yes | | | | Application fee is same for all types of signs - \$100; annual permit fees for commercial signs is \$50 for up to and including 300 sq ft; and \$80 for 301 sq ft and above | annual permit fees for commercial signs is \$50 for up to and including 300 sq ft; and \$80 for 301 sq ft and above |
| MI | Yes | No | No | n/a | n/a | Yes | No | No | no | Yes | Yes | 1 sec or less | Yes | Not separate sign category | Not separate sign category | no | \$120 / year | Renewed annually for same amount |
| MN | Yes | No | No | No | No | No | No | No | No | | | | | | | | \$85 for as long as the permit remains active | \$20 (both amounts should be raised but they are subject to legislative authority) |



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| MS | Yes | Yes | Yes | 1000 | 1000 | Yes | No | No | Yes | Yes | 8 | 1 | Yes | 15 | 0 | No | \$200 application fee; two years to build; same as static permit fee. | \$100 renewal fee every two years; same as static renewal. |
| MO | Yes | Yes | No | 1400 | 1400 | Pending | Pending | Yes | No | Yes | 8 | 2 | Yes | 25 | 47 | No | Digital off-premises signs are not allowed | n/a |
| MT | No | | | | | | No | Yes | | | | | | | | No | \$15 / 2 years for each Class III billboard regardless of technology | Renewed every two years for \$15 |
| NE | Yes | Yes | Yes | 5000 | 5000 | | No | No | Yes | Yes | 10 | 2 | Yes | 3 | 55 | | No different than traditional board | All signs are charged an annual fee of \$50 |
| NV | Yes | Yes | No | 500 | 300 | No | No | No | No | Yes | 6 | 3 | No | | | No | | |
| NH | Yes | No | No | | | No | | No | No | Yes | N/A | | | 0 | 0 | N/A | Same as for a static sign | Fees are annual fees; there is no difference between initial fees and renewal fees |
| NJ | Yes | Yes | Yes | 3000 | 3000 | No | No | No | No | Yes | 8 | 1 | Yes | | | No | Initial \$50 inspection fee for all signs; also charged for subsequent permit updates requiring a field inspection of the sign. | All permit renew automatically each year until cancelled; no addition/al charges for digital. |
| NY | Yes | Policy. Regs to be adopted | Yes | 5000 | 5000 | Yes | Permittee certifies compliance. State in process of obtaining equipment to verify. | No | No | n/a | 6 | Instant | No | | | No | Initial \$50 inspection fee for all signs; also charged for subsequent permit updates requiring a field inspection of the sign. | All permit renew automatically each year until cancelled; no addition/al charges for digital. |
| NC | Yes | yes Admin Rules | Yes | 1000 | 1000 | No | No | No | Yes | Yes | 8 | 2 | Yes | 26 | 61 | No | One time \$50 fee (same as any other outdoor advertising fee) | Do not have renewal fees |



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| ND | Yes | No | No | n/a | n/a | No | No | No | No | Yes | 7 | 0 - 2 | Yes | Not separate sign category | Not separate sign category | No | \$625 application fee for 2-yr. condition/al permit. Covers first two-year fee period. | \$325 due at billing cycle (every two years) |
| OH | Yes | Yes | Yes | 1000 | 1000 | No | No | No | Yes | Yes | 8 | 3 | Yes | | | | \$100 application fee / if approved good for 2 yrs | \$20 renewal fee every two years |
| OK | Yes | Yes | No | 1000 | 300 | Not Specifically | No | No | Yes | Yes | 8 | Immediate for Digital 4 secs for Tri-V | Yes | 95 (approved) | 155 (approved) | No | \$500-\$2,000 based on sq ft of display face | \$120 - 160 annually based on total sf of display face |
| OR | Yes | Yes | No | 2000 out side of incorp cities/500 inside | same as other OAS | Yes | yes Extech LT 300 Light Meter | No | Yes | Yes | 8 | 2 or less | Yes | 2 | 8 | No | No difference between digital and non digital; \$10 each face up to 300sf; \$20 each face 301 - 600 sf; \$30 each face 601 - 1200sf | Annual renewal fee same as initial application fee |
| PA | Yes | Yes | No | 500 - applies to all signs | 500 - applies to all signs | No | No | No | Max. height of all signs - 30 feet | Yes | 5 | 1 | No | Unknown | Unknown | No | \$2000 per panel per year | \$2000 per panel per year |
| RI | | | | | | | No | No | | | | | | | | | Application fee \$100; Covers current calendar year | \$20 for signs less than \$350 sq ft; \$30 for signs 350 sq ft or more; Time frame is the calendar year |
| SC | Yes | Yes | No | 500 | 300 | No | No | No | No | Yes | 6 | 2 | No | 2 | 2 | No | No permit fee | Normal permit fee for one year |
| SD | Yes | No | No | | | No | No | No | No | Yes | | 6 | Yes | | | No | 1) \$200 Application fee for a new digital location (TN permits faces) 2) Existing permitted conforming sites can be upgraded by submitted a permit addendum and \$200 | All permits are the same with \$70 renewal fee per permit every calendar year |



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| TN | Yes | Laws | Yes for fully access controlled highways | 2000 | No addition/al spacing requirements for non-access control routes. | No | No | No | Same as other signs | Yes | 8 | 2 | S.O. excellent about digital complying | Estimated 81 (Interstates) | Estimated 58? (Primary & NHS) | No | \$100 for initial permit application fee; if approved, permit holder has 12 months to erect the sign | \$75 annual renewal fee |
| TX | Yes | Yes | 1500 | 1500 | 1500 | No | No | No | Yes | Yes | 8 | 2 | Yes | 168 | 168 | No | \$125 same as static sign | \$25 annually |
| UT | Yes | Yes | No | 500 | 500 | No | No | No | Yes | Yes | 8 | 3 | No | 10 approx. | Not separate sign category | No | | |
| VT | no billboards allowed | | | | | | | | | | | | | | | | | |
| VA | Yes | No | No | 500 | 300 | No | | No | No | Yes | 4 | | No | 8 | 3 | No | \$500 each | \$60 each |
| WA | Currently not allowed | | | | | | | | | | | | | | | | Washington legislature is currently considering legislation that would allow digital signs and has directed WSDOT to develop a fee schedule | |
| WV | Yes | Yes | Yes | 1000 | 1000 | Yes | Legislative brightness preset letter req'd from sign designer; would hire a company to establish brightness | No | Yes | Yes | 8 | 2 | Yes | 0 | 5 | No | \$175 nonrefundable in effect for life of the sign; same as static sign | None |
| WI | Yes | Yes | No | 500 | 300 | Yes | No | No | No | Yes | 6 | 1 | No | 26 known, owners not required to report LED capability | 36 known, owners not required to report LED capability | No | \$10 / 3 years; same as static sign (changing to \$100/# years on July 1, 2013) | \$5 beginning the 4th year (\$15 annual/beginning on the 4th year, as of July 1, 2013) |



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| WY | Yes | No | No | 500 | 300 outside incorporated village/city limits, 100 within incorporated village/city limits | Yes | No | No | Yes | Yes | 8 | 3 | No | Not separate sign category | Not separate sign category | No | | |
| *data gathered March 2013 | | | | | | | | | | | | | | | | | | |



Thank you for your attendance and participation at the
2013 NAHBA Conference.

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