

DIFFERENCES BETWEEN EMCS AND DIGITAL BILLBOARDS

| ON-PREMISE/ON-SITE SIGNS (EMCS) | OFF-PREMISE/OFF-SITE SIGNS (DIGITAL BILLBOARDS) |
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| Advertises a business operating on the property where the sign is located or goods and services are available thereon | Advertises a business, goods or services not located or available on the property upon which the sign is located |
| Regulated almost entirely at local level of government | Regulated at the local, state and federal levels of government (i.e. Highway Beautification Act) |
| Complete bans in some jurisdictions. Almost all cities allow EMCs (most regulations include restrictions on time intervals) | Digital billboards allowed in small but growing number of jurisdictions, with an eight-second hold time |
| Generally not subjected to spacing requirements (between adjacent signs) | Digital billboards are subject to spacing requirements |
| A wide range of sizes and shapes are available, although many jurisdictions limit allowable height and size | Digital billboards usually have standardized, rectangular dimensions (14 x 48 or 672 sq. ft.) |
| Placement is on the property of the business of establishment | Typically erected along margins of freeways, highways and other thoroughfares |
| Signs are usually owned by the user or owner of the property | Signs are owned by billboard operators and the space is leased to advertisers |
| Does not generate direct revenue | Generates rental revenue |
| Usually requires one-time permit application and fee prior to installation | Usually requires an annual permit fee |
| Can be programmed to allow scrolling messages, animation and video | Digital content is static and messages change instantaneously, without animation or movement |
| Programmed and controlled at individual locations | Programmed and controlled via a central, remote network |
| Many EMCs are not big enough to contain the entire message, which may be delivered in segments | Entire message is contained on a digital billboard |
| Can be used to post community-oriented and public safety messages | Can be used to post community-oriented and public safety messages, including Amber Alerts |
| Most EMCs have automatic dimming capabilities to adjust illumination to ambient lighting conditions | Automatic dimming capabilities |
| Can be used to post commercial and non-commercial messages | Can be used to post commercial and non-commercial messages |
| Allows small businesses to compete against larger companies that have much larger advertising budgets | Increases local tax base by promoting commerce in the area |



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