



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: