

Glossary

TERMS

The constant evolution that occurs in the sign industry in response to new technology, economics, and cultural shifts makes sign regulation very difficult. The success or failure of a sign code often rests on its definitions, which can quickly become outdated. Consequently, the definitions offered here are not intended to provide a concrete set of rules for implementation by local regulators. Rather, they are intended as a means of facilitating the discussion. Prior restraint and discrimination are common results of poorly-written definitions sections, particularly when they ignore emerging or rapidly developing forms of signage, such as signature buildings, sign centric design, and electronic signs. Regulatory definitions must be thoughtfully and carefully crafted, taking into consideration the need for long-term flexibility, the communication needs of local businesses, and the community's long-term social and economic goals. (See the [Public Policy Considerations](#) section of this book for more in-depth discussion.)

Advertising Media: The means by which an advertising message is carried to potential customers; includes Internet, magazine, newspaper, radio, television, and signage.

Advertising Structure: A term indigenous to outdoor advertising referring to the physical structure constructed by a media company to display advertising. The structures are built to standard specifications; the advertising messages are applied using many different techniques.

Aesthetics: A term dealing with form, design, and/or quality of construction of a particular sign, building, site or structure that presents a subjective statement concerning the level of beauty or artistic value.

Alternate Outdoor Advertising Media: Alternative or out-of-home media include, but are not limited to, stadium/arena/speedway signage; airborne/airship displays; marine vessel displays; beach panels; ski resort panels; golf course panels; rest area panels; bicycle racks; gas pumps; parking meters; and "postcards" – small panels located in public areas in malls, airports, and transportation stations.

Amortization: (1) In accounting terms, this refers to the method in which an intangible asset is depreciated over a specified period of time. (2) In terms relevant to signage and urban planning, it conveys the "grace period" beginning on the date a sign owner is notified that removal of a previously conforming sign has been ordered, and ending on the date removal is required. This process makes a sign structure, which was legally erected or placed pursuant to permit, legally nonconforming for a period of time – the amortization period. After the amortization period expires, the sign becomes illegally nonconforming and must be removed. Non-removal often invokes severe penalty. Amortization is a form of regulatory taking. Its legality depends on state law and numerous other conditions, and it is frequently unenforceable.

Animated Sign: A sign depicting action, motion, light, or color changes through electrical or mechanical means. Although technologically similar to flashing signs, the animated sign emphasizes graphics and artistic display.

Annual Average Daily Traffic (Annual ADT): Measurement representing the total number of vehicles passing a given location, based upon 24-hour counts taken over one year. Counts are adjusted to estimate annual average daily traffic, taking into account seasonal variances, weekly changes, and other variables. These counts are most often obtained from state highway departments.

Approach Distance: The distance measured along the line of travel from the point where the sign first becomes visible to a passerby to the point where copy is no longer readable (having passed out of sight).

Awning Sign: A building-mounted sign that provides additional functionality as shelter.

Backlighted Letter: An illuminated reverse channel letter with an open or translucent back so that light from the letter is directed against the surface behind the letter, producing a halo lighting effect around the letter; also referred to as silhouette- or halo-lighted.

Ballast: An electrical device required for operating fluorescent lamps.

Banner: A temporary sign of lightweight fabric or similar material that is mounted to a pole or a building. Promotional banners include those used to announce open houses or grand openings, or to advertise special events. Ornamental banners use images or colors of a decorative nature.

Bench Sign: A sign located on the seat or back of a bench or seat placed on or adjacent to a public right-of-way; a type of street furniture.

Billboard (Outdoor Advertising Structure): A large, standardized third-party/off-premise structure displaying advertising intended for viewing from extended distances, generally more than 50 feet. Billboard/outdoor advertising displays include, but are not limited to, bulletins, wall murals, wrapped posters, 30-sheet posters, and eight-sheet posters.

Brand Equity (Branding): The intangible but real value of words, graphics, or symbols that are associated with the products or services offered by a business. Development of site branding includes the presentation of signage and architecture to create a unique awareness and memory by the potential customer of the products or services offered at that site. Brand equity for a particular business is similar to the goodwill of an enterprise.

Building Fascia: That portion of any elevation of a building extending vertically from the grade to the top parapet wall or eaves, and horizontally across the entire width of the building elevation, including slanted wall surfaces sometimes referred to as a mansard.

Building-Mounted Sign: A sign that is applied or attached to a building.

Bulletin: The largest standard format of the outdoor advertising media. The most common size is 14 feet high _ 48 feet wide, plus extensions, if any. Design copy is most commonly reproduced on vinyl and then wrapped around the surface of a bulletin structure. Design copy may also be painted directly onto the surface or printed on paper and applied to the surface. Bulletins are sold either as long-term displays or in rotary packages. Most bulletins are situated in high-density traffic locations.

Cabinet Sign: A sign structure consisting of the frame and face(s), not including the internal components, embellishments, or support structure.

Canopy Sign: (1) A building-mounted sign functioning as a marquee. (2) A sign mounted on a marquee or attached to or printed on the fascia or valence of a canopy, awning, or marquee, or hanging from the soffit (underside) of such structure. (See awning sign; marquee sign.)

Changeable-Copy Sign: A sign or portion thereof on which the copy or symbols change either automatically through electrical or electronic means (for example, time and temperature units), or manually through placement of letters or symbols on a panel mounted in or on a track system.

Channel Letter: A fabricated or formed three-dimensional letter that may accommodate a light source.

Coated Tubing: Clear glass tubing, coated on the interior surface with phosphorus powder. Coated tubing produces a variety of different light colors, depending on the specific mixture of phosphorus powders used.

Cold Cathode: (1) An electric-discharge lighting system that uses an electrode with a large metal mass to emit electrons. Neon tubing is a cold-cathode type of lighting system. (2) A generic term employed to specify custom interior lighting produced through the use of large-diameter cold-cathode tubing.

Colored Tubing: Transparent glass tubing manufactured with colored pigments. Typical color examples include ruby red, canary yellow, green, and midnight blue.

Cone of Vision: The area that is clearly visible to a driver, generally described as a “fan-shaped envelope” preceding the driver.

Conforming Sign: A sign that is legally installed in accordance with federal, state, and local permit requirements and laws.

Conspicuity: The capacity of a sign to stand out or be distinguishable from its surroundings and thus be readily discovered by the eye. It is the noticeable contrast between a sign and its background, attributed to an exogenous (unplanned) or endogenous (planned) mindset, with the display having features that attract attention to the sign. Conspicuity is considered a subjective outcome.

Content-Neutral Sign Code (Time, Place, or Manner): Consistently applicable, reasonable and nondiscriminatory sign regulations that specify when, where, and how a sign can be installed, without reference to the content of the message displayed. Physical parameters that are addressed in time, place, and manner regulation include, but are not limited to, height, size, and location. The regulations should minimally ensure that the sign will be easily discernable and readable to targeted viewers.

Contrast: The difference or degree of difference between things having similar or comparable natures, such as light and dark areas, colors, or typefaces.

Copy: The words or message displayed on a sign.

Copy Area: That area which encloses the actual copy on a sign.

Cost (Of Replacement) Approach: An approach to estimating the value of real property whereby the appraiser determines the production cost of the property, minus any accrued depreciation. This approach does not merely include the hard costs of construction, but includes all soft costs such as interest, permits, and fees. In sign appraisal this concept includes the cost of replacing the message delivered to viewers via other advertising media.

Cost Per Thousand (CPM): Refers to the cost for an advertiser to send a message to 1000 receivers. The measure is calculated by dividing the amount of money spent for a given advertisement by the number of people exposed to it. (Based on this measure, signs are usually considered to be the least expensive form of advertising.)

Coverage: A marketing term that refers to the percentage of the total market population reached by an advertising message displayed or broadcast within a defined geographic area by a given medium; measured at least once a month.

Cross-Read: An advertising display that is visible across traffic lanes on the opposite side of the roadway.

Customer Acquisition Costs: Basic value calculation used to measure the cost versus return of signage in order to help determine the overall costs of acquiring a customer (or client).

Custom Sign: A sign designed, manufactured, and installed to meet the requirements of a specific location.

Daily Effective Circulation (DEC): The average number of daily potential exposures to a display or group of signs. DEC is determined by counting only those vehicles traveling toward the face of the sign and then multiplying that number by the average number of people per car during the hours the sign is visible. Pedestrian and mass-transit circulations are not included. This is the basic measure in establishing cost-per-thousand exposures on signs. The basic traffic numbers can usually be obtained from state departments of transportation.

Day-Glo: A trade name for certain inks or lacquers that become fluorescent when activated by the ultraviolet rays of sunlight of special illumination.

Deck Cabinet: Similar in detail and use as a raceway except larger in cross-section to provide a background area.

Demographic Profiles: Audience breakdowns based on various characteristics such as age, sex, income, education, and ethnic composition.

Dimensional Letter: A cut-out, cast, fabricated, or molded material such as metal or plastic, in the shape of a letter, logo, or symbol.

Directional Sign: Signs designed to provide direction to pedestrian and vehicular traffic.

Directory Sign: A sign that identifies the names and locations of tenants in a multi-tenant building or in a development made up of a group of buildings.

Double-Faced Sign: A sign with two parallel faces.

Downsizing: A change in law or regulation that requires alteration in size or height of any existing sign. Downsizing of an outdoor advertising structure (or "billboard") requires compensation as a regulatory taking.

Effective Gross Income (EGI): The anticipated income from the operation of income-generating property, adjusted for vacancy and expenses (may also refer to actual gross receipts).

Efficiency: The degree of value delivered by the sign (in terms of exposures to potential customers) relative to its cost; usually expressed as either CPM (cost per thousand) or CPP (cost per gross rating point). This measurement is common to all media.

Eight-Sheet: A 72-square-foot poster panel generally placed for exposure to pedestrian and vehicular traffic along city streets.

Electric Sign: Any sign containing or using electrical wiring.

Electronic Message Center: A variable-message sign that utilizes computer-generated messages or some other electronic means of changing copy. These signs include displays using incandescent lamps, LEDs, LCDs, or a flipper matrix.

Embellishments: Letters, graphics, mechanical devices, fiberoptics, lighting, cutouts, extensions, structure coverings, vicinity landscaping, or any other special-effect addition to a sign that will enhance its appearance and ability to effectively communicate its message.

Eminent Domain: The power of the state to take private property for public use.

Extensions: The area of design made as a cutout that extends beyond the basic rectangular space of a sign face or message.

Exterior Illuminated Sign: A sign that is illuminated by a light source that is directed towards and shines on the face of a sign; also called direct illumination.

Face: The surface area of a sign on which the advertising message is displayed. A sign may have more than one face.

Fascia Sign: A building-mounted sign.

Federal-Aid Primary: A highway designated by the state and approved by the U.S. Secretary of Transportation, as of June 1991, for the control of outdoor advertising under provisions of the Highway Beautification Act of 1965, as amended. These have recently been renamed "National Highways."

Fiber optic Display: An innovative use of electronic light-transmitting fibers to create changeable-copy displays.

Flashing Sign: A sign with an intermittent or flashing light source. Generally, the sign's message is constantly repeated, and the sign is most often used as a primary attention-getting device. Government highway departments frequently use flashing signs to improve highway safety.

Flat Cut-Out Letter: A dimensional letter cut from sheet or plate stock.

Fluorescent Lamp Or Tube: An electric-discharge lighting system, utilizing glass tubing and a hot tungsten cathode. Unlike neon tubing, it is manufactured to standard lengths and can be mass produced. (See neon sign; incandescent bulb.)

Font: A set of letters, numerals, and shapes that conform to a specific set of design criteria.

Freestanding Sign: A sign that is not attached to a building.

Frequency: The average number of times an individual has the opportunity to see an advertising message during a defined period of time. Typically measured over a four-week period.

Front-Lighted Letter: An illuminated channel letter with a translucent face.

Full-Service Sign Companies: Sign companies that complete the entire signage project, including site survey and sign design, engineering, manufacture, permitting, installation, and maintenance.

Gross Rating Point (GRP or TRP): A method common to all media for measuring an audience with duplicated circulation over a period of time. GRP levels for on-premise and outdoor advertising signage refer to daily circulation expressed over a week or a month (30 days). One rating point represents the circulation equal to 1% of a market population.

Ground Sign: A freestanding sign with no visible support structure.

H Channel Letter: A dimensional letter with baffles at the center of the cross-sectional shape for support of neon tubing and mounting of transformers.

High-Rise Sign: A tall freestanding sign, usually of pole design and construction.

Highway Beautification Act (HBA): Federal legislation enacted in 1965 – commonly called the "Lady Bird Johnson Act." This act, as amended from time to time, controls outdoor advertising along 306,000 miles of federal-aid primary, interstate, and National Highway System (NHS) roads. The HBA allows the location of outdoor advertising structures in commercial and industrial areas; mandates a state compliance program and development of state standards; promotes the expeditious removal of illegal signs; and requires the payment of just compensation (that is, cash) for the acquisition and removal of legally constructed and located outdoor advertising structures.

Illegal Sign: A sign unlawfully erected or maintained.

Impulse Buying: An unplanned or shifted purchase.

Incandescent Bulb: A lamp that produces light through the application of electrical energy to a wire filament, which glows as it is heated. Its application is limited because it is a point source light, not easily diffused. It generates considerable heat, and its life span is limited by the filament degradation factor. Unlike neon tubing, it can be mass produced. (See fluorescent lamp; neon sign.)

Income Approach: A valuation approach based on analyzing the amount of net income a property will produce over its remaining economic life.

Interior Signs: Signs that are located inside a building or other facility.

Illuminated Sign: A sign with electrical equipment installed for illumination at night or in early morning darkness, either internally illuminated through its sign face by a light source contained inside the sign or externally illuminated by reflection of a light source aimed at its surface.

ISA: International Sign Association. Trade association representing manufacturers, installers, users, and suppliers of on-premise signs and products. Located in Alexandria, VA.

Just Compensation: The full monetary value to be paid for property taken by the government in accordance with the Fifth Amendment of the U.S. Constitution. Just compensation is generally determined by obtaining an appraisal.

Legibility: The physical attributes of a sign that allow for differentiation of its letters, words, numbers, or graphics, which directly relate to an observer's visual acuity. Legibility is considered an objective stimulus. (See conspicuity.)

Light-Emitting Diode/Display (LED) and Liquid Crystal Display (LCD): Electronic devices that channel light through tubes to create patterns that can produce changing video displays.

Listed Sign: A sign labeled to indicate that the manufacturer of the sign is identified on a list published by a nationally recognized testing laboratory as producing signs in conformance with the applicable American national standard.

Load Factor (Vehicle Load Factor): The average number of persons riding in each vehicle; determined through national, syndicated, and government research reports.

Logo: A design or symbol that represents a product, identity, or service.

Logo Program (Federal): A program of national sign standards to provide travelers along rural roads with business identification and directional information for four essential motorist services: gas, food, lodging, and camping. The Manual on Uniform Traffic Control Devices (MUTCD) limits the number of establishments that may participate at any one interchange to six. (Also known as "Specific Service Signs.")

Luminance: The perceived brightness of an illuminated sign, measured in candelas per square foot (cd/ft²).

Manual On Uniform Traffic Control Devices (MUTCD): A manual produced by the Federal Highway Administration that establishes, among other things, minimum size, height, and placement standards to which a sign must conform to achieve readability and conspicuity – and prevent traffic accidents. The manual specifically addresses three types of signs: guide, warning, and directional. Although intended for public transportation authorities, the manual is directly relevant to private signage as well.

Market Approach: One of three valuation approaches referring to the highest price at which a property could be sold given a reasonable exposure period in the market. The final determination of value assumes that amount to which a willing seller and a willing buyer of equal knowledge would agree, neither being or acting under duress.

Marquee: A permanent canopy often of metal and glass projecting over an entrance.

Marquee Sign: (1) A sign mounted on a permanent canopy. (2) A traditional industry term for the variable-message section of a canopy sign. (3) An integral sign and permanent canopy.

Media Mix: The combination of different media forms into a single advertising program to meet the overall objectives of the advertiser. Signage can enhance the overall effectiveness of a media mix, particularly by increasing reach and frequency, and by establishing brand continuity over time.

Menu Board: A variable-message sign that allows a retailer to list products and prices (for example, the

bill of fare for a fast-food restaurant).

Message Area: The area within the sign panel describing the limits of the message.

Message Center: An electronically or mechanically variable-message sign enabling changes to be made from locations other than at the sign. (See variable-message sign.)

Mobile Sign: A portable sign mounted on a trailer.

Monument Sign: A ground sign with low overall height. (See freestanding sign.)

National Highway: See federal-aid primary.

Nonconforming Sign: A sign that was legally erected and maintained but does not comply with subsequently enacted sign restrictions. Under the Highway Beautification Act (HBA), removal or acquisition of legal nonconforming outdoor advertising structures requires the payment of just compensation (that is, cash). Amortization is not a permissible form of compensation under the HBA.

Neon Sign or Tube: A sign utilizing a cold-cathode-gas discharge tube produced in straight or formed configuration; generally referred to as a neon-gas discharge tube, whether filled with neon or a mixture of two or more other inert gases (argon, helium, krypton, or xenon). Neon-tube lighting is a custom designed, optimally visible lighting system that may be shaped to form letters, parts of letters, skeleton tubing, outline lighting, and other decorative elements or art forms, in various colors and diameters. The cold-cathode tube can operate for many years, while the hot-cathode fluorescent lamp is limited to a relatively short life, as is the incandescent bulb. (See fluorescent lamp; incandescent bulb.)

OAAA: Outdoor Advertising Association of America. Outdoor advertising trade association located in Washington, D.C.

Off-Premise Sign: A sign directing attention to a specific business, product, service, entertainment event or activity, or other commercial activity that is not sold, produced, manufactured, furnished, or conducted at the property upon which the sign is located. Also known as a third-party sign or outdoor advertising, and considered out-of-home media.

On-Premise Sign: A sign whose message and design relates to a business, profession, product, service, event, or other commercial activity sold, offered, or conducted on the same property where the sign is located. Signs in the on-premise category are not considered out-of-home media.

Open Channel Letter: A dimensional letter that has no face and, if illuminated, has a visible light source. A clear face for physical protection of internal components may be used.

Outdoor Media: Advertising that is displayed outside of the home and on sign structures that are owned by a media company or other third-party entity.

Out-of-Home Media: Generally, advertising that is intended to reach individuals outside the home. All forms of outdoor advertising are considered out-of-home media, while on-premise signage is not.

Outside Panel: An advertising panel located closest to the edge of the street, where two or more panels are positioned side by side.

Overlay (Snipe): A paper strip or price designation, such as a dealer imprint for a promotion, which is pasted on the face of an existing advertising panel.

Painted Wall Sign: A sign painted directly on a building surface. If the sign is a third-party/outdoor advertising display, it may be several stories high and designed for high-impact visibility. (See building-mounted sign.)

Pan Channel Letter: A dimensional letter that is constructed with side walls, a back, and a face, making the letter a solid integral unit with the side walls and back having a pan-shaped cross-section.

Pan Face: A plastic sign face molded into a three-dimensional shape. Also called molded face, molded and embossed face, or molded and debossed face.

Panel: An outdoor advertising display with a standardized size dimension.

Panels Per Facing (PPF): The number of panels – one, two, or more – that face the same direction on a given advertising structure.

Parapet Sign: A sign mounted on top of the parapet of a building. (See building-mounted sign.)

Permanent Sign: A sign attached to a building or structure, or to the ground in a manner that enables the sign to resist environmental loads, such as wind, and that precludes ready removal or movement of the sign.

Plant: Generally, the term refers to an outdoor advertising company in a geographical location. It may also refer to all the advertising structures operated by such a company in a discrete market.

Plant Operator: A company or individual that operates and maintains outdoor/out-of-home advertising structures.

Plant Operator Statement: Independent verification of the circulation numbers of TAB-member outdoor plants based on field audits conducted by TAB, presently available for bulletins, 30-sheet posters, eight-sheet posters, transit shelters, and truckside advertising.

Plant Rep (Representative): An agent representing more than one plant operator in different markets. The agent works to place advertising campaigns for each plant market in return for a fee or commission.

Pole or Pylon Cover: An enclosure for concealing and/or decorating poles or other structural supports of a ground sign.

Pole Sign: A freestanding sign with visible support structure.

Portable Sign: A sign not permanently attached to the ground or a building, and easily removable using ordinary hand tools.

Post and Panel Sign: An unlighted sign which uses one or more visible posts to support the sign body.

Poster: Paper or vinyl advertising sheets that are hung by hand onto outdoor advertising structures.

Poster Panel: An outdoor advertising structure generally measuring 12 _ 25 feet. Poster panels represent

the largest number of outdoor advertising signs.

Poster – Bleed: A poster panel advertisement with no blanking paper used – copy extends to the molding on each side as well as from top to bottom.

Poster – 30-Sheet: An outdoor advertising panel with copy area measuring approximately 12 feet 3 inches high _ 24 feet 5 inches wide. Poster panels are widely distributed throughout a market on primary and secondary arterials to provide complete coverage to vehicular residents and inbound and outbound commuters.

Poster – Eight-Sheet: An outdoor advertising panel with copy area measuring 6 feet high _ 12 feet wide, and concentrated in urban areas along mixed-use streets and corridors. These panels reach the pedestrian as well as vehicular traffic, and are sometimes placed at or near a point of purchase.

Potential Gross Income: Capacity to generate cash receipts, as opposed to “effective gross income,” or net revenue actually collected.

Premiere Panel (Vinyl-Wrapped Poster): A standard display format created by stretching a vinyl substrate over a standard 30-sheet poster panel and molding.

Premiere Square (Square Vinyl-Wrapped Poster): A standard display format created by stretching a vinyl substrate over two stacked standard 30-sheet poster panels and molding.

Projecting Sign: A building-mounted sign with the faces of the sign projecting from and perpendicular to the building fascia.

Push-Through: A letter or logo that is cut out of a backing material as thick or thicker than the sign face material, and then mounted on the inside of the sign face so that the backing material’s thickness extends flush with or through and beyond the front plane of the sign face.

Pylon Sign: A freestanding sign with a visible support structure, which may or may not be enclosed by a pole cover.

Public Service (PSA) Copy: Advertising of a civic or philanthropic nature pled in the interest of community welfare; not counted in audited circulation by TAB.

Raceway: An electrical enclosure that may also serve as a mounting structure for the sign.

Rate: The quoted or printed cost of outdoor advertising, usually stated for a total program gross-rating-points (GRP) level on a per week or month basis.

Rating Point: One rating point equals 1% of a market’s population.

Reach: That percentage of the total target audience who will be potentially exposed to an advertising message one or more times during the advertising program. Reach measurements are common to all advertising media.

Readability: That which enables the observer to correctly perceive the information content of letters, numbers or symbols grouped together in words, sentences, or other meaningful relationships on the sign. Readability is the character of a sign which leads to comprehension of its intended message, and depends

on legibility and other considerations of contents and time restraints. It is considered a subjective outcome. (See conspicuity.)

Recall: The ability of a viewer or listener to remember an advertising message. The recollection stimulus may be verbal or visual.

Recognition: The ability of a viewer or a listener to identify a message and connect it with the particular advertiser.

Regulatory Sign: A sign having the primary purpose of conveying information concerning rules, ordinances, or laws.

Retainer: A framing member mounted around the perimeter of a sign face and attached to the sign cabinet structure. It is designed to attach the face to the cabinet and/or intended to provide a decorative trim piece.

Retroreflective: The quality of a surface that reflects light directly back toward its original source.

Return: The sides of a channel letter.

Reveal: An indented detail on a sign.

Revenue: An accounting term referring to an entity’s gross or net receipts.

Reverse Channel Letter: A fabricated dimensional letter with opaque face and side walls.

Right of Way (ROW): The land on which a public thoroughfare is located and certain lands adjacent thereto. Permanent commercial signs are generally located on private land adjacent to the public right of way.

Roof Sign: A building-mounted sign erected upon and completely over the roof of the building.

Rotating/Rotary Bulletin: The movement at stated intervals of an advertiser’s message from one bulletin location to another within a market to achieve greater reach within that market.

Sandwich Board/Sidewalk Sign: A sign not secured or attached to the ground or surface upon which it is located, but supported by its own frame and most often forming the cross-sectional shape of an A.

Showing: The number of outdoor advertising panels in a given market required to reach a fixed percentage of its population on a daily basis. Showing is generally represented as 25, 50, 74, and 100, figures which refer to the degree of "intensity" of the showing and not to actual numbers of panels in the showing. Indigenous to the outdoor advertising industry, the term is being phased out in favor of more accurate gross-rating-points (GRP) levels.

Sign: Any device, structure, fixture, painting, or visual image using words, graphics, symbols, numbers, or letters designed for the purpose of conveying information or attracting attention.

Sign Face: The area of a sign on which copy is intended to be placed.

Signage: A system of place-based communication devices and graphics intended to impart information or

attract attention, that includes signature buildings and product displays and dispensers, as well as traditional projecting, wall, roof, and freestanding signs. (See signature building.)

Signature Building: A building architecturally designed and/or painted or decorated to reinforce a traditional sign's message or display; it also reinforces major media advertising programs.

Signcentric Design: Building or site design that makes the on-premise signage the prominent visual feature of the building or site.

Single-Face Sign: A sign with only one face plane.

Snipe (Overlay): Refers to a small, added strip along a poster design to announce special or revised messages.

Spectacular: An outdoor advertising structure built to the specifications of one advertiser for long-term use. The message copy, design, or display is presented in an outsized (or spectacular) fashion through a variety of devices such as embellishments, special lighting effects, and 3D features.

Street Furniture: Advertising displays, many which provide a public amenity such as bus benches, positioned at close proximity to pedestrians for eye-level viewing or at a curbside to reach vehicular traffic.

Target Audience: The most desired consumer prospects for a product or service, profiled by characteristics such as demography, lifestyle, brand or media consumption, and purchasing behavior. Identifying a target audience is common to all advertising media.

Temporary Sign: Any sign not intended for permanent installation. Generally, these signs are intended to be used for a limited period of time for purposes such as announcing special events or sales, announcing the sale or rental of property, supporting political positions, or presenting other miscellaneous or incidental information or instructions.

Time-and-Temperature Display: A variable-message sign that displays current time and temperature in a stationary or alternating manner. Some also display simple messages.

Tourist-Oriented Directional Signs (TODs): A federal sign program that provides for small business identification and directional information for businesses, services, and activities where incomes and/or visits are derived from tourists or travelers. This program is intended only for use on rural conventional roads. Sign content is limited to the identification of the business, service or activity, and directional information. TODS do not include promotional advertising.

Trade Area: Most retail businesses have a relatively fixed area from which business is derived. In general, the trade area is either the residence or work locale of the potential customer or client. The trade area for most small businesses is three to five miles; however, the high mobility of the consumer population makes it difficult to establish all sources of business or clearly define trade-area demographics and boundaries.

Trademark (Also Service Mark): Used by a business to distinguish itself and its products from the competition. A trademark may include a name, symbol, word or any combination thereof. Trademarks are protected by the federal government and considered to have financial value. The circled "R" or "Reg. T.M." printed with the mark indicates that it is a registered mark. See United States Trademark Act 15 U.S.C.

Section 1127 (1988).

Traffic Audit: The authentication of circulation as applied to on-premise and outdoor advertising (out-of-home media). Data is collected either by official (government) count or by hand count. For the outdoor advertising industry, the Traffic Audit Bureau (TAB) verifies the data.

Traffic Audit Bureau (TAB): Founded in 1934, the TAB is a third-party, independent organization supported by advertisers, advertising agencies, and outdoor advertising media owners. The TAB applies statistically reliable counting procedures, and is the official national authority for circulation authentication of outdoor advertising displays.

Traffic Count: The recording of the vehicles and pedestrians passing a given point, usually in a day. Traffic counts are provided by a government or other reliable counting agency. The outdoor advertising industry relies on the Traffic Audit Bureau (TAB) to authenticate the potential exposure of its outdoor advertising displays.

Traffic Flow: A graphic presentation of the traffic volume along any system of streets, arteries, or highways, indicated by width of lanes, which vary with the amount of traffic carried.

Traffic Origin Studies: Research that provides sign owners and advertisers with information about audiences passing their signage. Collected license-plate data or toll-booth research is correlated with residence data and demographics to pinpoint the origin and destination of persons having potential exposure to the signage.

Transformer: Electrical equipment that converts input voltage and current to a different output voltage and current.

Transit Advertising: Outdoor advertising displays affixed to moving vehicles or in the common areas of transit stations, terminals, and airports, including, but not limited to, interior and exterior bus panels, subway and rail panels, airport panels, taxi panels, and truckside panels.

UL: Underwriters Laboratories, Inc., a nationally recognized testing laboratory.

Under-Canopy Sign: A sign mounted underneath a canopy.

Variable-Message Sign: A sign that includes provisions for message changes. Also called changeable-copy panel, changeable-copy sign, time-and-temperature sign, electronic message center, or menu board.

Variance: Special administrative procedure by which one may obtain an exception to zoning rules such as height, setback, and type of use.

Vinyl (Flexible Face): A substrate upon which an advertising message is rendered, either by computer production or hand painting.

Visibility: The physical attributes of a sign and its contents that allow for detection at a given distance, although legibility may be uncertain. Visibility is considered an objective stimulus.

Visual Acuity: The acuteness or clarity of vision (which depends on retinal focus ability, nervous sensitivity, and the brain's ability to interpret incoming visual information) that allows one to perceive the message on a sign at a given distance.

Wall Mural: An advertising display applied directly onto the exterior surface of a building. Painting directly onto the surface is the most common application method; however, a painted or printed vinyl substrate can also be applied to a wall surface, depending on the location.

Wall Sign: A building-mounted sign either attached to or displayed or painted on an exterior wall in a manner parallel with the wall surface, and not projecting more than 16 inches from such surface. (See fascia sign.)

Wave Posting: A concentration of poster showings in a succession of areas within the market, usually coinciding with special promotions in the designated areas.

Wayfinding: A term used to describe the task of finding one's way to a given location using information found along the travel path.

Window Sign: A sign that is painted on, attached to, or suspended directly behind or in front of a window or the glass portion of a door.

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