

Digital Billboards Not Linked To Traffic Accidents, Study Reports Again

Online industry publication Mediaweek.com recently reported a third study by Philadelphia-based Tantala Associates shows digital billboards are "safety neutral." The study, conducted in Cleveland, Ohio, is to date the largest of its kind.



Commissioned by the Foundation for Outdoor Advertising Research and Education, this latest study took into account data from more than 60,000 traffic accident reports over the last eight years at seven digital billboard locations.

The report findings are consistent with the previous two releases by Tantala -- there is no correlation between digital billboards and traffic accidents.¹

Norton Outdoor Adds Fifth Digital Billboard

Norton Outdoor Advertising is proud to announce the addition of a fifth digital billboard to the NortonHD Outdoor Network!

This newest installation is located on I-71, just north of Smith Road, facing southbound traffic. This interstate location provides excellent coverage to commuters heading to the popular Rookwood shopping area, downtown, and to Northern Kentucky. The sign is approximately 14' tall by 48' wide and presents a 19mm pixel pitch.

Mike Norton, Executive Vice President, notes: "This new display is the perfect addition to our network of digital outdoor displays. The location is ideal, as it reaches traffic on southbound I-71, adjacent to Rookwood Commons, which is a mecca for shopping and dining."

"With this new addition we can now offer digital displays reaching north and southbound traffic on both I-75 and I-71, along with our outstanding display on I-275. This new display is the most advanced digital outdoor display in the Cincinnati area. It has more LED's per square foot than any other digital outdoor display in the market, resulting in a crisper image, and it was calibrated using state of the art measurement equipment to ensure brightness and color consistency across the entire display."

This display became operational on December 10, 2009.

Norton in the Community



Norton Outdoor Advertising provides Public Service Announcements (PSA's) for numerous causes and donates hundreds of thousands of dollars annually in advertising space to local charities and non-profit organizations including:

- Susan G. Komen for the Cure
- Boy Scouts of America
- Girl Scouts of America
- March of Dimes
- Hoxworth Blood Center
- St. Vincent de Paul Society
- Leukemia & Lymphoma Society
- United Way
- Urban League of Greater Cincinnati
- Cystic Fibrosis Foundation
- U.S. Marines
- Navy
- Drop Inn Center

Sources: 1 Bachman, Katy. Mediaweek Online. "Digital Billboards Safe, Says Another Study." November 19, 2009.

INDUSTRY News

The Outdoor Advertising Industry and its stakeholders have engaged in a radically new measurement System. It is known as Eyes On.

This new system and its corresponding units of measurement, called "Eyes On Impressions" (EOIs) will transition and eventually replace the current method of audience measurement used by the outdoor advertising industry--Daily Effective Circulation (DEC).

The new ratings system has risen from a measurement of "opportunity to see," which is what TV, radio, newspaper, etc. provide, to a measurement of "likely to see." This new currency literally provides a measurement of the number of people that will see a given ad.



Learn more at:
www.norton-outdoor.com/eyeson

