

Study of various media devices used as outdoor media and analytical study of Accidental Data From Km 18.0 TO 22.0 & 22.0 TO 28.0 of NH-8

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Introduction : “Advertisement” means any representation by a word, or abbreviation thereof, letter, logo, symbol, sign, figure, painting, drawing or other pictorial representation, or light or sound, visible to public from any place on land, building, airspace, water in the Control Area and or visible from Public Space or Public Street subject to Excluded Media displayed on Media Device.



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Key Words : Advertisement, billboards, Unipole, Hoarding, etc.

Advertisement media split into various category and following are the main media devices as per standard outdoor media.

- i) Billboard/Unipole
- ii) Wall Wrap
- iii) LED Screen/ Electronic hoarding

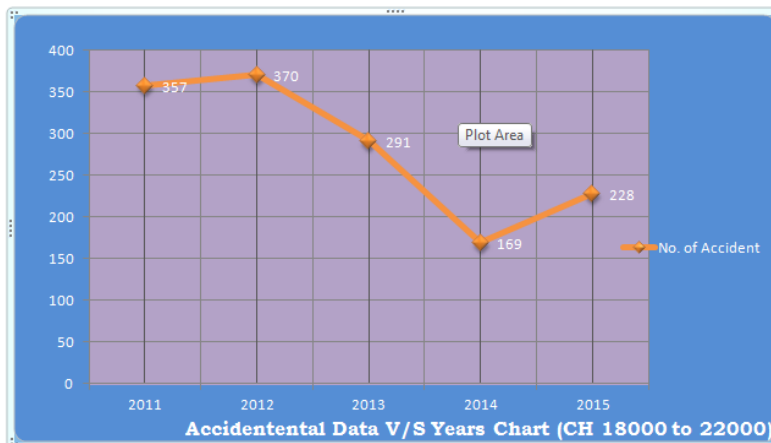
i) **BILLBOARD/HOARDING/UNIPOLE**

“Billboard/Hoarding/Unipole” means an OMD with large space for advertising in the form of an advertisement panel and where such panel is mounted with its foundation on any structure either on ground or building.



Accident Data from Chainage (18000 to 22000)	
Year	No. of Accident
2011	357
2012	370
2013	291
2014	169
2015	228

Accidental data for the Year 2011 to 2015



Graph of Accidental data for the Year 2011 to 2015

After that, the accident occurred during the Year 2011 to 2015 is analyzed for the stretch kms 22.0 to kms 28.0. The data is filter from accidental data for particular stretch

Accident Data from Chainage (22000 to 28000)	
Year	No. of Accident
2011	539
2012	590
2013	383
2014	404
2015	315

Accidental data for the Year 2011 to 2015



Fig 17: Graph of Accidental data for the Year 2011 to 2015

The data is analyze based on existing data and data was assumed where data was not available as per average of existing accidental data.

Principles Of Advertisement Control

What may be considered as Objectionable as per IRC 46 -1972

In general, advertisements should not be permitted:



(b) illuminated advertisements of such intensity or brilliance as to cause glare or impair vision of the driver or pedestrians, or which otherwise interfere with any operations of driving.

(c) advertisements illuminated in such a way as to obscure or diminish effectiveness of any official traffic sign, device or signal.

References :

1. IRC 46: 1973 – Road side advertisement Policy”.
2. Indiana Department of transportation, outdoor advertising control manual
3. Manual of Design Guide for Roadside Signs, Queensland Australia (Transport and Main Roads, February 2001February 2001)

