

# DIFFERENCES BETWEEN EMCS AND DIGITAL BILLBOARDS

ON-PREMISE/ON-SITE SIGNS (EMCS)	OFF-PREMISE/OFF-SITE SIGNS (DIGITAL BILLBOARDS)
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