

2.2.1 Class one: Billboards and other high impact free-standing signs

This class consists of free-standing advertising structures which have a very high visual impact owing to sheer size (billboards) or owing to appearance (tower structures). The main function of this class is to advertise non-locality-bound products, activities and services. (See definition of locality-bound sign.) Most signs in this class therefore have a rather low necessity value.

1(a) Super billboards

Massive electronic billboards between 40 m² and 81 m².



Photo: Outdoor Advertising Association of South Africa

1(b) Custom-made billboards

Consist of custom-made billboards between 8 m² and 81 m² which feature special effects such as internal illumination, specialist character cut-outs and three-dimensional presentations.

For three-dimensional advertisements not incorporated in billboards, see class 2(g).



1(c) Large billboards

Large billboards range in size from 36 m² to 18 m² with 3 m x 12 m and 3 m x 6 m as the most popular formats (commonly known as 96 sheet and 48 sheet signs). Large billboards are a widely used outdoor advertising medium, generally paper-posted, but also signwritten, posted with vinyl or with a combination of all three.



Photo: Marissa Greeff



1(d) Small billboards and tower structures

Small billboards and tower structures are used for general and non-locality-bound advertisements on products, activities and services in parking areas of shopping centres and at important transport nodes such as railway stations, bus stations and airports. Tower structures may also be used as focal points in larger pedestrian areas. Although small billboards and tower structures may refer indirectly to products, activities or services available at a particular shopping centre or transport node, the main function of this type of sign is not to identify or locate specific enterprises at such centres or nodes. This function belongs to *on-premises business signs* [class 3(k)].

Small billboards may range in size and format from 3 m x 2 m to 3 m x 1,5 m (commonly referred to in the advertising industry as 16 sheet and 12 sheet signs). Popular brandnames for small billboards include *shopper twelves*, *station twelves* and *junior posters*.

Tower structures include brandnames such as *guard towers* and *super trilaterals*. *Guard towers* are tower-shaped advertising structures comprising four 2,5 m x 1,5 m, 3 m x 1,5 m or 4 m x 1 m panels. *Super trilaterals* are pole mounted, three sided units carrying three 1 m x 4 m panels.

For tower-like advertising structures see also combination signs at roadside service areas [Class 4(b)] and shopping centres [Class 3(k)]. For advertising on towers and pylons see class 3(l).

