

## 2.2.5 Class five: Mobile signs

These signs will be concentrated in urban areas but being mobile might also occur in the other landscape types. Most mobile signs will have a relatively low aesthetic impact. However, owing to a highly mobile nature advertisement trailers can be very difficult to control and may have a rather negative impact on traffic safety. Mobile signs have a low necessity value.

### 5(a) Aerial signs

Signs painted on, attached to or produced by an aircraft, such as:

- # A captive balloon
- # A kite
- # An unmanned free balloon
- # A manned free balloon
- # A moored airship
- # An aeroplane (banner towing or smoke signals)
- # A craft for parasailing
- # A hang-glider
- # A model aircraft or radio-controlled aircraft
- # An aircraft towed behind a vehicle or vessel for the purpose of flight



*Photo: Outdoor Advertising Association of South Africa*



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## 5(b) Vehicular advertising

This class includes all advertisements on self-driven vehicles which are normally moving on land or water, including taxis, buses, trains and delivery vehicles, but excluding aircraft.



## 5(c) Trailer advertising

Advertisement trailers carry double-sided "billboard-type" advertisements and are parked at strategic locations for the sole purpose of advertising.



Photo: Adtrailers