

GLOSSARY

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Signage Quarterly



A PUBLICATION OF THE INSTITUTE OF SIGNAGE RESEARCH

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Signage Quarterly

Signage Quarterly is a series of manuscripts specifically tailored for the on-premise or business sign community. Each issue is designed to offer insight into specific problems in the sign community.

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The image shows a black banner with the word "SLOTTED" cut out in large, white, block letters. The banner is laid over a background of newspaper text, which is visible through the letters and around them. The letters are slightly shadowed, giving them a three-dimensional appearance. The newspaper text includes words like "BUSINESS ADMINISTRATION", "M.S.A.", "ETROPOL", "TAN STA", "RONICS", "SOFTWARE", "PAC", "BAR", "SIGN OF THE", "FLUORESCENT LIGHT", "SIGN, OBS", "MINIMUM", "nearest finished grade", "which no lo", "which give off", "developed from", "rescent lighting", "in the U.S.", "ing availab", "EDGE.", "angle of the f", "standards con", "boxed ed".

TERMS COMMONLY USED IN THE SIGN INDUSTRY

Signage Quarterly

INTRODUCTION

In the years since 1948, the sign industry has become a distinct and separate enterprise from the people it serves. In the United States, the sign industry is, in fact, made up of many industries which offer support to the business, commercial, and industrial communities. The different groups which comprise the sign industry can be classified as: (1) basic cardwriting; (2) wall painting; (3) display — both conventional and point-of-purchase; (4) truck lettering; (5) custom on-premise; (6) standard on-premise; (7) electrical spectacular; (8) information/direction; (9) eight sheet advertising; and (9) 24 or 30 sheet bulletins for outdoor advertising.

The following glossary of terms is the second attempt at creating a standard for consistency in signage terminology. The first was an appendix to the *Handbook of Signage and Sign Legislation*. This glossary expands and updates the previous one. It not only defines technical terms which are used to refer to sign materials and manufacturing, but also explains legal terminology which is relevant to signage, as well as words used when discussing the advertising functions of signs. It is hoped that these definitions will provide a starting point to establish a common language for the multi-faceted sign industry and the people it serves.

We would like to thank Howard Stumpf, of the Point-of-Purchase Advertising Institute; David Cutler of Cutler Electrical Products, Inc.; and David Souder of *Signs of the Times* magazine who reviewed our original materials and made many helpful suggestions and corrections. We are, of course, responsible for any errors or omissions which may have occurred in this glossary.

A

"A" FRAME. A type of two-sided sign construction in which the back bracing is in the shape of an "A" and is made of angle iron.

ABANDONED SIGN. A sign that no longer correctly directs or exhorts any person, advertises a bona fide business, lessor, owner, product or activity conducted or available on the premises where such a sign is located; may also include a sign which is damaged and has not been repaired after a reasonable period of time.

ACCESSORY SIGN. A sign that is supplementary to the main business use of a particular property. In zoning and planning, "accessory sign" is commonly used to refer to a business on-premise sign.

ACRYLIC. A clear plastic as transparent as glass but lighter in weight and with greater resistance to breakage. Acrylic may be colored, opaque or semi-opaque and is the most commonly used material for internally illuminated signs.

ACRYLIC ENAMEL. The paint used on acrylic plastic. A distinguishing feature is that acrylic enamel has a quasi-chemical bonding action that allows it to stay with the sign face as it expands or contracts with the weather.

ADHESIVE FILMS. Extremely thin vinyl or plastic films with adhesive backings to provide either permanent or removable messages. Normally pressure sensitive adhesives are used, though other types are available.

ADMINISTRATOR. The officer or person charged with enforcing an ordinance or his duly authorized deputy.

ADVERTISING AGENCY. An independent business organization that conceives of, prepares, and places advertising in various media for its clients.

ADVERTISING EFFECTIVENESS MEASURES. A means of determining the effect of advertising on an audience. Through surveys utilizing standardized data gathering techniques, factors such as impact, reach, frequency and recall are measured. Large research houses specialize in advertising effectiveness measuring.

ADVERTISING MESSAGE. The copy on a sign describing the products or services offered to the public.

AGENCY COMMISSION. The fee paid to an advertising agency by media for placing business.

ALUMINUM (Al). One of the basic elements. A nonmagnetic metal used in various alloy forms as sheetstock for making letters, signs, and trim. Particularly useful for its decorative qualities, for heavy duty sign poles, and for tension frames.

ALLOTMENTS. The number of unilluminated and/or illuminated panels in a showing. Allotments of 100 gross rating points in markets of equal population vary due to differences in geographic spread of the markets, traffic patterns, and nighttime traffic loads.

ALTERATION. Any major modification of a sign. Excludes the routine maintenance, painting, change of copy or of face on an existing sign.

ALTERNATE FLASHER. A two circuit flasher in which one circuit closes when the other circuit opens.

ALTERNATING MODE. Reciprocation of two messages in turn on the lampbank (normally used in double time and temperature applications).

AMBIENT GLARE. The intense circular brilliance given off by light sources; most commonly observed with the incandescent light bulb. Because the human eye is sensitive to ambient glare, a number of techniques, such as the use of smaller bulbs, dimmers, or screening, are employed by the sign industry to reduce or eliminate ambient glare.

AMERICAN NATIONAL STANDARDS INSTITUTE (A.N.S.I.). Consisting of more than 120 trade associations, technical societies, professional groups, and consumer organizations, A.N.S.I. sets standards and specifications for many products. They develop the standards pertaining to ballasts used in signs.

ANCHOR BOLT. The bolt standardly used to attach a sign to a concrete base. Usually it has an elbow or some method of insuring that the bolt will not eventually slip out of the concrete.

ANGLE IRON. Metal stock which has been bent (usually to form a 90° angle) so that it fits on a corner and covers both sides.

ANIMATED SIGN. A sign which depicts action or motion or which changes color. An animated sign differs from a flashing sign in that it uses movement to create a special effect or scene, rather than as an attention-getting technique. Copy area is computed with all the animated parts included.

ANIMATION. (1) The use of one or more moving parts on a sign. (2) Lampbank cartoons which portray movement by using multiple framing techniques. Animations are sometimes confused with pictorials on electronic message centers but the distinction between the two is that pictorials are the basis of the display.

ANNEXED LAND. Any land incorporated into a city or town.

ANODIZE. A process of putting an oxidized coat on the surface of aluminum. This coating is hard and practically impervious to weather. It may be clear or dyed various colors.

A.N.S.I. See AMERICAN NATIONAL STANDARDS INSTITUTE.

APPLIQUE. One layer overlaid on another, *e.g.*, letters that are fastened on the face of a sign.

APRON. (1) The decorative trim beneath the bottom molding of a sign, usually found on painted bulletins. (2) The front and side faces of a canopy.

APPROACH. Distance from which any sign is clearly readable, measured in feet.

APPROVED PLASTICS. Those materials specified in Standard No. 52.1.61 of the Uniform Building Code (U.B.C.) which have a flame-spread ratio of 225 or less and a smoke density not greater than that obtained from the burning of untreated wood under similar conditions when tested in accordance with U.B.C. Standard No. 31.1.61 in the way intended for use. The products of combustion should be no more toxic than the burning of untreated wood under similar conditions.

ARCHITECTURAL BLADE. A roof sign or projecting sign with no legs or braces, designed to look as though it is part of the building structure rather than something suspended from or standing on the building and not intended to be part of the main structure.

ARCHITECTURAL PROJECTION. Any projection not intended for occupancy which extends beyond the property line, building face, or the roof line of a building. An architectural projection can and often is used for the placement of a sign on its flat surface.

AREA OF COPY. The entire area that encloses the advertising message. Area of copy does not include background area or decorative embellishments on the sign face.

AREA OF OFF-PREMISE SIGN. With poster panels or bulletins installed back-to-back, one face only is considered as area. If there is a difference in size, the larger face is counted.

AREA OF SIGN. The area of the largest single face of the sign within a perimeter which forms the outside shape, including any frame forms and integral parts of the display, but excluding the necessary supports, pole covers, or uprights on which the sign may be placed.

ARGON. One of the inert gases. Used in cold cathode tubing to emit a blue glow when subject to electrical charge.

ARMORED CABLE. A type of cable that has a flexible metal casing and may have more than one conductor.

ARTWORK. Scale drawings from which full-size design is reproduced.

ASBESTOS PATTERN. A reverse tracing of tubing details made on asbestos sheets so that hot glass can be placed on it during the forming operation.

ASSOCIATION STANDARDS. Standards of structural design, specifications, and operating practices established by outdoor advertising plant owners.

AVAILABLES. Used signs that have been salvaged and are available for sale. More commonly sign cabinets than sign faces.

AVAILABILITY. The number of poster panels available for sale at any given posting date.

AVERAGE DATE OF COMPLETION. A term used for billing purposes when several bulletins are completed on different dates.

AWARENESS. Refers to viewers' ability to recall a specific sign, product, or service advertised.

AWNING. A temporary shelter supported entirely by the exterior wall of a building and composed of non-rigid materials except for the supporting framework.

AWNING SIGN. A non-illuminated identification sign affixed flatly to the surface of an awning, not extending vertically or horizontally beyond the limits of the awning.

B

BACK BRACE. Supporting structure placed behind a sign so that it will stand up under various environmental conditions.

BACK LIGHTED. A sign that is illuminated from behind by an artificial source of light.

BACK-TO-BACK. Two or more outdoor advertising signs facing in opposite directions, built with a common backing structure.

BACKGROUND AREA. The entire area of a fascia or wall sign on which copy could be placed, as opposed to the actual copy area.

BAFFLE. A technique of confining light to a particular area. On a neon sign it is common to build a letter around each tube to keep the light from spilling over on the adjacent area and to help project the light directly out, thus making the sign more easily readable from a distance. Prevents halation or blurred light illumination.

BALLAST. A type of transformer used to electrify fluorescent or mercury lamps. The ballast may provide a controlled amount of electrical energy to heat the lamp electrodes; may supply sufficient voltage to start the arc between the electrodes; or when the arc is established, the ballast may act as an impedance to limit the electrical energy so that the current rating established by the lamp manufacturer is not exceeded.

BALLAST BOX. A container that holds the ballast.

BALLAST, CERTIFIED. A ballast made to precise specifications to assure that it will operate fluorescent lamps within prescribed standards.

BALLAST, CLASS "P". A ballast protected internally by a device that will disconnect the ballast from the power source if it becomes overheated.

BALLAST, COLD WEATHER (LOW TEMPERATURE). A ballast designed to provide sufficient starting voltage for fluorescent lamps under cold weather conditions.

BAKED ENAMEL. A special painted coating, heat treated to create a hard, durable surface.

BANK. A set or number of tubes or lamps put together to give a lighting effect. Currently, lamp bank most commonly refers to time and temperature devices and message centers. In the past, bank sometimes referred to incandescent bulbs forming the shape of a letter.

BANNER SIGN. A sign, made of lightweight material not enclosed in a rigid frame. Flags are not considered banners. Usually they are temporary signs such as those used to announce open houses, grand openings, or to make special announcements.

BASE. For on-premise signs, refers to a concrete base for a pole mounting. The decorative trim beneath the bottom molding of a sign, usually found on painted bulletins. Also called "apron."

BASE BOLT. A bolt designed to anchor a sign to its foundation.

BASE PLATE. A steel plate welded onto a sign pole or structure that may be adjusted to the foundation or roof where one intends to attach the sign.

BEACON RAY LAMP. A lamp that rotates in such a way that it appears to flash because of the rotation. It is common to have a shield behind it, or to turn the lamp off and on as it rotates.

BEAM. (1) The ray of light emanating from a light source. (2) A main structural support that bears a load.

BEARING. (1) A device designed to support a load. (2) An internal structural part of a sign. (3) The small internal rollers in a mechanical device that serve to lessen the friction caused by a circular action.

BED. A foundation or supporting base.

BENT. A support structure used to brace a sign.

BEVELED EDGE. Decorative trim or sign edging which has a flat edge and makes an angle of less than 90° to the face of the sign.

BILL. See POSTER.

BILLBOARD. A form of third party (or outdoor) advertising referring to both painted bulletins and paper posters on a large structure. Originating from the posting of notices on a blank wall or fence, billboards have become standardized into a formal commercial communication system.

BILLPOSTER. Name given to those who carry the wet posters sealed in plastic bags to the proper panel locations and apply them according to given instructions.

BLANKING PAPER. Paper used to surround a poster with a matte similar to a framed picture.

BLANK OUT. The covering of a portion or all of a poster.

BLEED POSTERS. Posters with the design area extending to the edge of the panel, *i.e.*, they are not framed or matted. Lettering and essential design elements are usually limited to the normal copy area.

BLOCK. An object that obstructs the view of a sign.

BLOCK LETTER. A style of lettering in which the letters do not have serifs or curlicues and all the strokes of the letter are of the same width.

BLUE PRINT. A copy made by a specific printing process that shows a structural plan of a house, sign, building, etc.

BONDERIZED SHEET. A zinc coated metal sheet etched and treated for paint adherence; used in the construction of baked enamel and painted signs.

BOOKED. A situation in which every poster panel in a certain area is sold to an advertiser at a given posting date.

BOOM. A crane that is usually mounted on a truck and is used for lifting a sign or sign structure onto or off a structure.

BOOM TRUCK. A truck with a crane mounted on it used to raise and lower workers and signs. Commonly referred to by the distance the crane will reach, *i.e.*, 30 foot or 45 foot, etc.

BORDERS. Decorative outlines in metal, plastic, paint or tubing on or around a sign area. May be purely decorative or may be used as arrows or underscoring.

BOTTOM MOLDING. The lower edge of an outdoor advertising structure.

BRACE. A supporting structure used to strengthen or stabilize a main structure, usually placed at a 45° angle.

BRIDLE, HORIZONTAL. A method of installing a sign with guy wires as supports. The guy wires are placed horizontally.

BRIDLE, VERTICAL. A method of supporting a sign in which the guy wires are placed vertically.

BROKER. A person who sells a sign to a user and arranges for other companies to manufacture, install and maintain it.

BRONZE/BRASS. Alloys of copper and zinc, with traces of other metals in various proportions, which can be cast, sawn or extruded to form signs or individual letters and shapes.

BUG. A slang term for ballast or for an electrical transformer.

BUILDING FACADE. That portion of any exterior elevation of a building extending vertically from grade to the top of the parapet wall or eaves and horizontally across the entire width of the building elevation.

BUILDING FACADE FACING. The resurfacing of an existing facade with approved materials, illuminated or non-illuminated.

BUILDING FRONTAGE. The linear length of a building facing the vehicular right-of-way or the linear length of the vehicular right-of-way facing the building, whichever is smaller. Where a building houses more than one business establishment, each business that fronts on a right-of-way is treated as a separate building frontage.

BUILDING IDENTIFICATION SIGN. Any sign identifying a building by name or symbol only.

BUILDING LINE. A line established by ordinance beyond which no building may extend. A building line may coincide with a property line. May be called "required setback."

BUILDING OFFICIAL. A person charged with the administration and enforcement of building ordinance or his representative.

BUILDING SIGN. A sign which gives the name of a building itself as opposed to the names of its occupants or the services or products provided therein.

BULLETIN. A message handpainted on steel or plywood sections and locked into a frame. Bulletins vary in size, but average about 10' by 45'. A bulletin may carry embellishments such as cut-out letters, illustrations, or lettering which extends beyond the edges of the basic rectangle, animated effects, special lighting or multiple message devices. If located in a metropolitan area, they are usually purchased for twelve months and may be periodically rotated among several locations during that time.

BULLETIN BOARD. A painted display panel. Bulletin boards usually measure 13'6" by 47'6" with a frame and have a copy area of 10'6" by 44'10". Bleed type bulletin boards are usually 14' by 49'10".

BUSINESS FRONTAGE. The property lines or lease lines at the front of the building in which a business is located, or a building's main entrance.

BUSINESS IDENTIFICATION SIGN. Any sign identifying by name or symbol the business, the operation of the business and/or the merchandise or service available on the property where the sign is placed.

BUSINESS SIGN. A sign used for identification purposes or to direct attention to a business or profession conducted upon the premises where the sign is located. The sign may also refer to goods or services produced, offered for sale or obtainable at such premises.

BUTYRATE. An easily formable plastic which is optically clear and impact resistant. Available in a limited range of translucent and transparent colors and is especially adaptable for vacuum-forming.

B.X. CABLE. Cable, used for protection and grounding, that is flexible and has a spiral metal casing.

C

CABINET. A sign structure consisting of the sign face or faces, backs and edging, as well as electrical equipment and gears; the whole comprising an integral structure. Also called "sign casing."

CABLE. Heavy-duty electrical wire, used as electrical conductor.

CABLE CLAMP. A device used to join cable.

CAMPAIGN. A coordinated program of advertisements and promotional activities.

CAN. (1) An incandescent light fixture attached to an illuminated outdoor advertising structure. (2) A slang term for a sign cabinet; the frame and workings of a sign.

CANADIAN STANDARDS ASSOCIATION (C.S.A.). A non-profit organization in Canada which establishes standards for electrical and structural building materials to minimize damage to the health and welfare of the public. Comparable to Underwriters' Laboratories in the U.S.

CANCELLATION PERIOD. The time during which outdoor advertising contracts may be cancelled; usually sixty to ninety days before the posting or repainting date.

CANOPY. A permanent roof structure attached to and supported by a building and projecting out from the building; a marquee.

CANOPY SIGN. Any sign suspended from or forming part of a canopy or marquee which does not extend horizontally beyond the limit of the canopy or marquee.

CANTILEVER. A projecting beam or other structure supported at only one end.

CANTILEVER CONSTRUCTION. A sign built so that any support beams or braces or angle irons are hidden from view so that the sign structure blends into the architecture of the building or appears to be a single unit.

CAP. (1) A cover for an electrical connection, usually made of glass. (2) A sign pole's cover.

CARD READER DRUM. A mechanically controlled drum used with a message center. It has spaces for die-cut programming cards in which messages are displayed.

CARD WRITER. Someone who prepares paper or other similar temporary signs.

CASE. Sign cabinet.

CASTING. A cheap, fast process used in the mass production of small letters. A silicone rubber mold is filled with polyester plastic which is then allowed to harden. Cast metal signs are solid, one piece signs or individual letter forms of a relatively heavy gauge, often used when durability or prestige identification is required.

C.B.M. See CERTIFIED BALLAST MANUFACTURERS ASSOCIATION.

CERTIFIED BALLAST MANUFACTURERS ASSOCIATION (C.B.M.). A group of manufacturers of ballasts for fluorescent lamps that produces ballasts to conform to certain A.N.S.I. specifications.

CHANGEABLE COPY PANEL. Any panel having changeable copy regardless of the method of attachment. See READOGRAPH.

CHANGEABLE COPY SIGN (MANUAL). A sign on which copy is changed manually in the field, *e.g.*, readerboards with changeable letters or changeable pictorial panels.

CHANGING SIGN (AUTOMATIC). A sign where different copy changes of a public service or commercial nature are shown on the same lampbank, *e.g.*, an electronic or electrically controlled time and temperature sign, message center, or readerboard.

CHANNEL. The outline of a letter, border, or similar object with a vertical side wall to confine the lighting on the face, to restrict vision at an angle, or to prevent light spillage over into the adjacent area.

CHANNEL LETTERS. Letters with the face surfaces recessed below the level of a raised edge.

CHASER. A type of flasher unit used to create a running effect in tubing or a bank of lamps.

CIRCULATION, EFFECTIVE. The number of people passing a panel location who may reasonably be expected to see it. The figure is composed of 50% of automobile and pedestrian gross circulation and 25% of streetcar and bus gross circulation.

CIRCULATION, GROSS. The total number of people moving in any direction past a given location.

CITY AND SUBURBAN BULLETIN. A painted display bulletin located in an urban area with a standard overall face size of 12½' by 47'.

CITY PAINTED BULLETIN. A painted sign, usually 14' by 48', located in an urban area.

CLADDING. A metal coating bonded onto another metal.

CLEAT. A piece of metal or wood with projecting arms around which rope or cable may be secured.

CLEANING AND INSPECTION. A service or maintenance operation in which all exposed surfaces of sign cabinets, letters, tubing, etc. are washed and wiped or polished. During this process, the sign and its electrical components are checked to make sure they are in good and safe operating condition.

CLIP-ON LETTERS. Molded plastic letters with clips attached to the back. They may have tacked-on runners, be placed directly on a corrugated plastic background, or be pressed into the grooved backing of a bulletin board.

CLOCK. A control timer which switches a sign on and off or which controls the sequencing of messages on an electronic message center.

COLD CATHODE TUBING. Lighting tubing filled with neon or other gasses which glows when excited electrically. Commonly called "neon," although strictly speaking that refers only to tubes which produce a reddish glow. Also called "luminous tubing."

COLLATE. Arranging the individual sheets of a poster in the sequence used for posting.

COLORLED TUBING. Color impregnated glass tubing. Typical colors are ruby red, canary yellow, and midnight blue.

COLOR SWATCHES. Samples showing various colors available in a specific sign material.

COLUMNS. Vertical groups of lamps on a lampbank.

COMMERCIAL SIGN. Any sign advertising a product, service, entertainment, or commodity sold or offered upon the premises where it is located. A business or identification sign.

COMMERCIAL SIGN SHOP. A sign shop that specializes in gold-leaf, window lettering, truck lettering and real estate signs.

COMPREHENSIVE DESIGN PLAN. A building design plan with the building, landscaping, signs, etc. all integrated into one architectural plan.

COMPREHENSIVE SIGN DESIGN. The building design and signs integrated into one architectural unit.

CONCEALED HANGERS. A special installation in which hanging clips are placed inside individual letters and the fastenings to the wall are hidden by the letter.

CONDENSED TYPE. Type which is spaced more closely than normal for a given type face or height.

CONDUIT. A tube or pipe used to house wire or cable and protect it from weather and physical damage.

CONDULET. A fitting used on conduit that has a cap to provide access to the wiring inside the conduit.

CONNECTOR. A device used to join electrical components.

CONTACTOR. An electrically or mechanically activated switch with special contacts that allow opening and closing of high voltage electrical circuits.

CONTINUITY. A single idea or theme's use throughout an advertising campaign; the use of all advertising efforts to develop consumer awareness of a product or service.

CONTROL CONSOLE. The message input device used to receive operator commands through a keyboard that electronically transfers the commands to the message controller.

CONVENTION DISPLAY SHOP. A sign shop that specializes in designing displays for conventions; often manufactures other point-of-purchase displays.

COOL WHITE (CW). The color of light a 4500° Kelvin fluorescent lamp emits.

COOPERATIVE OUTDOOR ADVERTISING. An arrangement in which the manufacturer and distributor or dealer each share in the advertising cost.

COPY. The wording on a sign surface.

COST PER GROSS RATING POINT. Price of a single gross rating point.

COST PER THOUSAND EXPOSURES. A standard advertising term referring to the price an advertiser pays for disseminating his message divided by the monthly exposures in thousands. Cost per thousand exposures has become increasingly important in rating retail sites. It is not uncommon to find the cost of front-footage of retail sites based on the amount of traffic that passes by. Retailers, in turn, give heavy consideration to the potential number of customer exposures when choosing a retail site, or when planning advertising. In a mobile society such as ours, this offers an excellent way to gauge the potential for business that a certain site might command.

COVERAGE. A marketing term to designate an area, ethnic group, or specific consumers exposed to outdoor advertising.

CRATE. A shipping container for signs, usually made of wood or corrugated paper. Domestic crating is an open type providing minimum enclosure and protection. Export crating is solid boxing providing complete enclosure and maximum protection from rough handling.

CRIMPED. A sheet of metal that has a series of very small ridges and valleys embossed on it. This pattern is used to stiffen materials and to reduce reflections.

CROSSOVER. The portion of a cold cathode tube which does not actually form part of the lettering or outline, but serves to join letters or outline parts together. Usually painted black with black-out paint or colored to match the sign cabinet background color.

C.S.A. See CANADIAN STANDARDS ASSOCIATION.

CUBE LOUVRE. Intersecting strips forming a grid; used primarily as a baffle on lighting fixtures or for decorative panels.

CURB LINE. The line at the face of the curb nearest the street or roadway. In the absence of a curb, a curb line may be established by the city engineer or other official.

CURRENT RATING. The electrical current rating of various cold cathode tubes; more specifically, the secondary short circuit current to the transformer which operates the tube. Normally, 30, 60, 120 or 300 mA (milli-amperes) but also includes 1,000 and 1,500 mA.

CUSTOMIZED ROTATION. A system in which painted bulletins are moved to new locations throughout the market at specific dates tailored to meet the client's specific desires or needs.

CUSTOM-MADE POSTERS. Hand-painted or screen-processed posters made in small quantities for use principally by local merchants in markets under 100,000 population.

CUSTOM ON-PREMISE SIGN SHOP. A shop that prepares tailor-made signs for individual businesses. They usually make a variety of signs, including neon, plastic, and painted signs. It is estimated that custom sign shops account for 3/4 billion dollars volume annually in the U.S.

CUT-OUT LETTERS. Letters cut from flat metal or plastic to be mounted on another surface.

CUTOUTS AND EXTENSIONS. Reproductions of copy or design, *e.g.*, protruding figures, shapes or attention-getting devices, placed on painted bulletins to emphasize the copy or advertising message.

D

DAILY EFFECTIVE CIRCULATION (D.E.C.). The number of daily potential exposures to a panel or showing. Obtained by counting only those vehicles traveling toward the face of a panel. These cars are then multiplied by the average number of passengers per car during the hours the panel is visible. Since most D.E.C. figures are derived from official state and city traffic maps; pedestrian and mass transit circulation are not included. A D.E.C. of a 100 is equal to 100% of the population seeing the showing every day.

DATE STRIPS. Sheets announcing the day of advertised events, usually pasted over an existing poster. *See* OVERLAY and SNIPE.

DAYLIGHT LAMP. The color of a fluorescent lamp with a Kelvin rating of 5000°.

D.E.C. *See* DAILY EFFECTIVE CIRCULATION.

DECAL. A common method of applying print to various surfaces which would otherwise not be receptive to a printing process. Decals are used for many sign requirements including identification on trucks and small signs. Also called self-adhesive markings.

DECALS, PHOTO. Decals requiring an ultra-violet light source to activate photo-sensitive metal or plastic. Not widely used in signage.

DECAL STOCK, FOIL OR METALLIC. Relatively expensive metallic stock which can be embossed after printing.

DECAL STOCK, VINYL, MYLAR OR VINYL LAMINATE. Stock used for printing decals. Has durability and versatility.

DECALS, WATER. Decals in which a clear lacquer coat is printed on the last run to support the decal during and after transfer to the intended surface. Water activates the carrier sheet to allow transfer. Water decals last almost indefinitely indoors, but only for a short time when used outdoors.

DECK CABINET. Similar in detail and use to a raceway except that it is larger in cross section so that it may house transformers.

DECKING. A patterned sheet, metal or plastic, similar in cross section to metal roofing. A large pattern with square (90°) breaks and considerable depth. Has the advantage of a bold pattern and great rigidity.

DECKMOUNTED. Letters or objects such as arrows that are shop mounted on a standard deck cabinet or raceway. "Skeleton deck mounted" denotes individual letters, metal or plastic, mounted on a deck cabinet so that the major portion of the letter projects beyond the background supplied by the deck.

DECORATION. The painting on a plastic sign including letters, illustrations, etc. Embellishments in various materials.

DEPARTMENT OF COMMERCE. A cabinet-level department which is primarily concerned with data collection and granting. They affect the sign industry through their programs of grants to aid small businesses and their programs dealing with storefront rehabilitation and signage.

DEPARTMENT OF TRANSPORTATION (D.O.T.). The agency of the Federal government that regulates the Federal interstate and primary road system and administers the 1958 and 1965 Highway Acts, which regulates signage in some areas.

DESIGN. The artwork and copy which make up the poster or painted bulletin.

DETACHED SIGN. *See* FREE-STANDING or GROUND SIGN.

DIE. A mold used to form extruded plastic or other extruded material.

DIE-CUTS. A method of cutting in which the material to be cut is placed on a special press and cut by a die consisting of steel blades.

DIE-CUTTING. A method of cutting letters or shapes for sign faces using steel blades which are shaped in the form of the design to be cut. Used in mass production.

DIE CUT PROGRAMMING CARD. A pre-punched card used to program an electronic message center.

DIMPLED PATTERN. A metal or plastic sheet which has an overall pattern of nobs and depressions embossed on it. These patterns may be of various shapes and spacing.

DIOPTER. The refractive power of a lens with a focal length of one meter, used as a unit of refractive power. For example, a lens of 5 diopters is a positive lens with a focal length of 20 cm.

DIRECTION SIGN. (1) A sign permanently erected to denote the name of any thoroughfare, the route to any city, town, village, educational institution, public building, historic place, shrine or hospital, to direct and regulate traffic, to denote any railroad crossing, bridge, ferry or other transportation or transmission facility for the direction or safety of the public. (2) A sign, notice or symbol for the information of the Federal Aviation Agency as to locations, directions, landings and conditions affecting safety in aviation. (3) A sign, notice or symbol as to the time and place of regular civic meetings and religious activities and services. (4) A sign which has only information and contains no form of advertising copy or the name of any advertiser. (5) A sign giving directions from a display location to an advertised business. (6) An on-premise sign which directs people from a street or parking area to a place of business.

DIRECTLY ILLUMINATED SIGN. A sign designed to provide artificial light either through exposed lighting on the sign face or through transparent or translucent material from a light source within the sign.

DIRECTORY SIGN. A sign listing the names, and/or uses, and/or location of various businesses or activities conducted within a building or a group of buildings.

DISPLAY. (1) Merchandising or advertising devices (including signs) found in, on or adjacent to the retail outlet where the brand item is available for sale. (2) Advertising on a sign, including copy and graphics.

DISPLAY PERIOD. The time outdoor advertising copy or a point-of-purchase advertisement is on display. Display periods usually last 30 days from the date the poster is actually posted.

DISTRICT. A zoning district as designated on an official zoning map.

DISTRICT SHOWING. Poster panels placed in a section of a market, as opposed to covering the entire market.

DOT MAP. A map which shows the residences of a retail outlet's customers by means of a dot.

DOUBLE BACK. That portion of a neon tube which returns directly beside another tube (usually underneath, but may be alongside). Normally it is included to make a tube unit continuous and to prevent the necessity of electrodes at the end of each stroke line.

DOUBLE DECK. Two or more posters, one displayed higher than the other.

DOUBLE FACE. A sign with copy on two parallel faces. Normally mounted to a building front or structure to be read from opposite directions.

DOUBLE PANEL LOCATION. Two outdoor advertising panels on adjacent or separate structures with both faces oriented in the same direction and not more than ten feet apart at the nearest point between the two faces. A side-by-side panel.

DOUBLE TUBE. Two tubes of neon bent to outline a character or border. On a letter stroke the tubes normally follow the periphery of the letter.

DRAIN. The holes in the bottom of a sign cabinet that permit water to flow out.

DRAW. (1) The depth of embossing. (2) The process of pulling molten plastic sheets into molds.

DROP SHADE. "Stroke only" plus an additional partial stroke in another color slightly offset.

DUPLICATE PATTERN. A duplicate of a full size pattern. May show only partial details and is generally used for some specific purposes, such as plastic work, letter spacing in the field or field painting of copy.

E

EDGE. The part of the sign perpendicular to the face and back. Serves to complete the sign enclosure.

EDGELITE. A tube placed along the outside edge of a raised character or border positioned so that the face of the outlined part remains dark and the background is illuminated. If two tubes are run around a letter it is called 2T edgelite.

EFFECTIVE CIRCULATION. See CIRCULATION.

EIGHT SHEET. A 72 square foot non-lighted paper bulletin. The standard media of the Junior Panel Outdoor Advertising Association; also called "junior panels."

ELECTRICAL SIGN. Any sign containing electrical wiring, attached or intended to be attached to an electrical energy source. Electric signs originated in this country under the Georges Claude neon patent and developed through the matrix lightbulb into the plastic sign. Today plastic signs are the predominant method of advertising for small businesses.

ELECTRICAL SPECTACULAR. A dramatic customized display incorporating electrical features such as flashing lights, changing copy, and/or neon. Usually employed for its impact after dark; the best examples of areas where electrical spectaculars are widely used are Times Square, Las Vegas, and the Ginza in Japan. It is the area of signage that has been most affected by restrictive legislation.

ELECTRICAL TESTING LABORATORIES, INC. (E.T.L.). A private, independent organization that is one of the recognized authorities in the field of measurements and testing of lamps and lighting equipment.

ELECTRODE. A component which provides the termination of arc through a tube. Specially compounded metals and ceramics are used to make a good emitting surface that does not break down from the arc. The electrode also makes provision for the flow of current from the wiring system to the interior of the tube through the glass ends of the tube.

ELECTRODE BOX. A weather-proof enclosure for termination of glass tubes where they cannot terminate within a sign cabinet or letter.

EMBEDDING. A relatively new method of forming letters into a sign in which the letters are embedded in a plastic resin face.

EMBELLISHMENTS. Decorations or adornments added to a sign.

EMBOSSED FACE. A sign face on which the lettering has been molded into the plastic face by the vacuum forming process.

ENGRAVING. A process of lettering a two-color plastic sign in which the image is cut through the first layer of plastic color to expose the second color.

ENABLING ACT. State legislation that transfers jurisdiction or empowers another agency to act. A city cannot pass a law until it has written a charter and the charter is accepted under the enabling act of the state. A state's enabling act and constitution strictly describe the boundaries and scope or jurisdiction within that state.

ENTRANCE CANOPY. A temporary shelter supported entirely from the exterior wall of a building.

ERECT. To erect a sign means to attach, alter, build, construct, reconstruct, enlarge or move the sign. Also used to refer to the painting of wall signs. Does not include copy changes on any sign.

EXEMPT SIGNS. Signs exempted from land use or sign permit requirements.

EXPANDED METAL. A sheet of metal that has slits cut in it and has been stretched so that diamond shaped holes are opened. The metal sheet may be left as expanded or may be flattened.

EXPOSED HANGERS (CLIPS). Installation in which the hanging clips are placed on the outside of letters and the fastenings to the wall are exposed to view.

EXTENSIONS. Additional display areas beyond the normal edge of a bulletin. Often limited to 5½' above and 2' beyond or below the regular display surface, they provide more artistic flexibility and attract additional attention.

EXTRUSION. The process of forcing material through a die to form its shape.

F

FABRICATED LETTER. A letter, usually plastic, with the face raised from the background by welding or cementing the return edges to a flat cutout letter. Similar to raised block letters in metal.

FACADE. The entire building front including the main street wall, face and parapet.

FACE. The panel surface of a sign that carries the advertising message.

FACELIFT. The remodelling of a building's frontage which is visible from a public right-of-way, so that the building material, door frames, window frames and signs are in harmony with each other. Usually this is allowed only if the new front does not project more than four inches over the public space. Area of signage for the building herein is the area within a line drawn around each sign's copy area.

FACE OF SIGN. The entire area of a sign on which copy could be placed.

FACING. (1) The orientation of panels to display the advertising copy, *e.g.*, a south-facing panel can be read by north-bound traffic. (2) A single billboard, or a number of billboards arranged to present a visually coordinated display.

FACTORY ESTIMATE. An estimate made on the basis of the anticipated actual materials and overhead rather than from a price schedule.

FASCIA SIGN. A flat sign which does not project more than 18" from the face or wall of the building upon which it is mounted or painted, running parallel for its whole length to the building or wall, and which does not extend beyond the width of the building. A fascia sign is always a first-party business or identification sign and should not be confused with non-accessory signs which are included under "wall signs."

FEED. See LEAD.

FIBER-REINFORCED POLYESTERS (FRP). Fiberglass. A plastic made of polyester resin filled with chopped glass fibers. It has a visible texture and grain which can give it a wavy appearance. Its ability to transmit light is inferior to acrylic.

FIBER-REINFORCED POLYESTERS-NYLON (FRP-NYLON). A plastic alloy of nylon and fiber-reinforced polyesters. Inexpensive, but too flexible for a hanging or free-standing sign. It must be laminated to a flat surface for support.

FILAMENT BALLAST. A ballast that helps to maintain heat in fluorescent lamps used for flashing signs.

FILAMENT HEATER. A low voltage, low amperage transformer which provides current to heat filaments.

FIRST PARTY SIGN. *See* ON-PREMISE SIGN.

FIXED TIMING FACTOR. The ability to pre-set a message display time for an electronic message center so that all messages will be displayed for exactly a set period of time.

FLAG. (1) A piece of paper torn from a poster panel. (2) Bunting or a streamer — usually displayed by a service station. (3) The riser or top card of a display.

FLAGGED or FLAGGING. A poster which is torn, waving, or hanging from the face of a panel.

FLANK. A poster panel on the same horizontal line and which faces the same direction as another poster panel.

FLAPBACK JOINT. A joint used to fasten two pieces of plastic together by forming a flange on each piece which fits into a vertical channel.

FLASHER. A motor driven mechanism with cam operated breaker points which interrupt an electrical circuit. Flashers range from simple (on-off wall switch) to complex (multi-point systems) to solid state electronic devices.

FLASHING SEQUENCE. A planned sequence of switching.

FLASHING SIGN. Any sign which contains a continually intermittent light or sequential flashing light source. Does not include signs which give the illusion of intermittent light or flashing light nor does it include flashing or intermittent light or the outlining of a pictorial scene as in an animated sign. Also does not include signs that use intermittent lighting changes for the purpose of changing the graphics or copy within the copy area of a sign. Time and temperature signs and electronically controlled message devices are also excluded from this category.

FLAT. Smooth metal or plastic sheets as they are received from the mill.

FLAT CUT-OUT. Shapes cut from a flat sheet of plastic or metal. The only rise to the face is supplied by the thickness of the material they are cut from.

FLAT FACE. A smooth panel.

FLEXIBLE CONDUIT. Conduit made of spiralled metal, used to protect wiring in a sign cabinet. Also called "flex."

FLOODLIGHTING. Direct illumination with an intensely bright and broad beamed light.

FLUORESCENT LIGHT. The visible radiation given off when an object is excited by electromagnetic radiation. In the sign industry, fluorescent lighting refers to tubes which are coated on the interior with powders which give off light of various colors when irradiated with ultra-violet developed from the electrical discharge and the gas or vapor in the tube. Fluorescent lighting is used in the majority of interior-illuminated plastic signs in the U.S. Until recently, it was the most energy-efficient form of lighting available.

FLUSH EDGE. Edging on a sign cabinet where the metal edge is at a right angle to the face and exactly even with the end of the signs. This is the standard construction of painted or baked enamel signs. Also known as a "boxed edge."

FLUSH FACE. Character, borders, etc., which are either painted or enameled on a background and exist only in the finish on the sign face.

FONT. A complete set of type for one face and size.

FOOTCANDLE (Fc.). The illumination of a surface one foot distant from a source of one candela equal to one lumen per square foot.

FOOTING. A base or foundation.

FOOTLAMBERT (Fl.). A unit of luminance equal to 1π (Greek letter "pi") candela per square foot.

FOUR COLOR PROCESS. A printing process for producing color reproductions. Patterns of screened dots are printed in red, blue, yellow, and black one layer over the other.

FORMED. Letters or designs that have been formed over dies and molded so that the face is raised from the background.

FRAME. (1) A structural support or protective edging. (2) Sign cabinet.

FREEWAY OR CONTROLLED ACCESS HIGHWAY. A highway in respect to which the owners of abutting land have no or limited right or easement of access to and from their property. A freeway or controlled access highway as declared by the highway authority.

FREEWAY ORIENTED SIGN. Any sign intended to be viewed from an adjacent freeway which identifies or advertises premises where food, lodging or automotive services are available.

FREE STANDING SIGN. A sign supported by one or more columns, uprights or braces in or on the ground, not attached to or forming part of a building. A first-party business or identification sign.

FREQUENCY. An advertising term for the repetition or number of times a message is usually viewed within a 30 day period. The number of times an individual or household is potentially exposed to an advertisement.

FRONTAGE. The length of the property line on any one premise along each public right-of-way on which it borders.

FULLSIZE PATTERN. An actual size, detailed drawing on paper showing a sign's shape, lettering, tubing, framing, cross sections and other information necessary for sign construction.

G

GALVANIZED. Zinc-coated metal sheets or structural members which require special preparation before painting.

GEAR BOX. The housing for gearing.

GLASS. Neon tubes.

GLASS STANDS. The glass supports to which neon tubes are attached.

GLASS SLEEVES. A heavy walled clear glass unit used to cover electrodes and the wiring between them. On tubing installations it may take the place of bushings, electrode boxes, conduits and fittings.

GLOSS. A highly polished or mirror-like surface finish. Found on enamel, metal, paint, etc.

GRADE. The elevation or level of a street, measured at the street's centerline.

GRANTING AGENCY. An agency of the federal government empowered to grant federal funds or to uphold the terms under which funds are granted. Granting agencies are not empowered to write regulations, but do have the power to establish terms and conditions for the use of funds granted.

GRID TUBES. Luminous tubing which is laid out along parallel lines to illuminate translucent sign faces. Generally used where fluorescent lamps cannot be adapted.

GROSS RATING POINT AVERAGE. A measure used to specify a particular market coverage and frequency on a scale of points. The basic unit of scale is 100 GRPs daily and is composed of the number of panels necessary to yield an average daily effective circulation equal to the market population.

GROUND LEVEL. Street grade at centerline.

GROUND LOCATION. An installation site for a sign located on the ground.

GROUND ROD. A metal pole driven into the ground to which ground wires or lightning conductors may be attached; it conducts electricity into the ground.

GROUND SIGN. Any sign supported wholly by upright braces or poles in or upon the ground, including poster panels and painted bulletins. No guywires, braces, or secondary supports are used. Any angle iron or main support is enclosed in wood, plastic or metal form so that the support is not visible.

GROUT. Mortar or plaster used to fill cracks and crevices.

GUSSET. A triangular insert for strengthening or enlarging.

GUTTER BOX. A channel made of metal or plastic to hold wiring.

GUY WIRE. Wire cables used to support signs.

H

HALATION. A blurring effect caused by diffused light.

HALF TONE. A graduated shading obtained by photographing through a fine perforated screen.

HANDCARVING. A method of creating a message on a wooden sign in which the words are chiseled by hand or cut by a routing machine. The routing machine may be controlled by hand or by a stencil.

HAND PAINTED POSTER. A poster painted by hand; it is used primarily in local advertising when only a small number of posters is needed.

HANGER STRIP. A support for a sign attached to its top edge that allows the face to swing free in a hanging position and allows expansion. Also called a "hanger bar."

HANGING BRACKET. An angle iron attached to a sign to which an uplift guy may be fastened.

HARDWARE. The electronic circuitry of a computer.

"H" BEAM. A steel girder in the shape of an "H".

HEAD GUY. *See* TOP GUY.

HEAD-ON. A location directly in front of approaching traffic, usually at the beginning or end of a curve in the road.

HEAVY FRAME. The internal structural supports in a sign cabinet. Implies a complete internal frame making the sign self-supporting over a large span. Used when single faced signs are installed to a structure or double faced are installed without side guys.

HEIGHT OF SIGN. The vertical distance measured from the adjacent street grade or upper surface of the nearest street grade (other than an elevated roadway), to the highest point of a sign.

HIGH OUTPUT (H.O.). A double pin fluorescent lamp operating with hot cathodes at a current of 800 milliamperes, 1½" in diameter. Also called "heavy output."

HIGH SPEED FLASHER. A type of flasher in which all the contacts are activated with a single cam. The number of circuits may vary from 3 to 6 and open one after another in order, with the timing the same on each point. Used for traveling dark spots, traveling, flowing, scintillating and similar effects.

HIGH SPOT. A rooftop location; frequently used in a congested area.

HIGHWAY ACT, 1958. A Federal law which seeks to promote orderly land-use planning in regards to signs along Federal highways. This law only went into effect if a state chose to sign a compliance agreement; if it signed such an agreement, it received a bonus of 1½% in Federal highway funds. The act regulates both on-premise and outdoor advertising signs in terms of lighting, spacing, height, size, and placement. It limits signage in agricultural, scenic, and historic zones. In addition, areas which were in existence prior to 1958 as zoned or unzoned commercial or industrial areas are exempt from the provisions of this law.

HIGHWAY BEAUTIFICATION ACT, 1965. A law originally passed as a land-use planning regulation to encourage orderly placement of outdoor advertising in commercial and industrial areas and to eliminate or severely limit the use of outdoor advertising in scenic, historic, agricultural and residential zones. A penalty act rather than a bonus act, in that those not complying with it are subject to penalties.

HIGHWAY BULLETIN. A painted advertising sign, usually 12 by 40 feet, located in a rural area, and usually featuring permanent copy.

HIGHWAY WALL. An advertisement painted directly on the side of a building along a main highway so that it is exposed to passing traffic.

HINGE, PIANO. A continuous hinge used on sign faces. Available in aluminum and stainless steel. Normal open width is 1" to 2".

HOOK-UP. The connection of electrical services to a sign.

HORIZONTAL SIGN. A sign, usually projecting, which is longer than it is high.

HOUSING. A cover or container for electrical or mechanical components.

HOARDING. The original bill posting business in which bills are posted on blank walls, vacant space, or buildings under construction. Still a standard means of advertising in many European countries.

HOUSING AND URBAN DEVELOPMENT (HUD). A department of the Federal government that assists municipalities, counties and states in Federal land use planning, rehabilitation and removal projects, facelifts, and in some cases helps with locating businesses within a city.

I

"I" BEAM. A steel support in the shape of an "I".

I.D. The plastic faces, often backlit, which display a business logo. Used in conjunction with message centers to personalize and enhance the advertising display.

IDENTIFICATION. The ability of a respondent, in an awareness and recognition study, to name a particular advertiser without seeing the complete poster or sign and without actually reading the advertiser's name.

IDENTIFICATION SIGN. A sign whose copy is limited to the name and address of a building, institution or person and to the activity carried on in the building or institution, or the occupation of the person.

ILLEGAL SIGN. A sign which does not meet and has never met the regulations which govern its manufacture and/or placement.

ILLUMINATED PANEL. A panel with bright overhead lights which shine directly on the copy. This type of panel is usually located on streets with heavy night traffic. Illumination is provided from dusk until midnight in most cases.

ILLUMINATED SIGN. A sign designed to either give forth artificial light or to reflect light. In both cases the light is a major facet in the design and function of the sign. The illumination may come directly from a source of light incorporated in or connected with such a sign, or indirectly from an artificial source, so shielded so that no direct illumination from it is visible elsewhere than on the sign and its immediate proximity. Illuminated signs can be off-premise or third-party signs but are most often used as on-premise signs. Includes reflectorized, glowing or radiating signs.

ILLUMINATION. Lighting of any type.

IMPRINT. The name of the owner of an outdoor advertising sign structure. Usually found on the top or bottom molding of a sign.

INCANDESCENT BULB. A normal voltage (120 volt), screw base, lighting unit with wound filaments which heat to white hot temperatures. In the sign industry incandescent bulbs similar to common light bulbs are used, but they normally are of different wattages and have a slightly different construction for the rougher use they receive. The incandescent bulb is particularly valuable for the sign industry because it is one of the most versatile of lighting systems. It lights and fades quickly and gives varying intensities of color. The basis of many flashing, animated and message center systems.

INCIDENTAL SIGN. A small sign (usually less than 2 square feet) pertaining to goods, products, services or facilities which are available on the premises where the sign occurs, and which is intended primarily for the convenience of the public.

INCOMBUSTIBLE MATERIAL. Material which will not ignite at or below a temperature of 1200° F during an exposure of five minutes.

INDEXING. A turning and stopping action of the multi-sided vertical sections of a sign designed to show more than one message in the same area.

INDIRECTLY ILLUMINATED SIGN. Any sign which reflects light from an outside source.

INDIVIDUAL LETTER SIGN. Any sign made of self-contained letters that are mounted on the face of a building, the top of a parapet, the roof edge of a building, or on top of or below a marquee.

INFORMATION-DIRECTION SIGN. Non-standardized outdoor signs that serve to direct traffic to the location of the business they advertise.

INLINE. A kind of type which has an unprinted inner part, showing white against black.

INSPECTOR. A city employee working under the authority and direction of a building official. The sign code inspector or his designated representative.

INSTITUTE OF OUTDOOR ADVERTISING (I.O.A.). The organization which does marketing research for the standardized outdoor advertising industry.

INSTITUTE OF SIGNAGE RESEARCH (I.S.R.). A non-profit educational institution predominantly concerned with marketing and legislative activities in the sign industry. Started as Signage Research International, ISR has grown into an association with both municipal and government members as well as sign manufacturers. Director: R. J. Claus, P.O. Box 719, Palo Alto, CA 94302.

INSULATOR. A non-conductive device used to isolate wiring from conductive materials.

INTAGLIO. A technique of printing in which the ink is carried on recessed surfaces.

INTEGRATED CIRCUIT (IC). An electrical component that may have the capabilities of one or more PC (printed circuit) boards in a microscopic reduced size.

INTENSITY. (1) An outdoor advertising term which refers to either the number of posters put up for a specific advertiser or the degree to which the advertiser's message is shown to a market. (2) The strength of brightness of a color.

INTENSIVE SHOWING. A showing consisting of 1½ to 2 times as many poster panels as a representative showing and used to provide intensified repetition and market coverage.

INTERIOR PROPERTY LINE. Property lines other than those fronting a street, road or highway.

INTERNALLY ILLUMINATED. Any sign which has the source of light contained within it, not visible to the eye.

INTERNATIONAL ORGANIZATION FOR STANDARDIZATION, SUB-COMMITTEE ON TECHNICAL GRAPHICS SYMBOLS 147. The committee that works on international standardization of symbols.

INTERNATIONAL SIGN ASSOCIATION. Formerly International Magnetic Sign Association, it now embraces non-electric commercial signs. Headquarters is at P.O. Box 66258, Baton Rouge, LA 70806; Evy M. Davis, Executive Secretary.

INVOLUNTARY ATTENTION. The noting of an advertisement by a viewer without any conscious effort.

I.O.A. See INSTITUTE OF OUTDOOR ADVERTISING.

IRRADIATION. The phenomenon which causes bright areas to look larger than they actually are; the greater the viewing distance and the larger the letters, the more pronounced this effect becomes.

I.S.R. See INSTITUTE OF SIGNAGE RESEARCH.

ITALICS. Kind of type which has a rightward slant.

J

JET FLASHER. A programmed flashing arrangement used for special effects.

JOIST. Parallel structural members supporting a floor or a ceiling.

JUMP CLOCK. A digital clock, with the numbers formed by bulbs, which changes at one minute intervals.

JUMP OUT. A form of temporary repair for a neon sign in which an insulated wire is inserted into the electrode bushings.

JUNIOR LUMENARC. A 10mm clear neon tubing equipped with a special nickel electrode and rated at 60 milliamperes. Known as Satan Red, Intense Red, etc.

JUNIOR PANELS. *See* EIGHT SHEET.

JUNIOR PANEL OUTDOOR ADVERTISING ASSOCIATION OF AMERICA. An association of eight sheet plant operators that offers media showings throughout the U.S. Specializing in 72 square foot posters, the association is rapidly growing to cover all standard metropolitan markets. Executive Director: Joe Radding; 130 Union Street, Springfield, MA 01101.

K

KEY STEEL FRAME. A frame to support neon tubing in a window outline made of square steel rods.

KISS-CUTTING. A technique for cutting decals in which the steel blade cuts only through the image and "kisses" the backing sheet.

L

LAG BOLT. A screw which is used for attaching structures to concrete or wood.

LAMINATED ACRYLICS. Plastic made of scrap material and plastic resin. It can be used like wood or soft metal, but is opaque and cannot be used with an interior light source. Used almost exclusively for engraving.

LAMINATED FIBERGLASS. A plastic material often used to add bulk to a sign.

LAMP. Any device that generates light.

LAMPBANK. The portion of a message center that the public views for advertising, public service, time and temperature, animations and pictorial data. Consists of columns and rows of lamps controlled by a lampbank control.

LAMPBANK CONTROL PACKAGE. The multiple switching device for controlling switching on a lampbank. Located close to the lampbank because every lamp is connected to it with high voltage electrical wires.

LAMP CHANNEL. The housing for wiring for a row of lamps.

LAMP SOCKET. A lamp holder which attaches the bulb or lamp to an electrical supply.

LANDSCAPING. Decorative features such as concrete bases, planter boxes, pole covers, decorative framing and shrubbery or plant materials used in conjunction with a sign.

LANE. A public thoroughfare affording a party secondary means of access to a lot.

LASER ENGRAVING. A technique used to form words on a wooden sign using laser light. The equipment is expensive and the technology is currently being expanded to allow the technique to be used on materials other than wood.

LAYOUT. (1) The department where fullsize patterns of signs are produced. (2) A full size pattern of a sign. (3) A drawing which shows the intended design of a sign or poster.

LEAD. Wiring that connects electrical components to an electrical source; specifically wiring that supplies current to a sign. Also called "feed."

LEASE. A contract covering the rental of land on which painted bulletins and/or panels are erected.

LEASE TERMINATION CLAUSE. A statement which when attached to a lease gives the lessor the right to terminate the lease in the event the property on which his signs are displayed is leased to another person.

LEG. A vertical support member of a structure.

LENGTH OF APPROACH. The distance from which a painted bulletin or poster panel is clearly visible, measured in feet.

LETTERING FILM. Self-adhesive film often used for backgrounds and decorations on signs. It is available in a wide variety of colors and can also reflect light.

LETTERPRESS. A technique of printing in which the ink is carried by raised surfaces.

LIFT IRON. A bracket on a sign that provides a means of lifting it into position for installation.

LIGHTING TROUGH. The body of a lamp fixture used to illuminate opaque sign faces.

LINES. Seven or nine lamps placed vertically on a sign face.

LINTEL. The steel above display windows and below transom windows in a store.

LITHOGRAPHY. A method of printing used in the mass production of posters. The design is etched on metal plates; the plates are inked and put under pressure, transferring the design to paper.

LOADING. The maximum wattage capacity of a circuit.

LOCATION LISTS. List indicating the sites, facings, illuminated status and advertising copy of panels.

LOGO. A trademark or symbol used to identify a company.

LONG SIDE. A panel on the left side of the street facing traffic. Also called a "left-hand reader."

LOT. A parcel of land meeting either of the following requirements: (a) a subdivision recorded with the assessment department or land registry office; or (b) a record of survey approved by resolution of a council or other legislative body.

LOUVRE. Open slits for ventilation of a sign.

LUMEN. A measurement of light radiation.

LUMINOUS. Pertaining to any paint or other material used for lettering or coloring signs or posters in such a way that they appear vividly under street lighting, backlighting, etc.

LUMINOUS TUBING. See COLD CATHODE TUBING.

MAGNETIC SIGNS. Signs lettered on magnetic material for placement on trucks or other metal surfaces.

MAGNETIZED LETTERS. Magnetic plastic letters that will adhere to any ferrous material. Must be custom painted.

MAINS. The source of an electrical supply.

MAINTAIN. (1) To permit a sign or sign structure to continue in place. (2) To repair or refurbish a sign or sign structure.

MANDATORY COPY. Words which are required, by law, to appear on the advertising of certain types of products. The warnings on all cigarette advertisements are the most common examples of this.

MANSARD. A sloped roof or roof-like facade treated as a building wall.

MARKET. The term employed to refer to a specific group — whether demographic, geographic, psychographic, etc. — regarded as a source of current or potential demand for a product or service.

MARQUEE. A permanent structure attached to and supported by a building and projecting past the building facade. Also called a "canopy."

MARQUEE SIGN. A sign suspended from or forming part of a marquee or canopy.

MASKING. Material to cover part of a sign face to protect it from work being done on another portion of the sign.

MAST ARM. A projecting arm used for a sign support. Also called a "spar."

MECHANICALS. Photostated parts of a design used to illustrate the basic design concept before the actual production of an outdoor advertising poster.

MEDIA PLANNING. The systematic designing of an advertising campaign to carry out a marketing objective.

MEMORY, CORE. The computer memory that cannot be erased by power failure, etc.

MEMORY, VOLATILE. The computer memory that may be lost if the power is shut off.

MERCURY. One of the elements used in the contents of some luminous tubes. A small amount of mercury is introduced in the tube during the pumping operation and when it is excited by the electrical energy it gives off a blue glow.

MERCURY VAPOR. The gas created by heating mercury; used in luminous tubing.

MESSAGE. The wording or copy of a sign.

MESSAGE CENTER. An electronically controlled sign with all its controls. The sign face consists of rows of recessed lamp bulbs which display copy.

MESSAGE CONTROLLER. The part of a message center that stores and displays the messages in a pre-programmed order. The message controller is electronically connected to the lampbank controls.

METER BASE. The housing for an electric meter between the electrical source and the sign.

METRO OUTDOOR VISIBILITY INDEX (M.O.V.I.). A technique which permits an advertiser to test the visibility of the poster before it is erected; it allows the advertiser to determine the visibility and effectiveness of a poster as it would be normally viewed from a moving motor vehicle.

METROPOLITAN HIGHWAY AND RAILROAD BULLETIN. An oversized painted display bulletin located along highways and transportation lines approaching metropolitan centers with a standard overall size of 18' by 72'.

MINIMUM SHOWING. The smallest poster showing which can be purchased as a unit.

MITRED CORNER. A joint where the two pieces to be jointed form an angle (usually of 45°).

MOBILE PANEL. A poster panel which is mounted on a trailer so that it can be transported to different locations.

MODULAR CONSTRUCTION. Panels of identical size and shape pre-formed for rapid construction or set-up on the actual building site.

MOLDING. The frame around a painted bulletin or poster panel.

MOLDING. A process of shaping plastic by pressing it between two dies.

MOLDS. A form for producing a design.

MOTTLES. The surface finish that is rough or has small lumps or ripples on it used in porcelain enamel. May be gloss or matte finished.

MOUNTING BOLTS. The heavy duty bolts used to fasten a sign structure to a frame.

MULTIPLE COPY SIGN. A sign which advertises more than the name of the business and the principal product or service.

MULTIPLE or GRID TUBE. A letter or border stroke that is illuminated with a series of parallel tubes.

MULTI-PRISM SIGN. A sign made with a series of triangular vertical sections that turn and stop to show three pictures or messages in the same area.

MULTIVISION. An embellishment, usually 18'19" by 16'10", attached to the face of a painted bulletin, consisting of 16 vertical, triangular-shaped louvers which revolve at regular intervals delivering three distinct advertising messages.

N

NAMEPLATE. A non-electric sign identifying only the name and occupation or profession of the occupant of the premises on which it is located. If the premises include more than one occupant the nameplate usually refers to all the names and occupations or professions of the occupants as well as the name of the building and also offers directional information.

NATIONAL COMPANIES. Sign companies that prepare signs for national franchise and chain operations.

NATIONAL ELECTRIC SIGN ASSOCIATION (N.E.S.A.). An association comprised of suppliers, manufacturers and users of on-premise business signs. A trade association of the sign industry representing at least 50% of the gross volume of the sign industry. N.E.S.A. holds trade shows and conducts extensive legislative functions. Executive Vice President: Michael Shenk, 2625 Butterfield Road, Oakbrook, Illinois 60521.

NATIONAL OUTDOOR ADVERTISING BUREAU, INC. (N.O.A.B.). A nationwide organization which is owned by advertising agencies and which services outdoor advertising campaigns.

NATIONAL SOLICITOR. An individual, partnership or corporation functioning as a sales representative and specializing in the selling of outdoor advertising.

NEIGHBORHOOD SHOWING. A coverage of one or more neighborhood shopping districts by outdoor advertising.

NEON. A rare, inert, gaseous element. Used in cold cathode tubing to produce a red glow when subjected to electrical current. Sometimes used incorrectly to refer to all luminous tubing.

NEON TUBING. The clear glass lamps containing neon gas.

N.E.S.A. See NATIONAL ELECTRIC SIGN ASSOCIATION.

NET ADVERTISING CIRCULATION RATING (N.A.C. Rating). A figure computed by multiplying the space position value by the daily effective circulation.

NIGHT SCENE. A sketch prepared on a black background to simulate a nighttime appearance of a sign and its environment.

NIPPLE. A small threaded metal connecting device, used as an electrical conduit.

NON-ACCESSORY SIGN. A sign which directs attention to a business, commodity, service or entertainment not related to the premises at which the sign is located, or to a business, commodity, service or entertainment which is conducted, sold, or offered elsewhere than on the premises on which the sign is located.

NON-CONFORMING SIGN. (1) An advertising structure which was erected lawfully, but which would no longer be allowed to be erected due to changing sign code restrictions. (2) A sign that does not conform to the code restrictions, but for which a special permit has been issued.

NON-ELECTRICAL SIGN. Any sign that does not contain electrical wiring or which is not attached or intended to be attached to an electrical energy source.

NONSTANDARD INFORMATION—DIRECTIONAL. A segment of the sign industry which owns and maintains for rent custom-made outdoor advertising signs.

NONSTRUCTURED TRIM. The molding, battens, capping, nailing strips, latticing, cutouts or letters and platforms which are attached to a sign structure and are nonstructural in nature and do not contribute to the support of the sign.

NONWRINKLE POSTING. A method of posting which consists of dampening a poster before or during the posting operation and stretching it to its greatest extent so that when dried it presents a smooth un-wrinkled surface.

NOTCHED LETTERS. Letters or numbers that are cut out at the back to fit over a raceway or deck so that the total depth of the assembly is less than the sum of the letter depth plus the raceway depth.

NUMBER OF FACING. Refers to the number of different point-of-purchase displays in one retail establishment.

O

O.A.A.A. *See* OUTDOOR ADVERTISING ASSOCIATION OF AMERICA.

OFFICIAL SIGN. Any sign erected by a government agency or at the direction of a government agency.

OFF-PREMISE INFORMATION SIGN. A sign displayed on a third-party location giving directional information about a local business.

OFF-PREMISE SIGN. A sign that advertises goods, products, services or facilities, or directs persons to a different location than the one where the sign is installed. Also called an "off-site sign" or "billboard."

OFF-PREMISE SIGN, AREA OF. *See* AREA OF OFF-PREMISE SIGN.

OLD ENGLISH. Black letter typeface.

OLDSTYLE. Roman type in which all strokes are approximately even and with slanted serifs.

ON AND OFF FLASHER. The simplest one-circuit flasher in which the circuit is connected or disconnected, usually mechanically.

ONE-SHEET POSTER. A poster consisting of a single sheet, usually 28" by 42"; commonly used in subway and railroad stations.

ON LOCATION. A display in which the lampbank and lampbank controls and message controller are physically connected through low or high voltage wires and which does not rely on telephone lines for transmitting the message to the display.

ON-PREMISE INCIDENTAL SIGN. A directional sign which guides or directs pedestrians or vehicular traffic.

ON-PREMISE SIGN. Any sign identifying or advertising a business, person, activity, good, product or service located on the premises where the sign is installed and maintained. May include signs indicating the business transacted, services rendered, goods sold or produced, the name of the business, and the name of the person, firm or corporation occupying the premises. Regulated by local ordinances, state laws, but rarely by the Federal government.

OPAQUE. Impenetrable by light.

OPAQUE PRINTING. A process for printing a color (usually by a series of screens) over other colors without losing any of the value of the original color. Does not permit the blending of colors.

OPEN SPACE. *See* AVAILABILITY.

OPTIONS. Add-on features that change the capabilities of standard model signs.

ORIGIN DESTINATION STUDIES. Traffic engineering studies categorizing travel, *e.g.*, to and from work, to and from vacation, to and from shopping, etc.

OTHER THAN ADVERTISING (O.T.A.). A clause pertaining to the cancellation rights of a lessor if he leases property for other than advertising purposes.

OUTDOOR ADVERTISING. Standard-sized displays distributed throughout a market to provide broad coverage of the population with frequent exposure to the messages displayed.

OUTDOOR ADVERTISING ASSOCIATION OF AMERICA, INC. (O.A.A.A.). Organization which standardizes methods, services, and facilities for the standard outdoor advertising industry as well as developing new ideas and conducting public relations work. They carry on extensive advertising effectiveness research, publish statistics on advertising allotments and costs, and perform legislative work. Mr. Frank Cawl, President, 485 Lexington Avenue, New York, NY 10017.

OUTDOOR ADVERTISING SIGN (OFF-SITE SIGN). Outdoor signs advertise goods, products, or services not necessarily sold on the premises on which the sign is located. They include: poster panels or bulletins normally mounted on a building wall or free-standing structure with advertising copy in the form of pasted paper; multi-prism signs alternating advertising messages on one display area; and painted bulletins where the advertiser's message is painted directly on the background of a wall-mounted or free-standing display area.

OUTDOOR ADVERTISING INDUSTRY. Companies which own and maintain signs which are rented to advertisers.

OUTLINE. (1) Tubing mounted on a metal frame or support. (2) "Stroke only" letters with a stripe in another color completely around the stroke.

OVERLAY. A sheet pasted over a section of a poster giving additional information.

OVER-RIDE. The period of time a plant operator allows an outdoor advertising poster to remain up after the usual 30-day period.

OWNER. A person recorded as such on the records of the city assessor and including a duly authorized agent or attorney. Any person with a vested or contingent interest in a particular piece of personal or real property.

P

PAINT. A mixture of colored pigments in a suitable liquid which forms a solid adherent covering when spread over a surface in thin layers or coats. May be brushed, sprayed or rolled on.

PAINT, PLASTIC. Paint which has a semi-chemical bonding action when it is applied to plastic. Important to the sign industry because it allows expansion of the plastic surface of signs to occur without cracking or stripping the paint.

PAINTED BULLETINS. Refers to four types of painted outdoor advertising displays: rotating city bulletins; permanent city bulletins; permanent highway bulletins; and permanent junior bulletins.

PAINTED COPY. Copy painted in the field on building walls or other surfaces so that it shows to passing traffic.

PAINTER'S GUIDE. A line drawing with color overlays giving the forms and colors for a painted bulletin.

PAINTING. Painting is executed by the plant from artwork furnished by the advertiser prior to display. In the third party outdoor advertising, the painted sections are transported to their proper bulletin location where they are reassembled for display.

PAINT PLANT. All of the painted bulletins in any given area owned or maintained by one operator.

PAINT-OUT. Portions of tubing hidden by opaque paint; also called "black out."

PAN CHANNEL. A letter or shape constructed with side walls and a face making the shape a solid integral unit with a pan shaped cross section.

PANEL. (1) A flat sheet fitted against the back of a sign. (2) One portion of a sign face made up of several pieces.

PAN FACE. A sign face of molded plastic with beveled edges and a perimeter flange.

PANELBOARD. The electrical distribution center for a building.

PANELING. Decorative covering.

PAPER. Posters.

PARALLEL. Refers to a sign structure placed parallel to the flow of traffic.

PARAPET or PARAPET WALL. That portion of a building wall that rises above the roof level.

PAR LAMP. An incandescent lamp with a parabolic reflector built into it.

PATTERN. The full-size paper layout of a sign showing the overall design and structure.

PEGGED OUT. A means of mounting letters so that they stand away from the surface behind them. This may be done for a special visual effect or to keep dirt and stains from being washed down the mounting surface.

PERFORATED. Pierced or stamped with holes.

PERMANENT CITY BULLETINS. Bulletins located within a city that usually measure 14' by 48'. All production, placement and maintenance charges are included in an annual rental cost.

PERMANENT HIGHWAY BULLETINS. Bulletins measuring approximately 400 square feet leased in permanent locations and repainted annually.

PERMANENT JUNIOR BULLETINS. Bulletins, usually 300 square feet leased on a 12-month basis in permanent locations.

PERSON. In legal terms, may include a firm, association, organization, partnership, trust, company or corporation as well as an individual.

PHOTOELECTRIC CELL. An electrical device activated by light, used as a control to turn signs on.

PHOTOGRAPHIC FILM TECHNOLOGY. A new development in signage. The finished product may be attached either directly to the surface or placed on a special carrier. Usually illuminated directly from behind.

PHOTOLITH SHEETS. A description of the location of a painted bulletin, including information on surrounding area, traffic patterns, a photograph of the unit, and a map giving the unit's exact location.

PICTORIAL. An illustrated portion of a sign face that does not show movement. May be a lampbank picture.

PIGMENTED PLASTICS. Factory colored and supplied plastic. Available in a wide variety of colors, it is the least susceptible to fading but is the most expensive.

PIPE COLUMN. A steel pole or column.

PITCH PAN. A receptacle filled with tar for coating roof mountings.

P. K. BUSHINGS. A special housing that permits termination of electrodes in a wall with the wiring in or behind the wall. Used particularly in illuminated skeleton pan channel letter installations, tubing-only installations, etc.

PLANE. One level flat surface on which any two points can be connected by a straight line that lies wholly on the surface.

PLANOGRAPHY. A technique of printing in which the printing surfaces are flush with the nonprinting surfaces.

PLANT. The facilities where signs are manufactured.

PLANT/OUTDOOR ADVERTISING COMPANIES. Companies that erect and maintain their structures on sites leased from property owners, selling display space and time to advertisers.

PLANT IMPRINT. A wood or metal plate on an outdoor advertising structure identifying the plant operator.

PLANT OPERATOR. The owner or manager of an outdoor advertising company.

PLASTIC. A generic term referring to a series of petro-chemical based monomers that are turned into polymers. There are nine types of plastic which are commonly used in signage: acrylic, acrylic-polyvinyl chloride, polyvinyl chloride (PVC), polycarbonate, butyrate, styrene, polypropylene, fiber-reinforced polyester (FRP), and FRP-Nylon.

PLASTIC, APPROVED. See APPROVED PLASTICS.

PLASTIC "F" MOLDING. An "F" shaped extrusion of thermoplastic used to secure a translucent part to a metal shape. The primary use is for plastic faces for metal letters.

PLASTIC FACED LETTER. A letter, normally pan channel or raised block channel, with a plastic face over the tubing.

PLASTIC LAMINATES. Materials which can be used for protective surfaces and are generally bonded to core materials such as plywood, flake board or metal.

PLATE. Flat steel.

PLYMETAL. Aluminum sided plywood sheeting.

PLYWOOD. Wood formed by peeling thin layers from a rotating log and gluing the layers together under pressure and heat. Occasionally used in wooden signs.

POLE. Any structural member which supports sign units.

POLE CAP. A cover for a pole or column.

POLE CLAMP. A means of attaching a structure to a pole.

POLE MAST. A sign support consisting of a main member which supports a sign unit with a minimum of support, usually on a roof location.

POLE COVER. A metal or other enclosure for covering and decorating poles or other structural supports.

POLE SIGN. Any sign supported wholly by uprights, braces or poles in or on the ground, including poster panels and painted bulletins.

POINT-OF-PURCHASING ADVERTISING. Advertising which occurs at the place at which a customer may buy a retail item.

POINT-OF-PURCHASING ADVERTISING INSTITUTE. An association of quantity or national production sign companies which manufacture signs and displays which advertise specific products available for sale at wholesale or retail outlets. President: Howard Stumpf; 60 East 42nd St., New York, NY 10017.

POLICE POWER. Police power is essentially the right of a state or of the Federal government to regulate civil behavior through the use of criminal remedies. For example, land-use planning is a police power.

POLITICAL SIGN. Any temporary sign which displays the name and/or picture of an individual seeking election or appointment to a public office, or pertaining to a forthcoming public election or referendum, or pertaining to or advocating political views or policies.

POLYCARBONATE. A plastic with the general properties of acrylic and the advantage of being virtually shatter-proof.

POLYPROPYLENE. A plastic not well suited to exterior signage, polypropylene is available in its natural color of milky white and black.

POLYVINYL CHLORIDE (PVC). A plastic sometimes used in signage although it is adversely affected by sunlight. Primarily used for interior signs.

PORCELAIN ENAMEL. A vitreous or glass-like coating fixed at a high temperature (1200–1500°) to specially formulated sheet metal. The surface finish may vary and colors have an extremely long life. No refinishing is necessary. A ceramic finish baked on with intense heat.

PORTABLE SIGN. A sign with a self-encased transformer or ballast which is not attached to the ground or to a building. The unit is constructed so that it may be easily moved from one place to another without disassembly.

POSTER. An advertising message printed on paper and displayed on poster panels for a 30-day period.

POSTER HANGER. A person who attaches or "hangs" posters on a panel face.

POSTERIZING. A printing technique used to give the appearance of four-color process, although flat color patterns are actually used.

POSTER PANEL. An advertising structure with a standard measure of approximately 300 square feet and slightly smaller display area on which posters are applied.

POSTER SHOWING. A number of posters displayed for a single advertiser.

POSTING. The pasting of posters to the panel boards.

POSTING DATE. The date on which posting is scheduled to start for a given showing.

POSTING DATE LEEWAY. A five day leeway period for posting without violating the contract agreement. The 30-day display period begins on the day of the actual posting.

POSTING INSTRUCTIONS. Instructions provided to the plant by an advertiser at least 10 days prior to display that specify the design, market, and time period for posting.

POSTING LISTING. The process of choosing the panels which will make up a poster showing.

POTENTIAL VIEWER. A person who passes a part of an outdoor poster showing which he has the opportunity to view.

POTENTIAL VIEWER FAMILY. One or more persons in a family who pass a typical poster showing. They may or may not see the showing, but they have had an opportunity to see it.

POUNCE PATTERN. An actual size perforated pattern which is used to transfer design onto a sign surface which will be painted or cut.

POWER GROOVE. A double pin fluorescent lamp operating with hot cathodes at a current of 1500 milliamperes. The basic tube is 2-1/16" in diameter but has grooves or dents 2 1/2" long on 4 1/2" centers so that in the area of the groove the tube has the shape of a figure "8". The grooves are staggered on opposite sides of the tube.

PREFERRED POSITION. Displays of outstanding value; locations with high circulation.

PREMISES. An area of land with all its appurtenances and buildings which because of its unity of use may be regarded as the smallest conveyable unit of real estate.

PRE-PASTING. A technique of applying paste to posters in the plant prior to posting them in the field.

PRIMARY VOLTAGE. The voltage as it comes from the service wiring before attachment to a ballast or transformer.

PRINCIPAL STREET FRONTAGE. The public vehicular street which a sign faces.

PRINCIPAL USE. The main purpose for which land, buildings or structures are used.

PRINTED BULLETINS. Bulletins that are posted rather than painted; used particularly by national advertisers to standardize their outdoor advertising.

PRINTED CIRCUIT BOARD (PC BOARD). An electronic circuit pattern printed on a flat nonconductive material which performs multiple electronic functions.

PRODUCTION SIGN COMPANY. See QUANTITY SIGN COMPANY.

PROJECTING SIGN. A sign other than a wall sign which is attached to and projects more than 18" from a structure or building face. Area of a projecting sign is calculated on one face only.

PROOF OF PERFORMANCE. Certification that certain advertising services have been performed.

PROPOSAL. A formal recommendation to a client or advertising agency supporting a planned advertising campaign.

PUBLIC INFORMATION PANEL. Display units for posters advertising local information and activities, such as council notices, flower shows, etc. These units serve a vital communication function.

PUBLIC RIGHT-OF-WAY WIDTH. The distance across a public street measured from property line to property line. May be determined by the city engineer.

PUBLIC SERVICE COPY. Display copy of a civic or philanthropic nature posted without charge in the interest of community welfare.

PUBLIC SERVICE INFORMATION SIGN. A sign which provides general public service information such as time, date, temperature, weather, directional information or commercial messages of interest to the traveling public. Commonly used to augment business identification signs.

PUBLIC SERVICE SIGN. A sign whose primary function is to promote items of general interest to the community.

PYLON. A free-standing sign mounted on a vertical support.

Q

QUANTITY SIGN COMPANY. A sign shop that mass produces signs that are used in corporate identification programs or which acts as reinforcement for a national advertising campaign for franchise or chain operations. Their volume of business is close to \$400—\$500 million annually.

QUARTZ LAMP. An intensely bright small tubular lamp.

R

RACEWAY. A metal enclosure containing wiring and/or other electrical components exclusive of transformers.

RADIO SUPPRESSOR. An electrical device that eliminates radio interference.

RAIN LAP. A posting method in which the top sheets overlap the lower ones so that rain doesn't run under the paper and loosen it.

RAISED BLOCK. A letter, border or object in which the face is raised and rests on the front edge of the vertical sidewalls. The opposite of pan channel.

RATE BOOK. A book with the pricing of poster and painted bulletin showings listed.

RAW UNFINISHED PES. Specially formulated and prepared sheet steel parts, ready for delivery to an enameling company. The material will be cleaned and have a vitreous finish fired on.

R.B.A. *See* ROADSIDE BUSINESS ASSOCIATION.

REACH. An advertising term defining the trade area a particular message will cover. A percentage of population potentially exposed to a showing one or more times per month.

READER BOARD. *See* READOGRAPH.

READOGRAPH (READO). A sign face consisting of tracks to hold changeable letters; allows for frequent changes of copy. Also called "reader board."

READO LETTERS. The letters used on a readograph sign.

READO TRACK. The track on a readograph sign designed to take reado letters.

REAL ESTATE, PROPERTY, SALE, RENTAL or LEASE SIGN. Any sign pertaining to the sale, lease or rental of land or buildings.

RECALL. An advertising effectiveness measure which is used to test the effectiveness of an advertisement by asking subjects to remember advertising they have seen.

RECIPROCAL. *See* TRADE OUT.

RECIPROCATING FLASHER. A two point flasher in which the circuits open alternately.

RECREATIONAL FACILITY. Public property provided for the use, enjoyment and recreation of the general public.

RED PUMP. Neon cold cathode tubing.

REDUCER. A gear box that lowers the output speed and increases the power available.

REFLECTIVE SHIRTING. A reflective adhesive film.

REFLECTOR FLOOD. A floor lamp with a built-in reflector to give a wide beam of light.

REFLECTOR SHADES. Incandescent lamps for outdoor advertising structures. Also called "cans."

REFLECTOR SPOT. An incandescent lamp that has a reflector built into it to create a narrow beam of light.

REGULAR. A non-illuminated poster or paint unit.

REGULATORY AGENCY. An agency that has the right to interpret and make rules and regulations on a law passed by Congress. The rules and regulations, if not challenged judicially, carry the weight of the law.

REMOTE CONTROL. A display in which the lampbank, lampbank controls and message controller are physically detached from the control console and are maintained and operated from a remote distance.

RENEWALS. Posters sent to plant operators exceeding the exact number needed for posting and used to replace damaged posters.

REPAINT. The recovering of a painted display with either new or the original copy.

REPEATING MODE. The repeated on/off portrayal of the same message for a predetermined number of times defined by the timing factor.

REPOSTING. The replacement of an outdoor advertising panel with the same display.

REPRESENTATIVE SHOWING. A poster display of sufficient intensity to provide complete market coverage.

RESIDENTIAL USE BUILDING. Any building in which people live, including a boarding house, lodging, rooming house, dormitory unit, fraternity, or sorority house.

RETAINER. A metal or plastic part that covers the edge of a translucent face and secures it to a metal sign body or letter.

REVERSE CHANNEL. An open face letter or shape.

REVOLVER. An electrical motor driven device used to turn all or part of a sign. For safety the unit is provided with a clutch to allow the sign to stop in the wind even though the motor is still running.

REVOLVING SIGN. A sign which rotates 360°.

RIBBED PATTERN. A metal or plastic sheet with a cross section similar to a sheet corrugated in dimpled pattern, except that the breaks are square on the top and bottom instead of round and the pattern is usually bolder.

RIDING A SHOWING. A physical inspection of the panels which compose a showing. Also called "riding the boards."

RING MOLDING. A letter return that has a flat flange to hold a plastic face.

ROADSIDE BUSINESS ASSOCIATION (R.B.A.). An informational-directional outdoor advertising association. A group that places billboards for businesses not located in optimal positions in terms of traffic. Paul L. Spooner, Jr., General Counsel; 1430 Dain Tower, Minneapolis, MN 55402.

ROMAN TYPE. A category of typefaces with relatively thick verticals and thin serifs.

ROOF ANCHOR. A fitting on a roof designed to hold a guy wire in place.

ROOFING COMPOUND. A bituminous compound or tar used for sealing and waterproofing.

ROOF LINE. The top edge of a roof or parapet. The top line of a building silhouette.

ROOF SADDLE. An angle iron structure on a roof.

ROOF SIGN. A sign erected upon the roof or parapet of a building, the entire face of which is situated above the roof level, supported partially or wholly by the building.

ROTATING CITY BULLETINS. Bulletins measuring approximately 600 square feet with their multiple sections rotated every other month from one location to another throughout the market. Sold on a six or twelve-month basis; repaints every six months are absorbed in their base rate along with rotation, production and maintenance charges.

ROTATING PLAN. The movement of an advertiser's painted bulletin copy to different painted bulletin locations. A preplanned program of relocating advertising.

ROTATING SIGN. Any sign which revolves.

ROTATOR. The mechanism which turns a rotating sign.

ROTO-VISION. A sign consisting of vertical aluminum prisms which bear copy. The prisms are hand painted and are not removable copy panels.

ROUND EDGE. A decorative edge on cabinets where the edging forms a radius or is rounded. May be a quarter round or half round.

ROUTED OUT. Cutting the background away from behind letters.

ROWS. Horizontal groups of lamps on a lampbank. Depending on the message center series a row may have from 60 to 128 lamps per row.

ROYAL FACING. A painted bulletin embellishment which has the effect of magazine bleed printing, *i.e.*, there is no molding or frame. The enlarged display area is affixed to the face and extends beyond the molding of the bulletin, measuring approximately 700 square feet and giving the advertiser 42% more display area than a standard painted bulletin.

S

SALES CLAUSE. A clause in a contract having to do with the potential sale of property, *e.g.*, a sales clause in a land rental agreement may give the lessor the right to terminate the agreement if the property is sold to another party.

SANDBLASTING. A method of forming a sign in which the image is sandblasted through a rubber stencil laid on top of plastic. Words may also be sandblasted into a wood sign.

SANS SERIF. Letters that do not have fine lines at the end of the main stroke.

SATIN/MATTE. A dull or unshiny surface finish. Also called "eggshell" or "flat."

S.B.A. See SMALL BUSINESS ADMINISTRATION.

SCINTILLATING FLASHER. A four point flasher producing a random flashing pattern.

SCREEN PRINTING. A printing process for posters. A stencil is cut from a plastic sheet and adhered to silk stretched on a frame. The frame is positioned over paper; ink is applied to the silk and forced through it with a squeegee, transferring the design onto paper. Silk screening reproduces bright, flat colors and is economical for short, not detailed runs. Special techniques may be utilized such as fluorescent inks and three color process.

SCRIPT. A style of vertical or slanted type that generally looks like handwriting. Bank Script, Thompson Quillscript, Royal Script, and Kaufman are examples of script.

SEASONAL OR HOLIDAY SIGNS. Signs used on a specific holiday or season — such as Christmas decorations.

SECURED-UNBUILT. Locations under lease where the advertising structure has not yet been built.

SELLING COMPANIES. Companies similar to advertising agencies except that they confine their activities to the outdoor signage medium. They usually sell directly to the advertiser, place the business they secure directly with a plant owner and handle the complete servicing of outdoor campaigns.

SEMI-SPECTACULAR. A sign with special lighting, animation, or three-dimensional features but which does not have the elaboration of a true electrical spectacular.

SEQUENCE. An ordered series of related messages. A sequence determines which messages will be displayed on a lampbank, when they will be displayed, in which mode (repeating, stationary, traveling, or maintained) and for what length of time they will be displayed.

SEQUENCE STEP. One portion of a sequence. The entry made by an operator in a sequence series.

SERIF. A line or point across the top and bottom of a letter.

SERVICE CONDUIT. A tube or pipe housing the service wiring.

SERVICE PANEL. A box which holds the electrical connections, fuses, switches, etc. for a sign.

SERVICE WIRING. Wiring for a service panel.

SET SHOWINGS. Permanent locations purchased by an advertiser for the duration of his contract. Usually purchased on a year-long basis.

SHARE OF THE MIND. Percentage of people in the market who first think of a particular retailer within a retail category. Share of the mind often equates with share of the market. *See* TOP OF THE MIND AWARENESS.

SHEET METAL. Any metal in thin sheets or plates; usually refers to galvanized or bonderized sheets. The sign industry generally uses sheet metal which is between 10 and 26 gauge.

SHIELD. An insert for a screw or bolt.

SHOT. A location suitable for outdoor advertising.

SHOWING. A group of poster panels.

SHOW-THROUGH. Copy or artwork of a poster that can be seen through a new poster applied over its surface.

SIDE GUYS. Galvanized wire cable used to support a sign which prevents horizontal movement of the sign.

SIGN. Any commercial communication device, structure, or fixture that is intended to aid a business establishment in promoting the sale of a product or service using graphics, symbols or written copy. A communication device can include anything intended to attract the attention of the public including symbols, figures, letters, illustrations or painted forms; but the legal definition depends upon the scope of the particular regulation in force.

SIGNAGE. The term which refers to environmental visual communication, including interior signs, public signs, and commercial signs.

SIGN AREA. (1) The entire area within a single continuous perimeter of not more than eight straight lines enclosing the extreme limits of writing, representative emblems or any figures of similar character, together with any material or color which forms an integral part of the display or which is used to differentiate such a sign from the background against which it is placed. The supports, uprights or structures on which a sign is supported are not included in determining the sign area. (2) The area in square feet of the smallest geometric figure or combination of regular geometric figures which entirely enclose both the copy and facing of a sign. (3) The area of any two-faced sign with parallel faces or V type signs with an interior angle of 45° or less is the area of the single face. All other multiple-faced panelled signs include all the faces or panels in computing the area.

SIGN CODE. An ordinance, law, by-law, rule or regulation pertaining to signs. Essentially the use of a police power to regulate signs.

SIGN, COMBINATION. Any sign supported partly by a pole and partially by a building structure.

SIGN LEGEND. Copy.

SIGN, MAXIMUM HEIGHT OF. The vertical distance measured from grade to the top of a sign. Maximum height of a roof sign is measured from the roof line or parapet level.

SIGN, MINIMUM HEIGHT OF. The vertical distance measured from the nearest finished grade to the lower limit of a sign.

SIGN, OBSOLETE. Any sign other than the outdoor advertising sign which no longer correctly directs or exhorts any person, advertises a bona fide business, lessor, owner, product or activity conducted, or product available on the premises where such a sign is displayed. Also called "abandoned sign."

SIGNS OF THE TIMES. A sign industry magazine published by S. T. Publications, 407 Gilbert Avenue, Cincinnati, Ohio 45202. Circulation close to 15,000.

SIGN RECEPTACLE. A junction box for a sign, a pole in which a lamp for a sign can be inserted.

SIGN STICKER. A sticker placed on the face of a sign bearing the permit number for the sign.

SIGN STRUCTURE. Any structure which supports, has supported, or is capable of supporting a sign, including the sign's decorative cover.

SIGN SYMBOLS. A Department of Transportation book of 32 standardized symbols used and accepted by the Department of Transportation. Prepared by the Office of Facilitation and may be obtained by writing: Deputy Director, Office of Facilitation, Department of Transportation, 400 7th Street, S.W., Washington, D.C. 20590.

SILHOUETTE. The representation of an outline, usually dark against a light background; sometimes used in the lettering or graphics of signs.

SILK SCREEN. See SCREEN PRINTING.

SINGLE AND DOUBLE STROKE FONT. A character style used on a lampbank. Single stroke font has only one column of lamps for each leg of character; double stroke fonts have two columns for each leg.

SINGLE AND DOUBLE TUBE. Characters or borders with one tube around one part of a stroke and two tubes around the other strokes.

SINGLE FACE. A sign with copy on one face only, normally mounted against a wall or structure to be seen from one direction only.

SINGLE SHEET. Characters or borders cut from one thickness of metal. Used as an inexpensive expedient, particularly for non-illuminated field installations.

SINGLE TUBE. A single line of neon tubing. When placed on a letter stroke it is usually placed down the center line of the stroke.

SKELETON. Refers to letters or objects, made of metal or plastic, that are field-mounted rather than shop-mounted against a background. Usually implies that each letter shape constitutes a unit by itself.

SKELETON TUBE. Tubing installations mounted in the field against a background other than one provided by the sign company.

SLIMLINE LAMP. A single-pin fluorescent T-12 lamp.

SLOT. A narrow space between two buildings large enough to place posts so that a poster panel may be erected which can be seen over the buildings.

SLUG IN. An expanding anchor shield used to hold a bolt or screw in masonry.

SMALL BUSINESS ADMINISTRATION (S.B.A.). A granting agency of the government specifically empowered to aid independent business by working against negative legislation and by helping small business through grants and other forms of aid.

S.M.S.A. See STANDARD METROPOLITAN STATISTICAL AREA.

SNAPPER. Someone who will work illegally to put up signs without permits, or ignoring sign code regulations, by "snapping" signs up.

SNIFE. A paper overlay covering a portion of an original poster which gives additional or correcting information. May be dealer imprints, directional copy or other geographic subject matter. An overlay.

SNOWBIRD. A transient sign man who heads for warm climates in the winter and installs signs, usually illegally and without permits. A derogatory term.

SOCKET. The part of a lamp fixture into which the lamp screws or plugs in; a lamp holder.

SOLID. Type set as closely as possible; unleaded.

SOLID STATE ELECTRONICS. Solid state circuitry which is used to break lighting impulses and create patterns that may be used for animation, flashing, or to create a copy control device.

SOFTWARE. The computer program or instructions that allow the computer to perform an operator's commands; in the sign industry usually refers to the program of an electronic message center.

SPACER BAR. A bar used to separate two units; used on a sign to prevent warping.

SPACE POSITION VALUE (SPV). Space position value ranks the visual quality of a panel. The evaluation is based on the length of uncluttered approach, the speed of traffic, the angle of the panel, the set-back of the structure from the roadway and adjacent panels simultaneously visible.

SPAR. A projecting arm used to support a sign.

SPAR CLAMP. A fitting on a spar to which guy wires can be attached.

SPECIAL. Any style of vertical or slanted letters that do not fall into any of the other general categories of type. Includes letters with extra details or embellishments and lettering other than Arabic such as Chinese or Japanese characters.

SPECIAL COVERAGE. Advertising coverage of a specific target audience, *e.g.*, retail outlets, traffic patterns, etc.

SPECIAL PURPOSE SIGN. Any sign other than business, non-accessory or identification signs, including but not limited to traffic signs, government signs, historic or memorial plaques, and temporary signs.

SPECIAL SHOWING. A showing for which unpublished but premium rates are obtained for a small number of panels.

SPECTACULAR. See ELECTRICAL SPECTACULAR.

SPECULAR. Reflections of light or images that form on a highly polished or mirror-like surface.

SPECULATION LEASE. A lease taken in anticipation of the opening of an advertising location.

SPELLER FLASHER. A flasher that switches lamps of an electronic message center in succession.

SPOTTED MAP. A map showing the location of poster panels and/or painted bulletins in a showing throughout a city.

SPREADER. A piece of metal attached to a sign frame to reinforce it and keep it from sagging. A device used to hold two units apart.

SPREAD POSTING DATE. Separated posting dates for a single outdoor advertising showing; individual bulletins are posted at different times.

SPURRED. A style of vertical or slanted block lettering with appendages at the ends of the horizontal and vertical strokes. Lettering such as Stymie, some Gothics, some Casion and Garamond, etc.

STAINLESS STEEL. A special steel with high chromium and nickel content compounded so that it does not deteriorate or stain under normal weather conditions. Available in varying alloys and degrees of polish; it requires no special coating.

STAND. An advertising structure usually measuring 12' by 25' overall and with a display area of 10' by 22', on which posters are displayed; a poster panel.

STANDARD FRAME. The internal structural supports in a sign cabinet. Implies a normal internal frame for wall mounting of single faced signs or mounting of double faced signs with side guys.

STANDARD METROPOLITAN STATISTICAL AREA (S.M.S.A.). A federally designated county or group of contiguous counties that has one central city of at least 50,000 inhabitants or "twin cities" with a combined population that equals 50,000. Can also include other contiguous counties if they are economically or socially integrated with the central city. Used in statistical measures of marketing effectiveness.

STANDARD MODEL. A message center which falls into the standard operating constraints outlined in the system specifications without options or custom features.

STANDARD ON-PREMISE SIGN SHOP. A sign manufacturing establishment which provides signs for national chains, franchises, and corporations. Also called "production sign companies" and "quantity sign companies."

STANDARD SHOWING. Any one of the recognized intensities of poster coverage, *e.g.*, minimum, representative or intensive.

STANDARD SIGN. Plastic signs in standardized sizes made on stock molds.

STANDARD STRUCTURE. Various types of outdoor advertising adopted or built according to the standards established by the Outdoor Advertising Association of America, Inc.

STANDARDIZED ADVERTISING. Eight-sheet, twenty-four sheet and bulletin advertising. Sold on reach, frequency and cost-per-thousand exposures.

STANDARDIZED OUTDOOR. Outdoor advertising available in more than 9,000 markets across the country utilizing structures of a standard size, shape, and construction. Sold, situated and serviced in a uniform manner throughout the nation.

STANDARDIZED TRADE. A segment of the sign industry that owns, maintains, and rents signs of standard design and size.

STANDARDS OF PRACTICE. The methods of operation for both poster and painted display plants suggested by the Outdoor Advertising Association of America, Inc.

STATIONARY MODE. The static portrayal of a message for a predetermined length of time.

STICK-ON LETTERS. Letters that have been vacuum-formed or sawed and have pressure sensitive adhesive on the back. Not suitable for outdoor signage.

STEEL. One material used in sign cabinets and structural supporting frames.

STIFF ARM. A steel bar attached to a sign for bracing.

STOCK POSTERS. A poster with a standard design to which the name of a specific business can be added.

STOOL. A device for attaching letters away from a wall.

STOOLED OUT. Attached to but spaced away from a wall.

STORE BULLETIN. A painted display bulletin located on the side walls of a retail store in an urban shop with a standard height of 9'10½" and length-varying from 11'6" to 25'3".

STREAMLINER. A type of painted bulletin developed to give a modern atmosphere to the advertisement.

STREET. A public highway, road or thoroughfare which affords the principal means of access to adjacent lots, measured from property line to property line.

STREET FRONTAGE. The linear frontage of a parcel of property abutting a public street.

STREET GRAPHICS. A system of controlling signs based on right-of-way principles, *e.g.*, speed of traffic and width of the street; as well as on aesthetic principles. The term was coined by William Ewald, author of a book entitled *Street Graphics*, funded by the American Institute of Landscape Architects and which received a grant from Housing and Urban Development. The term has come to mean signage to some people, but in general it is too limited as the book did not recognize the multi-variate communication functions carried on by signs.

STRIP CHANNEL. A channel with the sidewalls constructed so that the sign face serves as the letter face. Applicable to installations on the background in the shop only and for very large letters in special circumstances.

STRIPED COPY. A stroke only below copy plus an additional line of color through the face of the copy.

STRIPES. Decorative borders or stripes on or around the background.

STROKE ONLY. The actual letter face on a sign cabinet or other surface. Does not include outlining, stripes or other embellishments.

STRUCTURE. Any open supporting framework on the top of a building. May be an angle iron type frame, pole, mast or similar arrangement.

STRUCTURE INSTALLATION. Sign units attached to any structure other than a ground pole or building wall, either flat against the structure or cantilevered above it. May be a pole mast or regular roof structure.

STYRENE. A plastic that is too brittle for outside use. Its natural white opaque appearance yellows rapidly. Used primarily for indoor signage that is laminated to hard to reach places.

SUBURBAN BULLETIN. A painted display bulletin of any classification located in a suburban area.

SUPERBOARD. Bulletin board with an additional area added above or on the sides.

SUPERGRAPHICS. Any large-scale graphic embellishment of a building used to enhance the architectural design.

SUPPORT FRAME. A structural framework designed to carry the weight of a sign assembly.

SURVEY. An inspection of a site for a sign to measure the site and gather information about it.

SWASH LETTER. A capital letter having a stroke that is extended decoratively.

SWINGING SIGN. A sign suspended from an arm or spar with no other side of the sign fastened to an adjacent wall or upright pole.

SYMBOL. A design, often standardized, which seeks to convey a specific meaning to the viewer. Symbols are becoming more widespread, especially in interior signage.

SYNERGISTIC ADVERTISING. Advertising which is strengthened through the repetition of the various elements; a systematic attempt is made to integrate the various forms of advertising so that each advertisement strengthens and reinforces both previous and subsequent advertisements.

T

TARGET. A small sign that partially obstructs the view of a panel.

TARGET AUDIENCE. The specific audience an advertiser desires to reach.

TARGET MARKET. The group of customers or potential customers which an advertiser is directing his advertising to — whether that group is defined geographically, psychographically, socio-economically or by some other factor.

T BAR. A bar with a cross section in the shape of a "T".

TEASERS. Posters that initially carry only part of their entire message. After several days' display has aroused the curiosity of the viewers, the remaining copy is added to the sign.

TEMPLATE. A pattern or gauge.

TEMPORARY BUILDING SIGN. A sign jointly erected and maintained on premises undergoing construction by an architect, contractor, sub-contractor and/or property owner or lessor. Any sign, banner, pennant, valance or advertising display not permanently installed or affixed to a sign structure or building and which is maintained less than 60 days.

TEXTURED BACKGROUND. Not smooth.

THIRD PARTY ADVERTISING. A sign which directs attention to products or services available at a location other than where the sign is located.

THIRD PARTY LOCATION. A sign located away from the product, services, or premises being advertised.

THIRD PARTY SIGN. See THIRD PARTY ADVERTISING.

THIRTY SHEET POSTER. An outdoor advertising poster with a standard copy area of 12'7" by 9'7"; usually printed on twelve paper sheets.

THREE SHEET PANEL. A poster of small size, usually located on the side wall of a retail store in an urban shopping area. Standard overall size is 8'7" by 4'10".

TIE BACK. Guy wires which hold a sign in place.

TIE BACK PAD. The fitting where a tie back attaches.

TIE WIRE. Copper wire used to attach neon tubing to glass hooks.

TIME CLOCK. An automatic timing device for switching a sign on and off.

TIME AND TEMPERATURE SIGN. A sign which shows the time and temperature, usually alternately.

TIME SWITCH. A clock or timer activated switch for connecting and disconnecting an electrical circuit at a prescribed time each day.

TIMING FACTOR. The predetermined length of time that a message will be displayed on a lampbank, as programmed by the operator. Normally, the timing factor is determined when the sequence is entered into the message center.

TOP GUY. A guy wire attached to the top of the sign, particularly helpful for lifting the sign when it is installed. Also called a "head guy" or "uplift."

TOP OF THE MIND AWARENESS. The first brand or retail outlet that comes to a respondent's mind in connection with a specific retail category.

TRACKING. A means of measuring a length of bent or curved lines, such as tube lines, copy, periphery, etc. Using a nap measure, tracing measurements can be obtained in inches.

TRACT DEVELOPMENT SIGN. A sign indicating the location of a housing tract or development.

TRADE OUT. An agreement between an advertiser and the operators of an advertising medium in which goods or services rather than direct funds are exchanged. Also called "reciprocal."

TRAFFIC AUDIT BUREAU (T.A.B.). An independent non-profit organization supported by advertisers, agencies, and sign manufacturers which conducts audits every three years to confirm the daily effective circulation and space position value figures for outdoor advertising structures. The Traffic Audit Bureau will guarantee that a particular location will deliver the reach, frequency, and cost-per-thousand exposures or gross rating point average as determined by their audit.

TRAFFIC COUNT. The counting of traffic passing a certain location. Traffic census.

TRAFFIC LANE. A strip of roadway intended to accommodate a single lane of moving vehicles.

TRANSFER LETTERS. Letters printed in vinyl inks on the back of a carrier sheet. Individual letters are spaced optically and burnished onto the sign surface. Usually used in interior signage.

TRANSFORMER. An electrical component used to change voltage and current to values other than supplied by the main. Normally, in neon signs a transformer will raise voltage for 11,120 primary to between 5,000 and 15,000 secondary to operate tubing.

TRANSFORMER BOX. The weatherproofing housing for transformers when they are not installed in a sign cabinet or letter.

TRANSPORTATION DISPLAY POSTER. A poster, usually one-, two- or six-sheets, displayed in a subway or train station.

TRANSLUCENT. Allowing light to shine through, but not clear or transparent.

TRANSPARENCY. A drawing or message on a transparent background.

TRANSPARENT. Allowing light to shine through with no diffusion; clear.

TRAVELLING MODE. The continuous movement of a message from right to left across a lampbank. Travelling messages are used when a message is too long for all its characters to fit on the lampbank at one time.

TRIM. Embellishments or decorations, usually around the perimeter of a sign.

TRIO. A changeable copy panel sign consisting of three vertical panels forming a prism that rotates to present a new message.

TRIPLE TUBE. A combination of a single tube and double tube on one letter. Three separate tube lines following the periphery of a letter.

TRUCK LETTERING. The process of painting a commercial truck so that it serves to advertise a business.

T 12 LAMP. A fluorescent lamp 1½" in diameter. The number indicates the diameter of the lamp tube in eighths of an inch.

TUBE. (1) Luminous tubing. (2) Fluorescent lamp. (3) Pipe made of any material.

TUBE COLORS. Colors with which tubing may be impregnated.

TUBE DIAMETER. The outside diameter of glass used to make neon tubing, usually measured in millimeters.

TWENTY-FOUR SHEET PANEL. An outdoor advertising poster usually measuring 8'8" by 19'6".

TWO-SHEET POSTER. A poster displayed in a station, usually 60" high by 42" wide.

U

U.B.C. *See* UNIFORM BUILDING CODE.

"U" BOLT. A bolt that is shaped into a U and is threaded at both ends.

"U" BRACKET. A steel angle iron shaped into a "U" for part of a support structure for signs.

U.L. *See* UNDERWRITERS' LABORATORY.

"U" LAMP. A fluorescent lamp in which the glass is bent into a U shape.

UNDER CANOPY or MARQUEE SIGN. A sign suspended below the ceiling or roof of a canopy or marquee.

UNDERWRITERS' LABORATORY (U.L.). A non-profit organization which establishes the standards for electrical materials to minimize damages to the health and welfare of the public.

UNIFORM BUILDING CODE (U.B.C.). A code for construction compiled by the Building Officials Administrative Code (B.O.A.C.) at 1313 E. 60th Street, Chicago, Illinois. The most commonly used building code, it contains a section dealing with signs called the Uniform Sign Code.

UNILLUMINATED PANEL. A poster panel without lighting.

UNIT. (1) One piece of neon tubing, glass, etc. (2) A single poster panel or painted bulletin.

URBAN PLANNER. An individual specializing in the development or use of our urban and agricultural space and the social ramifications of such planning and land use.

U.S. CENSUS. An accounting of business, industrial and demographic tendencies in the U.S., produced on a ten year basis and updated with small periodic reports in the interim.

U.S. CONSTITUTION. The law in the U.S. by which all but local matters are regulated. The U.S. constitution carefully defines the powers of the Federal government and creates a set of decision-making rules by which all agencies of the government operate. The sign industry is protected by the Fourteenth and First Amendments to the Constitution.

UNLAWFUL SIGN. A sign which does not and never has conformed to a code and for which no permit has been issued. A sign may be declared unlawful if it becomes dangerous to the public through its dilapidated condition or if it is abandoned.

UPLIFT. A support wire for a projecting sign. Also called a "top guy."

USE. The purpose for which a building, lot, sign or other structure is intended, arranged, designed, occupied or maintained.

V

"V" BREAK PATTERN. A patterned sheet, metal or plastic, with V-shaped grooves or ridges forming parallel lines. The size and spacing of the Vs depends on the dies available, standardly about 1" wide and $\frac{3}{4}$ " deep.

"V" CANOPY. An architectural canopy which consists of two panels which meet and form a point.

"V" TYPE SIGN. Two or three signs in the shape of the letter V or a triangle when viewed from above, with their faces oriented in different directions and located no more than 15 feet apart at their closest points. Constitutes one outdoor advertising sign.

VACUUM-FORMING. A process to form plastic in which heated plastic is clamped directly to the edges of a form and is sucked into it by air pressure. This process is especially common for forming larger signs as it tends to give greater strength and durability to the form. Individual letters can also be made by vacuum forming.

VARIABLE TIMING FACTOR. The ability to program a message display time of a sequence independently of the timing allowed other portions of the sequence.

"V" SHAPED. Two single sign faces mounted with two ends together and the other two spread so that the faces may be read from different directions. Signs mounted flat against a building so that the ends meet at a corner are not V signs, but rather are considered two single faced signs.

VERTICAL SIGN. A sign taller than it is wide.

VINYL STUCCO. A surface finish resembling rough stucco that may be sprayed on.

VOLT-AMPERE. The product of voltage times the current drawn by any electrical component. It is not modified by application of a power factor and is therefore normally greater than the wattage for a given unit.

VOLUNTARY REGULATIONS. A set of standards or practices governing the placement and operation of outdoor plants in a manner consistent with the public policy of business.

W

WALL BULLETIN. A painted display bulletin attached to a wall.

WALL or FASCIA SIGN. Any sign affixed in such a way to a building or structure that its exposed face is parallel or approximately parallel to the plane of the building or structure on which it is affixed.

WALL IRONS. Angle irons made to attach a sign to a wall.

WALL PAINTING. The art of painting a sign on a wall. Nonstandardized, highly individual signs; includes supergraphics.

WALL SIGN. A sign erected parallel to and extending not more than 18" from the facade of any building. May be painted, individual letter, or cabinet signs. Also called a "fascia sign."

WALL SURFACE OF BUILDING. The total horizontal surface area of a building face to which a sign is attached, including the window and door area and measured to the extreme outer limits of each wall surface.

WATTAGE. The power consumption or capacity of an electrical unit or appliance. The product of the voltage and the current modified by the power factor (per cent of utilization).

WEEP HOLE. A hole that allows moisture to escape from a sign cabinet. Also called a "drain hole."

WIDEFLANGE. A steel beam with wide edges or flanges, *e.g.*, an H beam.

WIND GUYS. Guy wires attached to a sign to increase its stability in wind.

WIND IRONS. Brackets to which guy wires attach.

WINDOW OUTLINE. A neon sign consisting of framed tubing displayed in a window.

WINDOW SIGN. A sign installed inside a window for purposes of viewing from outside the premises. Does not include merchandise displayed in a window. Also called "window poster" or "window streamer."

WIRING CHANNEL. A gutter or channel that contains electrical wiring.

WOOD. One of the oldest and most common sign materials. May require special preservative treatment and therefore may be expensive. Commonly used wood for signage includes cypress, douglas fir, mahogany, oak, pine, red cedar and redwood.

WORK ORDER. A form, usually preprinted, showing work to be performed. May contain a materials list, electrical requirements and other data pertaining to the job. Reproduced in quantity for distribution to production departments.

WORLD SIGN ASSOCIATION. A marketing association for the sign industry that works toward developing trade and production information and seeks to promote the sign industry. Only one sign company in each marketing area is allowed membership. Both national and international membership. Executive Director: Ed Morrissey; 200 Fillmore, Suite 407, Denver, Colorado 80206.

WROUGHT IRON. Welded or forged iron used mainly for decorative purposes.

Z

ZEON. A non-profit organization organized to formulate and promote minimum standards of excellence for manufactured products in the electric industry, particularly regarding electrical illumination equipment, illuminated signs, and lamps.

ZONE. Divisions of land based on U.S. Census figures, planning commission data and other sources for defining trends or uses in any market area.

SIGN INDUSTRY ASSOCIATIONS

Junior Panel Outdoor Advertising Association
130 Union Street
Springfield, MA 01101
Joe Radding, Executive Director

National Electric Sign Association
2625 Butterfield Road, Suite 310E
Oak Brook, IL 60521
Michael J. Shenk, Executive Vice President

Outdoor Advertising Association of America, Inc.
485 Lexington Avenue
New York, NY 10017
F. R. Cawl, President

Institute of Outdoor Advertising
485 Lexington Avenue
New York, NY 10017
Ed Winslow, General Sales Manager

International Sign Association
P. O. Box 66258
Baton Rouge, LA 70896
Evy Davis, Executive Secretary-Treasurer

Point-of-Purchase Advertising Institute
60 East 42nd Street
New York, NY 10017
Howard Stumpf, President

Roadside Business Association
P. O. Box 2697
Springfield, VA 22152
William V. Reynolds, Executive Director

World Sign Association
200 Fillmore
Suite 407
Denver, CO 80206
Ed Morrissey, Executive Director

Supplement to the Glossary of Terms:
ACCOUNTING TERMS COMMONLY USED IN THE SIGN INDUSTRY

ACCOUNTING TERMS COMMONLY USED IN THE SIGN INDUSTRY

There is a great difference in the meaning of many accounting terms as they are standardly used by accountants and as they are used by the sign industry. It is hoped that this addition to the Glossary of Terms, which was supplied by D. W. Frame, an accountant who works extensively for the sign industry, will provide a common ground for accountants and managers of sign companies to discuss their accounting practices. It is based on an approach which was adapted by several sign companies in about 1959.

The terms in this part of the Glossary are not arranged in alphabetical order; it was felt that they were more easily understood when arranged within the following format.

BALANCE SHEET TERMS

ASSETS:

CURRENT ASSETS. Assets to be converted to cash within the next twelve months.

FIXED ASSETS. Purchased or constructed assets, time related and usually subject to depreciation.

OTHER ASSETS. Assets that will not normally be converted to cash within the next twelve months.

UNMATURED CONTRACTS RECEIVABLE. The future billings to be made on the rental of signs, billboards, and maintenance contracts, as opposed to deferred income.

LIABILITIES:

CURRENT LIABILITIES. Obligations due within the next twelve months, including the portion of term obligations maturing in this period.

TERM LIABILITIES. The portion of loans, contracts, and mortgages due after twelve months.

OTHER LIABILITIES. Deferred income and obligations not included as current or term.

DEFERRED INCOME OR CONTRACTS. Unrealized future income, as opposed to unmatured contracts receivable.

EQUITY or NETWORTH. That portion of the total assets reduced by the total liabilities representing the equity in the assets belonging to the owners, stockholders, or partners.

EARNINGS TERMS

REVENUE. The charges made to customers for service performed.

SIGN SALES. A sign unit built and sold outright to a customer.

SIGN RENTAL INCOME. The matured amount of a rental agreement. The monthly revenue only, not the total revenue to be received.

CONTRACT MAINTENANCE INCOME. The matured amount of the maintenance agreement for the period.

SERVICE AND REPAIR INCOME. Income from service performed on signs owned by the customer.

INSTALLATION FOR OTHERS. Revenue from charges for signs built by other manufacturers and installed for them.

BILLBOARDS OR BULLETIN INCOME. The matured portion of the rental or use agreement to be taken into revenue.

COST OF SALES. Product or service direct costs.

PRIME COST:

LABOR. The actual chargeable time to each job order. This is gross pay without fringes or markups.

MATERIAL. The actual chargeable costs of all material, direct charges, etc. that become a part of the product without markups.

PRIME COST OVERHEAD. Shop and service supervision and non-chargeable time. Shop and service employee's taxes, insurance, fringes, small tools, and shop supplies.

Memo: These prime costs include the cost of labor and materials that become a part of the product. This overhead does not include fixed or burden type costs.

SPECIFIC COSTS: Depreciation on rental signs and on billboard costs; and billboard ground rent, utilities, insurance, etc. This does not include interest expense.

GROSS MARGIN. This is the margin of the sale price over the cost of goods sold as defined in the above paragraphs.

CONTRIBUTION. The total dollars available to cover fixed costs and a profit.

PRICE VOLUME RATIO or GROSS MARGIN PERCENTAGE. The gross margin dollars expressed as a percentage of total revenues.

Memo: All of the items under Cost of Sales are directly related to the item or service performed, and as such will be eliminated as each item becomes a completed transaction.

ESTABLISHMENT COSTS:

This group of accounts covers primarily the fixed costs of the business entity as it has been built up and established. Generally, day to day costs regardless of sales and production.

OCCUPANCY or FACILITIES COSTS. The building and plant equipment total cost is in this group, including power, taxes, depreciation, insurance, etc.

TRUCK COST. The total cost of ownership or use of the truck fleet, including repairs, gas, oil, depreciation, etc.

SELLING EXPENSE. Sales salaries and commissions, design salaries, payroll, taxes, insurance, telephone, travel, etc. Usually, advertising is not separated but included in Selling Expense.

OFFICE EXPENSE. The cost of accounting, secretaries, office supplies, postage, data processing, outside office assistance, etc.

ADMINISTRATION. Administrative salaries, payroll costs, and benefits of these salaries, business licenses, bad debts, dues, donations, legal auditing, bank service, bank interest, etc.

NON-OPERATING. Additions and deductions not considered a viable activity of the business — such as rental income, dividends, sale of assets, etc.

The preceding glossary does not include several commonly used terms to express the meaning of some applications of these terms. The following terms are used many times.

BALANCE SHEET

CURRENT RATIO. The current assets available to liquidate the current liabilities.

SALES MIX

SEPARATE TYPE OF REVENUE. As compared to total revenue.

SEPARATE GROSS MARGIN. Refers to gross margin on each type of revenue.

CONTRIBUTION OF EACH TYPE. Sales contribution to the total gross margin.

MARGIN OF SAFETY

BREAK-EVEN POINT OF SALE. Approximate point where the volume at a given gross margin percentage would cover the establishment costs only, but not provide a profit.

MARGIN OF SAFETY. The margin between the break-even dollars and the revenue.

PERCENT OF SAFETY. The margin of safety expressed as a percentage of sales.

Memo: The terminology used here will give a good estimate of this percentage without further research into fixed and variable costs.

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THE INSTITUTE OF SIGNAGE RESEARCH

The Institute of Signage Research is a nonprofit organization established to study environmental visual communication. Its primary mission is to promote, develop and conduct research and educational projects that expand knowledge and community awareness of the wide range of communication functions of on-premise signage.

The Institute works to accomplish its objectives through major programs: national conferences, seminars and workshops, publications and media, and professional services. Each is designed to communicate in a particular way and to handle certain information needs best. Taken together, these programs form a comprehensive information system that can be used to approach a problem or issue from several different angles. They also provide a variety of channels for communicating the results of special projects which the Institute undertakes from time to time.

The focus of the Institute is on the optimal use of signage to improve the quality of modern life. Institute programs encourage understanding of how needs are met by signs, how design can enhance sign communication functions, how planning can utilize signage to improve land use efficiency, and how signage can encourage both a productive property and business tax base and a balanced and healthy profile of business activity.

The major efforts of the Institute are directed toward understanding of the services signage provides to the community, increasing knowledge of the range of communication functions performed by signage for business users, examining and demonstrating the positive design potential of on-premise signage, the use of signage as a planning tool, and acting as liaison with planning agencies at the municipal, county, state and federal levels.