ROADSIDE ADVERTISING & ROAD SAFETY

1. Don't cause confusion with road signs
2. Don't use moving images
3. Avoid complex locations
4. Don't encourage non-driving actions
5. Keep it simple
6. Minimise transitions
7. Don't dazzle road users
8. Avoid overlarge billboards
9. Don't have flashing lights
10. Avoid overlarge billboards

The ADVERTS project was funded under the CEDR Transnational Road Research Programme - Call Safety 2016.
For the full recommendations see https://bit.ly/2HgoJgE