Article published on December 8th 2011 | Marketing

According to the Nielsen 2009 report, the Singapore outdoor advertising industry is worth around $134 million dollars a year. But unlike in most countries, billboard advertising is not commonly used due to the Government rules and regulation on where and when outdoor Outdoor Media advertisements are allowed to be displayed.

According to the Building Control Act:

â€œ(1) Every licensee shall ensure that any advertisement, animated billboard, balloon sign, directional sign, signboard or skysign to which his licence relates complies with the following requirements:

(a) the advertisement, animated billboard, balloon sign, directional sign, signboard or skysign

(i) if displayed 5 metres or more above any street, shall not project more than 1.5 metres from the regular line of the street; and

(ii) if displayed more than 3.75 metres but less than 5 metres above any street, shall not project more than 60 centimetres from the regular line of the street;

(b) the advertisement, animated billboard, balloon sign, directional sign or signboard, if fixed in a verandah-way or over a footpath, shall not be less than 2.5 metres above the level of the verandah-way or footpath; and

(c) the advertisement, animated billboard, directional sign or signboard, if projecting over any street, shall not be erected less than 2.5 metres above the cover of any roadside drain, measured vertically from the top of the cover to the underside of the advertisement, animated billboard, directional sign or signboard.

(2) No licensee shall illuminate or decorate by means of flickering, flashing or running lights any advertisement, directional sign, signboard or skysign that is visible from the street except with the prior approval of the Commissioner.

(3) No licensee shall decorate by means of flickering, flashing or running lights any part of any frame or panel to which an animated billboard is affixed except with the prior approval of the Commissioner.â€•

Singapore has a well-deserved reputation as a clean and attractive city which is preserved by their strict guidelines in regards to Outdoor Advertising. Outdoor advertisements in Singapore donâ€™t just come out of nowhere and turn into visual pollutants. It stands out effectively from existing structures and varied media forms such as trains, buses, and taxis. The top four media owners in Singapore largely deal in buses and bus shelters, trains and train stations â€“ basically covering road transit, street sides, rail transits and rail stations. These four media owners control more than 75% of the outdoor advertising spent in Singapore.

SMRT Media, one of the leading Out of Home Media Owners in Singapore, offers one of the largest outdoor advertising solutions through its wide network system of over 100 trains, 65 stations, 3000 taxis, 6 bus inter-changes and close to 900 buses.

Article Source:
http://www.articleside.com/marketing-articles/advertising-and-marketing-in-singapore.htm - Article Side

Harry Tan - About Author:
SMRT Media is an a Outdoor Advertising Agency based in Singapore that offers reliable Outdoor Advertising Solutions. For a Effective Outdoor Media Advertising Campaigns, check: a http://smrtmedia.com.sg/

Article Keywords:
Advertising Agency,Advertising Agencies,Outdoor Advertising,Outdoor Advertising Agencies,Outdoor Digital Media,Outdoor Digital Advertising

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!