



Alcohol advertising can lead children and adolescents to underage drinking—or to drink more, if they’ve already begun.¹

----- WHO'S WHO? -----

BILLBOARDS

A billboard is a large outdoor advertising structure, typically positioned in high-traffic areas.

BOLLARDS

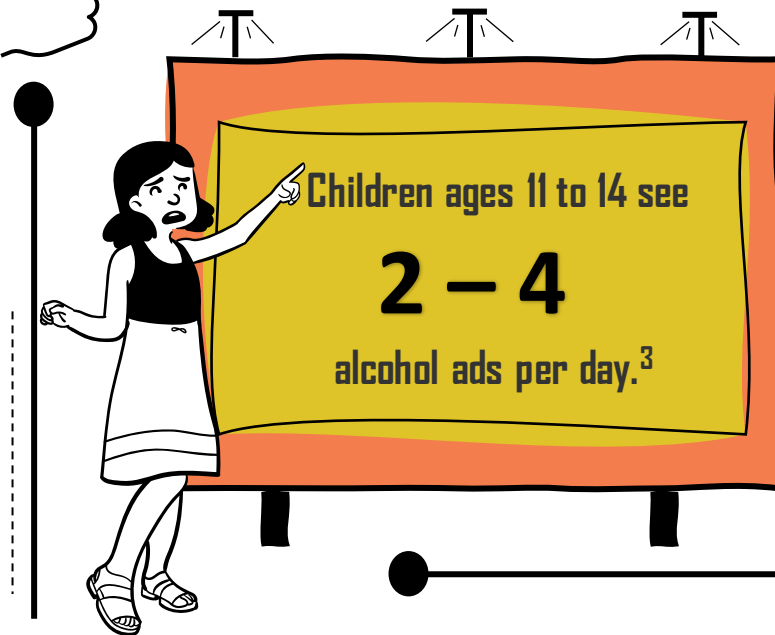
A bollard is a short post used to divert traffic or create a perimeter, sometimes covered with advertisement sleeves.

WINDOW SIGNS

A window sign is attached either to the interior or exterior of a storefront window.

TAKE NOTE:

Billboards, bollards, and window signs advertising alcohol are among those most likely to be seen by children because of their high visibility and popularity among sellers and retailers.²



8

The age when children start to form opinions about alcohol.⁴

66.6%

The percentage of Wisconsin teens who do not view underage drinking as a risk.⁵

As advertisements themselves have become brighter, bolder, and flashier, so too have the products they advertise.⁶ Technology has changed the way we interact with advertisements, from eye-catching electric billboards to tailored ads sent straight into our hands via social media. This increased exposure results in an increased likelihood that children will engage in underage alcohol consumption.⁷ While this is a national problem, municipalities can take steps to decrease youth exposure to alcohol advertisements at home.

1 BILLBOARDS

*Quick Tips for
Your Sign Code:*

- Limit the number of billboards in locations where children are often present (near schools, parks, recreational areas, etc.) or limit size based on the frontage road
- Limit sign area/height
- Limit electronic billboards and lighted or flashing billboards, including intensity of light

2 BOLLARDS

- Note: Some sign codes treat bollard signs as a separate category of signs, while others treat them as temporary signs
- Prohibit bollard/temporary signs in parking lots altogether
- Limit bollard/temporary signage quantity (ex., maximum of 2) or frequency of use

3 WINDOW SIGNS

- Limit the size (ex., total area of window signage must not exceed 30% of the available window area) or number of window signs per frontage street
- Specify how the area of the sign is calculated (ex., from the smallest dimensions encapsulating the entire sign, including words, phrases, and designs)
- Include a regulation mandating a “clear line of sight” from the street to the cash register/check-out area
- Include perforated areas in the calculation of the sign area

For more information about sign codes and what you can do to reduce youth exposure to alcohol, please contact the Wisconsin Alcohol Policy Project.

Wisconsin Alcohol Policy Project

Comprehensive Injury Center, Medical College of Wisconsin
Please contact us for questions, technical assistance, or training.

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<https://www.mcw.edu/departments/comprehensive-injury-center/wi-alcohol-policy-project>

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Citations

¹S.E. Tanski, et al., Cued Recall of Alcohol Advertising on Television and Underage Drinking Behavior. 169 JAMA Pediatrics 264 (2015).

²Kayla Keena, *The Most Common Types of Advertising*, <https://leadgrowdevelop.com/the-most-common-types-of-advertising/#:~:text=%20The%20Most%20Common%20Types%20of%20Advertising%20,than%20the%20other%20options%2C%20but%20they're...%20More%20> (last visited August 8, 2022).

³R.L. Collins, et al., *Alcohol Advertising Exposure Among Middle School-Age Youth: An Assessment Across All Media and Venues*, 77 Journal of Studies on Alcohol and Drugs 384 (2016).

⁴Wisconsin Department of Health Services, *Small Talks, How WI Prevents Underage Drinking*, <https://www.dhs.wisconsin.gov/small-talks/index.htm#:~:text=%20Underage%20drinking%20in%20Wisconsin%20%201%20Fifty-nine,see%20underage%20drinking%20as%20a%20risk.%20More%20> (last visited 8/8/2022).

⁵Wisconsin Department of Health Services, *Small Talks, How WI Prevents Underage Drinking*, <https://www.dhs.wisconsin.gov/small-talks/index.htm#:~:text=%20Underage%20drinking%20in%20Wisconsin%20%201%20Fifty-nine,see%20underage%20drinking%20as%20a%20risk.%20More%20> (last visited 8/8/2022).

⁶Marcela Korenkova, et al., *Consumer Perception of Modern and Traditional Forms of Advertising*, 23 Sustainability 12 (2020).

⁷L.B. Snyder, et al., *Effects of Alcohol Advertising Exposure on Drinking Among Youth*, 160 Archives of Pediatric & Adolescent Medicine 18 (2006).