



When you need your sign visible to as many prospective customers as possible, the visual capability is a key factor. Most sign designs don't meet the criteria for a great visual experience to be seen by traffic passing your marketing brand.


This chart will give you key information on how to create a positive design that will be visible to all traffic to ensure your marketing product is living up to its potential.

CHARACTER SIZE	MAX VIEWING DISTANCE	MAXIMUM VIEWING TIME (SECONDS)							
		5mph	15mph	25mph	35mph	45mph	55mph	65mph	75mph
<b>Inches</b>	<b>Feet</b>								
<b>2</b>	<b>100</b>	<b>13.7</b>	4.6	2.7	1.9	1.5	1.2	1.1	0.9
<b>6</b>	<b>300</b>	<b>41.1</b>	<b>13.7</b>	<b>8.2</b>	5.8	4.6	3.7	3.2	2.7
<b>9</b>	<b>450</b>	<b>61.6</b>	<b>20.5</b>	<b>12.3</b>	<b>8.8</b>	6.8	5.6	4.7	4.1
<b>13</b>	<b>650</b>	<b>89.0</b>	<b>29.7</b>	<b>17.8</b>	<b>12.7</b>	<b>9.9</b>	8.1	6.8	5.9
<b>18</b>	<b>900</b>	<b>123.3</b>	<b>41.1</b>	<b>24.5</b>	<b>17.5</b>	<b>13.7</b>	<b>11.2</b>	9.5	8.2
<b>24</b>	<b>1,200</b>	<b>164.4</b>	<b>54.8</b>	<b>32.8</b>	<b>23.4</b>	<b>18.2</b>	<b>14.9</b>	<b>12.6</b>	<b>10.9</b>
<b>36</b>	<b>1,800</b>	<b>246.6</b>	<b>82.2</b>	<b>49.2</b>	<b>35.1</b>	<b>27.3</b>	<b>22.3</b>	<b>18.9</b>	<b>16.4</b>
<b>48</b>	<b>2,400</b>	<b>328.8</b>	<b>109.6</b>	<b>65.6</b>	<b>46.8</b>	<b>36.4</b>	<b>29.8</b>	<b>25.2</b>	<b>21.8</b>

**Yellow** shaded areas represent an acceptable exposure time of message

 A sign installed high off the ground or back from the road with distance.

 A sign installed at medium height off the ground or set back from the road a small distance.

 A sign installed low to the ground or is close to the road or traffic.

