CHANGEABLE/DIGITAL COPY SIZE SELECTION CHART

This chart is designed to help you understand the reasons we are proposing a sign with this particular size changeable copy or digital text. One thing to keep in mind when considering the size of the letters is that there are only two kinds of signs: informational and advertising. Informational signs are those that tell drivers the name of the road they are on and how fast they can go down that road or how to get to the expressway, etc. If people are looking for signs at all, these are the only ones they are *looking for*. Advertising signs (including changeable-copy or digital signs used by churches for ministry and outreach) must approach the equation in reverse. *They're not looking for us; we're looking for them.* We must therefore create a sign that not only CAN be read, but WILL be read. It must be almost a "mindless" action on the part of the reader.

Industry studies have done a lot to help us determine the difference between the two. It has been found that for a message to create its own visual gravity, the capacity to draw attention to itself without someone making a conscious decision to read it, the letters must be legible at least FIVE SECONDS AWAY, at prevailing traffic speeds. Any less and the sign's effectiveness is dramatically diminished.

The readability formulas are based on 50 feet of readability for every 1" of character height. For instance, if the speed limit going by your sign placement is 30 mph, the traffic speed is generally 3-7 mph higher (unless there is an intersection with a light or a stop sign, or something else at the sign placement slowing traffic down). Under these circumstances, we would need to utilize a 6" letter size for our changeable copy or digital text. What follows is how this is determined.

At 35 mph, a car is covering 51' 4" every second. If a 6" character allows 300' of visibility (6 x 50 = 300), then a car would have 5.85 seconds (300 / 51.33 = 5.85) to read the sign, well within accepted effectiveness standards. On the other hand, if a 4" copy were being utilized, traffic would have only 3.90 seconds to read it (4 x 50 = 200, and 200 / 51.33 = 3.90). Someone could read the sign if they were looking for it. If they weren't, there is a good chance they probably wouldn't even see it.

MPH	FT/SEC	3"	4"	6"	8"	10"
20	29.33	5.11	6.82	10.24	13.64	17.05
25	36.67	4.09	5.45	8.18	10.91	13.64
30	44.00	3.41	4.55	6.82	9.09	11.36
35	51.33	2.92	3.90	5.85	7.79	9.74
40	58.67	2.56	3.41	5.11	6.82	8.52
45	66.00	2.27	3.03	4.55	6.06	7.58
50	73.33	2.05	2.73	4.09	5.46	6.82
55	80.67	1.86	2.48	3.72	4.96	6.20
60	88.00	1.71	2.27	3.41	4.55	5.68
65	95.33	1.57	2.10	3.15	4.20	5.25
70	102.67	1.46	1.95	2.92	3.90	4.87

NOTE: All of these figures are based on both directions of traffic coming by within 30' of the sign placement. For every 30' of offset (the sign is removed from the direct line of sight next to the traffic pattern), the size of the copy may need to be increase to a next size up because you are now dealing with the reader's peripheral vision. When considering your traffic pattern, always measure from the outside lane of the far side traffic.