

1 AN ACT relating to electronic advertising.

2 ***Be it enacted by the General Assembly of the Commonwealth of Kentucky:***

3 ➔SECTION 1. A NEW SECTION OF KRS 177.830 TO 177.890 IS CREATED
4 TO READ AS FOLLOWS:

5 **(1) *In addition to advertising or promoting activities, events, and products offered on***
6 ***the premises where it is located, an electronic advertising device may advertise or***
7 ***promote off-premise activities, events, and products offered by a charitable***
8 ***nonprofit organization or group of organizations described in Section 501(c) of***
9 ***the United States Internal Revenue Code and exempt from federal income tax***
10 ***under Section 501(a) of that code.***

11 **(2) *Content advertised under this section shall:***

12 **(a) *Comply with all state and federal statutes and regulations;***

13 **(b) *Be displayed at the discretion of the owner of the electronic advertising***
14 ***device; and***

15 **(c) *Not be displayed if the business or organization where the advertising device***
16 ***is located has ceased operation.***

17 ➔Section 2. KRS 177.841 is amended to read as follows:

18 (1) Except as otherwise provided in KRS 177.830 to 177.890, the erection or
19 maintenance of any advertising device upon or within six hundred sixty (660) feet
20 of the right-of-way of any interstate highway or federal-aid primary highway is
21 prohibited.

22 (2) The erection or maintenance of any advertising device located outside of an urban
23 area and beyond six hundred sixty (660) feet of the right-of-way which is legible
24 and/or identifiable from the main traveled way of any interstate highway or federal-
25 aid primary highway is prohibited with the exception of:

26 (a) Directional and official signs and notices;

27 (b) Signs advertising the sale or lease of property upon which they are located;{

- 1 ~~or~~
- 2 (c) Signs advertising activities conducted on the property on which they are
- 3 located; or
- 4 (d) Signs advertising content under Section 1 of this Act.