

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) An electronic advertising device that is located on the premises of a business or*
6 *organization may advertise or promote activities or products offered:*

7 *(a) On the property where the advertising device is located; and*

8 *(b) Outside of the property where the advertising device is located.*

9 *(2) Content advertised under this section shall comply with all state and federal*
10 *statutes and regulations.*

11 *(3) Content advertised under subsection (1)(b) of this section shall not be displayed if*
12 *the business or organization where the advertising device is located has ceased*
13 *operation.*

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

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

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

23 (a) Directional and official signs and notices;

24 (b) Signs advertising the sale or lease of property upon which they are located;{
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26 (c) Signs advertising activities conducted on the property on which they are
27 located; *or*

1 *(d) Signs advertising content under subsection (1)(b) of Section 1 of this Act.*