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LAMAR ADVERTISING COMPANY - NORTHWEST REGION

SCOTT B. BUTTERFIELD
Vice President and Regional Manager

DEPT. OF TRANSPORTATION
DOCKETS

August 10, 2006

2006 AUG 16 P 3:24

U.S. DOT
Dockets Management Facility
Room PL -407
400 Seventh Street, S.W.
Washington D.C. 20590

Re: Docket Number FHWA-2006-25031 - 652

To Whom It May Concern:

This letter is to communicate my views on the topics relating to Docket Number FHWA-2006-25031.

Out of Home Media goes back along time as it was the first form of advertising. Billboard advertising is just as important today as it was in the early 1800's.

In Idaho billboards are extremely important to the local economy. The majority of our signs are leased through local individual landowners who count on the income year in and year out. We create jobs, help small businesses thrive and help communities grow.

Outdoor advertising is one of the most affordable forms of advertising as it has the lowest cost per thousand allowing local business owners to afford advertising. Roughly ninety percent of our business is from the local merchants.

This personally affects me in another way as my wife is a second generation business owner and she counts on billboards as her primary source of advertising for Molenaar Jewelers. It is affordable, and builds great name awareness and is an effective tool for small business owners.

The billboard system in the Northwest works. We have strict city regulations on height, spacing and size. We have county regulations that match and if that goes well, we have strict state regulations. Additionally, in many cases, public hearings are required so we have to please the general public in addition to the governmental entities.

We pride ourselves on our ability to work with our land owners, advertisers, city, county and state dot. The system works and our regulatory flexibility is a win for the public and advertisers. It is nice to see that common sense prevails and we

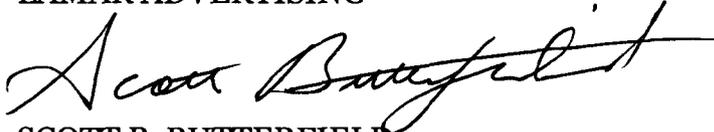
are able to work with our local government entities to resolve any issues with regard to the billboard industry.

We have been very careful to sit down with city, county and state officials to educate them on our digital billboards. It has been amazing how well accepted this has been in our community. This type of billboard allows more flexibility with no additional cost to change the copy. It has allowed us to help with public service and local law enforcement. It is truly an exciting time in our industry.

I urge you to leave the our current ordinances and laws in place . . . they work and it would be a waste of tax payers time and money to address this issue when the current regulations and restrictions are working.

Sincerely,

LAMAR ADVERTISING

A handwritten signature in black ink, appearing to read "Scott Butterfield". The signature is written in a cursive style with a long horizontal flourish extending to the right.

SCOTT B. BUTTERFIELD
Vice President & Regional Manager
Northwest Region