The Swedish Transport Agency (STA) has received a number of inquiries from private AtoN owners about the possibility to get a permit granting the posting of advertising signs on their marking in order to raise funds for operations and maintenance.

The STA would like to have the Committee’s view on the posting of advertising signs on AtoN, as well as to find out if there are any IALA recommendations on this (for example regarding the design and size of the signs) and if there are any examples to refer to.

The answer on this question was given by e-mail correspondence during the ARM3 Committee meeting to the STA.

The IALA ARM Committee have reviewed the question and find that there are no existing recommendations or guidelines on the subject, and that the decision about the use or not of those materials should stay within the National Authorities remit.

However, the IALA ARM Committee recommends that when analysing the purpose for the use of advertising materials on AtoN's, the National Authorities should have special care in assuring that:

- the conspicuity of the AtoN (both the daymark and the light) is not diminished;

-  lighted advertisements, even when placed on the landward side of the AtoN, must not create background light or otherwise interfere with the AtoN;

- the advertisement doesn't "encourage" the mariner to approach the AtoN (when placed on the water), and to go around it (to read the advertisement).

The final decision should always be made by the National Authority on a case by case scenario.