



REGION OFFICE CONTACT INFORMATION

ARE THERE ANY OTHER WAYS TO ADVERTISE ALONG THE HIGHWAY?

Yes, the Department of Transportation provides logo signs on Interstate Highways and Tourist Oriented Directional Signs (TODS) on other highways. These are the blue signs that are located near intersections and interchanges. Depending upon the type of sign, they display the brand, symbol, trademark, or name of the business.

WHAT IS THE COST OF ADVERTISING ON A LOGO SIGN OR A TODS SIGN?

In addition to the \$50 application fee, an annual rental fee of \$155 per business sign for logo signs or \$100 per TODS sign is required. The Rules and Regulations for logo Signs and TODS signs can be obtained from the South Dakota Department of Transportation Central Office, the Region Office nearest you or the Department website.

WHAT MUST I DO TO ADVERTISE ON A LOGO SIGN OR A TODS SIGN?

Applications for logo and TODS sign permits can be obtained from the South Dakota Department of Transportation Central Office or the Region Office nearest you. All applications must be accompanied with \$50 for each business sign requested.

MAY I ERECT A DIRECTIONAL SIGN TO A MUSEUM OR RECREATIONAL SITE?

Contact the Central Office or the nearest Region Office for eligibility criteria for historical, educational or cultural, scientific, scenic and outdoor recreational sites.

Aberdeen Region

PO Box 1767
Aberdeen, SD 57401
Phone Number: 605-626-2244

Mitchell Region

PO Box 1206
Mitchell, SD 57301
Phone Number: 605-995-8129

Pierre Region

104 S. Garfield
Pierre, SD 57501
Phone Number: 605-773-3464

Rapid City Region

PO Box 1970
Rapid City, SD 57709
Phone Number: 605-394-2244

Central Office

Division of Operations
700 E. Broadway Ave.
Pierre, SD 57501
Phone Number: 605-773-3571

This brochure does not replace the laws of South Dakota relating to outdoor advertising. For more information on Outdoor Advertising law, refer to Chapter 31, Title 29.

<https://dot.sd.gov/>

SDDOT

GUIDE TO OUTDOOR ADVERTISING

This Brochure Applies to Signs Erected to Advertise Both On and Off the Highway Right-of-Way.



South Dakota
Department of Transportation
Division of Operations
Pierre, SD 57501

WHAT HIGHWAYS REQUIRE A PERMIT?

Permits are required before an advertising sign can be erected along the Interstate and other controlled highways providing the area has acceptable zoning and the sign meets size, lighting, and spacing requirements. Contact the nearest Region Office for information on which highways are controlled.

CAN I PUT UP A SIGN ON MY OWN PROPERTY WITHOUT A PERMIT?

Yes and no. You may erect on-premise signs meeting the requirements of the law. The sign must advertise activities conducted on the property or advertise the sale or lease of the property.

You cannot erect billboards to advertise products not sold on your property or activities that are conducted elsewhere.

CAN I USE FLASHING LIGHTS ON A SIGN?

No. Flashing, revolving, or rotating lights of any kind are not allowed because they could be distracting to motorists or could be confused with emergency or maintenance vehicles.

HOW MUCH DO PERMITS COST?

Fees are based on the square footage of the sign. Annual permit fees range from \$16 to \$72 per sign. Permit fees are listed on the back of the permit application. There are no fees for signs in the city limits or church signs under 65 square feet.

HOW LONG DOES IT TAKE TO GET A PERMIT?

Permits require the signature of the sign owner. After the Region Office reviews the application and verifies the location as legal under current regulations, the permit is then approved by the Department. This process usually takes about ten days.



CAN I PUT MY SIGN IN THE HIGHWAY RIGHT-OF-WAY?

No. All signs must be erected outside of the right-of-way and may not overhang the right-of-way. The right-of-way is reserved solely for official traffic control signs.

WHY DO I HAVE TO GET A PERMIT?

South Dakota State Law requires a permit to be on file and signed by the landowner with the South Dakota Department of Transportation in order to control the number and placement of signs. Signs without a permit are considered illegal and are subject to removal.

WHAT DO I HAVE TO DO TO PUT UP A SIGN?

To erect a sign you need to obtain an application for a permit from the South Dakota Department of Transportation Central Office or the Region Office nearest you. See the listing of these offices at the end of the brochure. Applications need to be approved for zoning, size, lighting, and spacing in accordance with the requirements of SDCL Chapter 31-29.

HOW BIG CAN I MAKE MY SIGN?

The maximum area of one sign can be 1,200 square feet and can not exceed 30 feet in height and 60 feet in length.

DO I NEED A PERMIT FROM THE TOWN OR CITY WHERE I AM ERECTING THE SIGN?

Signs inside the incorporated city limits are monitored by the South Dakota Department of Transportation to see that they conform to size, lighting, and spacing requirements. **You may need to obtain a permit from the city** but no permit is needed from the state.

DO I NEED A PERMIT FROM THE COUNTY WHERE I'M ERECTING THE SIGN?

Some counties have their own regulations which require permits in order to erect a sign. You may need to obtain a permit from the county as well as from the state. Only state permits are available through the South Dakota Department of Transportation.

I AM A CANDIDATE FOR PUBLIC OFFICE. DO I NEED A STATE PERMIT FOR MY SIGNS?

Political signs must conform to the law, or they will be removed in accordance with the law. No political advertisements, including posters, signs, stickers and other campaign material may be placed on the highway right-of-way. Click [HERE](#) for further information.

CONTACT US

South Dakota Department of Transportation

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<https://dot.sd.gov/>



Need more information? Visit our website!
<https://dot.sd.gov/programs-services/outdoor-business-signing/about-outdoor-business-signing>



SDCL 20-13, Title VI of the Civil Rights Act of 1964, the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990 require that the Department of Transportation provides services to all persons without regard to race, color, creed, religion, sex, disability, ancestry or natural origin.