Bollard Advertising and Alcohol

What is "bollard advertising?"

Bollards are the low height barriers, often shaped like small pillars, separating motor vehicles from people or vulnerable structures. Bollards prevent motor vehicles from crashing into gas pumps or electrical equipment and from entering pedestrian areas.

This is a bollard:

This is bollard advertising:

As you can see, bollards place advertisements at a child's eye level, making them inappropriate locations for alcohol advertising.

Eliminating alcohol advertisements from bollards