



Leading the Marketing Community

May 26, 2006

The Honorable Joe Knollenberg
Chairman, Subcommittee on Transportation
House Appropriations Committee
2358 Rayburn House Office Building
Washington, D.C. 20515-6027

Dear Mr. Chairman:

On behalf of the Association of National Advertisers (ANA), I am writing to urge you to support an amendment to the supplemental appropriations act (H.R.4939) that would clarify the discretion of the states in deciding whether to allow billboards to be rebuilt after hurricanes.

The provision, offered by Senator Bennett as amendment 3805, has already been adopted by the Senate. The amendment requires no federal expenditures; is targeted to two FEMA regions impacted by last year's hurricanes; makes no changes in the federal Highway Beautification Act; and sunsets after 36 months. The amendment does not permit the construction of any new billboards. It simply facilitates the reconstruction of billboards that have been damaged or destroyed by hurricanes.

ANA is the industry's oldest trade association and the only organization exclusively dedicated to serving the interests of corporations that advertise regionally and nationally. The Association's membership is a cross-section of American industry, consisting of manufacturers, retailers and service providers. Representing more than 8,500 separate advertising entities, these member companies market a wide array of products and services to consumers and other businesses.

Many ANA members use billboard advertising as an important tool for communicating with consumers. Billboards can help provide a valuable role in rebuilding local businesses and communities that have been ravaged by hurricanes. The Bennett amendment simply clarifies the longstanding policy that states decide the standards for rebuilding storm-damaged billboards. Without this amendment, companies hit by a hurricane will suffer another hit by losing a valuable way of reaching consumers with important information.

Association of National Advertisers
May 26, 2006

We strongly urge you to retain the Bennett amendment (number 3805) in the conference report on H.R.4939.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Dan Jaffe", is written over a thin vertical red line.

Daniel L. Jaffe
Executive Vice President

C: Bob Liodice, ANA