

Table 5 – Costs on environmental protection (in billions of rubles)

	1995	2007	2008	2009	2010	2011	2012	2013
Total cost of environmental protection	2.132	1.253	1.519	1.744	2.002	3.467	6.117	7 134
including:								
Current costs of environmental protection	1.564	971	1.178	1.296	1.587	2.720	5.234	6 171
that includes:								
costs on environmental protection	1.381	818	991	1.117	1.363	2.386	4.659	5 527
that includes:								
the protection and rational use of water resources	1.019	532	623	719	889	1.607	3.247	3 723
air protection	273	137	186	176	219	378	691	847
environmental protection from industrial waste	63	133	163	193	217	357	614	792
costs on renewals of basic assets, aimed at environmental protection	153	36	41	30	37	45	114	119
costs on maintaining reserves and national parks, biotechnical measures for the conservation, and reproduction of wild animals	28	61	72	58	95	140	270	288
investments in fixed assets aimed at environmental protection and rational use of natural resources	568	282	341	448	415	748	883	964
that includes:								
the protection and rational use of water resources	383	97	135	177	221	241	337	422
air protection	111	93	91	177	93	188	231	330
the protection and rational use of land (without land reclamation)	68	75	101	81	83	104	241	148

Source: [1].

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#### OUTDOOR ADVERTISING IN NOVOPOLOTSK

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*It is known that advertising is an integral part of the market economy, encouraging the development of economic potential as an individual city, and the country as a whole. In this article, we consider one of the types of advertising - outdoor advertising.*

Outdoor advertising – this is a natural tool of the economy and an important regulator of the market system. Today, outdoor advertising has become not only an integral part of urban design, being one of the most flexible and convenient ways of advertising, which allows to establish contact with the consumer and convey to him the specific information about the product and its brand [1].

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**Economics**

The features of outdoor advertising are:

1. The potential audience is millions of metropolis or town residents, the proportion of potential buyers is comparable only to that of the consumers of television advertising. Grassroots is an obvious advantage of the outdoor advertising.

2. Outdoor advertising often does not have the annoying factor, as the same ads on TV, in most cases it is a jewel of the city (especially when it comes to beautiful and colorful LED displays stylish designs). In addition, the outdoor advertising funds are used only for their intended purposes, unlike other communication media, they are not used for anything else but just advertising. Outdoor advertising is competitive in cost, especially in comparison with television advertising [2].

The advantages of outdoor advertising are:

1. Good visibility. Due to the large size of advertising structures, outdoor advertising is very well marked. It is perfectly visible not only for motorists but also for pedestrians and people standing at bus stops or travel in public transport.

2. Outdoor advertising is well remembered. On weekdays, during the week pedestrians and motorists mainly move along the same routes. This is the way to and from work. Therefore, the outdoor advertising affects the same people several times a day. A frequency of occurrence affects memorability of advertising.

3. Outdoor advertising is unobtrusive. A billboard man looks only if the information he is interested in, if not, he does not look at it. Outdoor advertising does not interrupt his favorite TV show like television does, and in any case does not force to pay attention to itself like radio advertising.

4. Outdoor advertising is mobile. Advertising can be placed anywhere you want. On a board next to the store, on the facade of the building, on the roof, on the wall, it all depends on your imagination and budget.

5. Outdoor advertising improves the image. This property is left from the past, when the outdoor advertising is widely used by banks and financial institutions. Now to advertise on the board for many companies is a question of image.

Among the disadvantages of such advertising is a lack of a clearly defined target audience and the inability to monitor the instant reaction of the target group. Difficulty in creating outdoor advertising is that the eye contact with the advertising message is not more than 2 or 3 seconds, this means that during this time the consumer should remember and understand the advertising message. Accordingly, the text should be short and memorable (not more than 5-6 words). Among the important features of the outdoor advertising are readability font, the correct color scheme, imagery and effectiveness of visual impact. The important factors for outdoor advertising can be the point of view and the so-called angle of view. The ideal one is the place with the highest number of points of view.

#### **Light boxes, pointers to the lighting poles**

This type of outdoor advertising enjoys the greatest popularity among advertisers, since such advertising can perform several functions at the same time – it allows you not only to declare or to remind customers and clients about itself, but also point the way to the store or office, if somebody is away from the road, in the yard or it is hard to reach places.

The undeniable advantage of this type of advertising is a wide coverage of the audience. It is unobtrusive, but original.

In the manufacture of the advertising structure the most commonly used materials are printing, appliqué self-adhesive films or large format printing. The structures themselves, which can have one, two, three or even four sides, are installed on urban lighting poles.

Today in Novopolotsk there are more than 50 units of advertising structures of this type, and in 2006 there were no data structure in the town, which once again confirms their uniqueness and popularity among advertisers. It is also noteworthy advantage of these advertising structures, they are light, which allows them to provide illumination mode of urban lighting.

#### **Transparency necking (advertising banners)**

One of the outdoor advertising media comes in various sizes. The design consists of cables that are attached to the posts. Advertising banner made of canvas and vinyl to be placed above the road is one of the most sought and popular types of advertising after outdoor advertising, it is ideal when informing about the advertising campaigns it can be both unilateral and bilateral, it is one of the most inexpensive forms of outdoor advertising, thus considered to be very effective and is in great demand.

In our town advertising banners do not only give information about the promotions, but also inform the residents and guests of Novopolotsk about town activities and social programs.

#### **Wall panels (firewalls)**

Wall panels are objects of outdoor advertising and information that are installed on the plane of the facade of the dominant buildings in the city, both residential and administrative. This type of advertising has many advantages in attracting new customers. Firstly, wall panels (firewalls) have impressive size (area of more than 100 m<sup>2</sup>), which allows the potential consumer to present advertisements more effectively and colorfully, and secondly they are long-

term and effective means of outdoor advertising, as they have long service life, perfectly transfer the impact of various adverse weather conditions: rain, wind, snow, sunshine. And yet, most importantly, they serve as an additional element in the overall design of the city architectural ensemble of the urban environment.

In Novopolotsk wall panels are presented in the amount of more than 20 units, with sizes ranging from 2 m<sup>2</sup> to 210 m<sup>2</sup>. Their design is provided with energy-saving lighting elements, which serves as an additional illumination of the town at night, performing the functions of architectural and aesthetic design of the urban environment.

#### **Light-posters (city format 1,2h 1,8m) or stele**

These are separate, vertically oriented design, traditionally installed in our town along Molodiezhnaya Street on the lawn median strip separating pedestrian zone and roadway, where they are still clearly visible to motorists as well as to pedestrians. They are mainly used for mobile advertising - advertising short-term fashion actions but in addition to this type of advertisement it is used to attract attention, help in identifying places and clarify the company's image and as information stands. The use of this option is extremely relevant at the gas stations, in exchange offices and mall entrances.

In Novopolotsk technical means of outdoor advertising of this type are installed in the area of cinema "Space" to the intersection of Kalinina and Molodiezhnaya streets. Traditionally, however, very popular design is used at gas stations to post information of special value of information services provision. Advertising and information steles mandatory contain light elements, which are placed inside in most cases.

#### **Detached shield design (billboards)**

Large billboards, which are attached to the support frame, upholstered plywood or steel sheets are usually installed along the busy streets and trails are the most effective and efficient type of outdoor advertising. They are often the best way, as can be equally well seen both by motorists and pedestrians. This is the ideal media for ensuring long-term advertising campaign. Compared to other options of outdoor advertising, billboards are vividly illustrated as the most noticeable ones. The most common format is the 3×6 boards. Due to the large size, a billboard attracts attention from afar. A billboard enables you to use all the opportunities offered by such outdoor advertising

According to the type of construction billboards may be unilateral, bilateral, trilateral and quadrilateral and even can be a variety of sizes – the most common, as noted above, is the size of 6×3 m, but other dimensions are also used for example 10 × 5 m, 9 × 4,5 m, 12 × 6 m, 15 × 5 m.

Billboards are often provided with impressive illumination for night-time, they can be allocated substantially on the dark background.

Focusing on the principle of standard size, in Novopolotsk there established exclusively shield design format 3 × 6 m., Novopolotsk today has more than 70 such advertising structures. However, installation of billboards in Novopolotsk shall be based on the aestheticization of the urban environment, taking into account the architectural features of the town, compliance with STB and SNIP planned comprehensive reconstruction of the urban area, the availability of utilities and the requirements of the traffic police.

#### **Panel-mounting brackets on the lighting poles.**

These lighting console lighting poles are mainly used as decoration elements of the urban environment. They can be light and not light (brackets without backlight), as well as using reflective films. Most often, they are located at the height of 3 meters, which improves their perception for drivers and passengers. They can be placed on a pedestrian street, a busy highway, near pedestrian crossings and bus stops. In any of these cases they will be effective enough.

This type of advertising structures in our town is represented in the form of the Lily-Emblem of Novopolotsk placed on light poles along the main streets of the town, creating a really beautiful and spectacular appearance, giving the town festivity and splendor. And these structures are arranged along the bridge over the Western Dvina River, as an additional entrance visas to Novopolotsk.

#### **Announcement posts**

They are used to place posters and ads, including ads private information about town events, announcements, and other cultural programs.

Today, the town has 7 announcement posts near shopping centers and stopping points.

#### **Advertising signs**

This advertising design in flat or three-dimensional form is located on the facade of the building, not far from the entrance. A sign informs about the company or organization, located in this building. Modern signboard performs two functions:

- informing potential clients;
- branding company.

As a hallmark of the building, a sign lets you know who or what is inside without going inside, as well as such design adds aesthetic appearance of the building and the street.

Depending on the method of manufacture, signs can be divided into:

- flat signs with text and graphics, for the night time where outdoor lighting spotlights can be used;

**Economics**

– volumetric signs, light boxes and large letters, both internal and with external illumination.

Light volume letters are able to work on the business owner at any time of the day, which is a very good investment.

The ability of the three-dimensional letters to transform buildings and premises is used by advertisers to draw attention and to inform potential customers. Aesthetic component of outdoor advertising design, in particular three-dimensional letters, today is a very important aspect in advertising.

Light boxes as one of the signs designs are one of the most affordable types of outdoor advertising thanks to their simple design and form an integral part of the facades of town buildings.

In Novopolotsk this type of construction is most common. Most of the advertisements in the town (over 80 %) are just advertising signs.

**Pillar**

Pillars are small billboards in the form of a small house with one or two sides, whose main advantage is the low price, compactness and mobility.

Pillars often set to draw attention to the cafes, eateries and shops. Pillars can be very useful if the company store or cafe are not in plain view, and require a pointer. Pillars also often act as guides in shopping centers and markets. Well, if they are set before the cafe, then we can use them as a menu.

In Novopolotsk there are more than 20 pillars. They are less disseminational technical tools of outdoor advertising in our town.

For outdoor advertising, there are five most important requirements [3]:

1. Be frequently in sight.
2. Attract attention.
3. Be brief.
4. Be easily readable on the go.
5. Be clear.

Of these requirements outdoor advertising can be effectively used only for goods (services) that can be represented by a concise summary of the text and images. You can use it to remind people about the merits of certain commodities and about where they can be purchased.

It can be concluded that outdoor advertising in spite of its flaws is still one of the most popular communication channels. Outdoor advertising gives a very good effect if properly placed and a good layout is made. Therefore, in the budget of many advertisers the column "outdoor advertising" is presented on an ongoing basis [4].

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**UDC 657****THE PRACTICE OF MAKING REPORTS ON THE SUSTAINABLE DEVELOPMENT OF THE EUROPEAN UNION**

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At the moment in the European Union there is a tendency, stimulated by the institutions of power, to use the practice of corporate social responsibility. There is a wide range of legal acts issued by the authority of the EU in the test industry. It is explained by the desire of supranational bodies of the EU to ensure a balanced development and strengthening of the Union and assure the unity of practical measures to disseminate the principles of CSR [1].