

761—124.6 (307) Acknowledgment sign criteria.**124.6(1) *Identification displayed.***

- a. An acknowledgment sign shall not advertise.
- b. An acknowledgment sign shall not contain any messages, lights, symbols or trademarks that resemble any official traffic control device.
- c. An acknowledgment sign shall contain the appropriate lettering to indicate “HIGHWAY HELPER” and may contain an identification of one sponsor.
- d. The department shall review the acknowledgment sign proposed by the sponsor and shall have full authority to determine whether proposed designs from sponsors advertise or provide identification.
- e. The department shall not approve any acknowledgment sign proposed by the sponsor if the sign might be deemed a partisan endorsement or have an adverse effect on the program.

124.6(2) *Design and placement of acknowledgment sign.*

- a. The department shall determine when adequate spacing is available to accommodate the placement of an acknowledgment sign in accordance with the MUTCD.
- b. No more than one acknowledgment sign per interstate or freeway-primary route per direction shall be installed within an urban area. If routes run concurrently, each route may be afforded one acknowledgment sign per direction, at the department’s discretion.
- c. The entire sign display area shall not exceed 24 square feet.
- d. The area reserved for the identification of the sponsor shall not exceed one-third of the total area of the sign, shall be a maximum of 8 square feet, and shall not be located at the top of the sign.
- e. Sponsors must provide signs measuring 24 inches high and 48 inches wide that are fabricated from .080 aluminum with 2-inch radius corners and have a ½-inch white border for placement on the acknowledgment signs.
- f. The department shall inspect signs received from sponsors, and if the signs meet the requirements contained in this rule, the department shall perform the installation.
- g. All acknowledgment signs erected by the department shall conform to the MUTCD.

These rules are intended to implement Iowa Code subsection 23A.2(9) and Iowa Code section 307.24.