

ABSTRACT

Advertising tall post typically found in high traffic areas such as alongside busy roads. They present advertisements to passing pedestrians and vehicle drivers. Typically showing witty slogans and distinctive visuals, advertising posts are highly visible in the top designated market areas. The largest ordinary-sized advertising tall posts are located primarily on major highways, expressways or principal arterials, and command high-density consumer exposure (mostly to vehicular traffic). These afford greatest visibility due to not only their size but because they allow creative” customizing” through extension and embellishments.

Engineers may use a wide range of tools and techniques to analyze the advertising tall posts to ensure that the designs they create are safe. One should perform various types of analysis such as static, linear, modal, buckling and non-linear to check the stability and strength. Numerical methods like finite element analysis using ANSYS is used to find deflections. In present project, linear static analysis of advertising tall post of 20-ft height is modeled using FEA software with 3-Dimensional elements for determination of displacements.

Key words: ANSYS, FEA, Advertising Tall post, Deflections, 1-D elements, Displacements.