

**ADVERTISING POLICY
TOLEDO AREA REGIONAL TRANSIT AUTHORITY**

The Toledo Area Regional Transit Authority (hereinafter referred to as TARTA) will accept limited advertising on and in its vehicles; at designated areas within its facilities and at other sites as it deems appropriate subject to the following guidelines:

A. Introduction

TARTA's desire to sell advertisement space stems from the recognized need to earn revenues to supplement operating costs that are not otherwise met through farebox revenue and local, state and federal levies, taxes and grants. It is TARTA's policy that its buses, bus shelters and any and all other forums for advertising under this policy are not public forums for political discourse or expressive activity. These areas are not intended to provide a forum for all types of advertisements, but only the limited advertisements accepted under the policy. All advertising shall be subject to this uniform, view point neutral policy.

B. Advertising Guidelines

1. Excluded advertising: Copy may not be displayed and, if displayed, will be removed by TARTA if it falls within the following categories. In excluding said advertising, TARTA seeks to maintain a professional advertising environment that will maximize advertising revenue and minimize interference with or disruption to its transit system. It further seeks to maintain an image of neutrality on political, religious and other issues that are not the subject of commercial advertising and may instead be the subject of public debate and concern. Finally, TARTA's goal is to continue to build and retain ridership. Subject thereto, a proposed advertisement will be excluded if it:
 - a. Contains defamatory, libelous or obscene matter;
 - b. Is false, misleading or deceptive;
 - c. Supports or opposes any labor organization or any action by, on behalf of or against any labor organization;
 - d. Relates to or promotes any illegal activity;
 - e. Contains explicit sexual references, pictures or text or includes material harmful to minors as defined in Ohio Revised Code Sections 2907.01; 2907.31; 2907.32; 2907.322 and 2907.323 and related sections;
 - f. Depicts or promotes the sale of alcohol, tobacco products, any illegal products, service or entity and/or firearms;
 - g. Depicts or advocates violence;
 - h. Includes language that is obscene, vulgar or profane as defined in Ohio Revised Code Section 2907.01(F);
 - i. Demeans, degrades or has the affect of promoting discrimination against any group or individual on the basis of race, color, religion, national origin, age, sex, disability, ancestry or sexual orientation;
 - j. Supports or opposes the nomination or election of a candidate for public office, the investigation, prosecution or recall of a public official or the passage of a levy or bond issue.

- k. Constitutes an unauthorized endorsement defined as advertising that implies or declares that TARTA endorses a product, service, viewpoint, event or program. This definition does not include advertising for a service, event or program for which TARTA is an official sponsor, co-sponsor or participant.
- l. Constitutes a religious advertisement defined as advertising that contains direct or indirect reference to religion, a deity or which includes reference to the existence, non-existence or other characteristics of a deity or any religious creed, denomination, belief, tenet, cause or issue relating to, opposing or questioning any religion. This includes, text, symbols, images commonly associated with any religion or deity or any religious creed, denomination, belief, tenet, cause or issue relating to, opposing or questioning any religion.

C. Permitted Advertising

Purpose

In permitting limited advertising, TARTA seeks only to supplement fare revenue and other income that funds its operations and to promote its services. TARTA does not desire to have its passengers subject to advertisements containing controversial material relating to political, religious or other issues about which public opinion can be widely divergent and which some passengers may find offensive. If passengers are offended, it could affect ridership and revenue adversely. To realize the maximum benefit from the sale of space, all advertising programs must be managed in a manner that will generate as much revenue as practicable while ensuring that the advertising does not discourage use of the system, does not diminish TARTA's reputation in the communities it serves and is consistent with the goal of providing safe and efficient public transportation.

1. Commercial advertising has a sole purpose of promoting a business or to sell products, goods or services. It does not include advertising that both promotes a business or offers to sell products, goods or services and also conveys a political or religious message or can be construed as issue advocacy or which expresses an opinion or position.
2. Operations advertising is permitted. This is defined as advertising that promotes TARTA and/or its services.
3. Governmental advertising is permitted. This is defined as advertising that promotes programs and events of governmental entities, political subdivisions and state agencies as defined in Ohio Revised Code §9.23 and executive departments (and affiliated governmental agencies) of the United States Government as defined in 5 USC §101.

D. Administration and Enforcement of Policy.

1. Review By Contractor

TARTA shall incorporate this policy into its advertising management contracts. TARTA's contractors will display on or in transit facilities as defined above only advertisements that comply with the standards set forth in this policy. If the

contractor is in doubt as to whether an advertisement complies with this policy, it shall notify TARTA's Marketing Director. Said notification shall include the name of the proposed advertiser, the size and number of the proposed advertisements, the dates and locations of proposed display, any and all copy in the proposed advertisements and any and all depictions as well as an indication as how the advertisement may conflict with this policy. Said notification shall be provided to the Marketing Director prior to display of any questionable proposed advertisement.

2. Review by the Marketing Director.

Upon receipt of an inquiry from the contractor, the Marketing Director shall review the advertisement and all provided information to determine whether it complies with this policy. If the Marketing Director determines that the advertisement does not comply, written notification of same shall be provided to the contractor along with a copy of this policy.

3. Appeal to the General Manager.

Should a proposed advertiser be dissatisfied with the determination of the Marketing Director, it may appeal to the General Manager by providing written notification no later than ten days after transmittal of the written decision of the Marketing Director. Upon receipt of any said appeal, the General Manager will consider any additional information the proposed advertiser wishes to present as to its position. Within fourteen days from receipt of said information the General Manager will make a decision as to whether the proposed advertisement complies with this policy. The decision of the General Manager as to said compliance is final.

E. Effective Date

This policy is effective April 1, 2013. Any advertisements accepted or displayed prior to that date were not governed by this policy. Advertisements that were previously accepted may no longer be accepted under this policy. Comparisons between advertisements accepted prior to the effective date of this policy and those accepted afterwards are inappropriate.