

GRTC Advertising Policy

GRTC Transit System believes that advertising on bus vehicles is best performed when guided by a standard set of established criteria. GRTC intends for this Advertising Policy to articulate those criteria by a viewpoint neutral advertising standard to be consistently applied and objectively enforced. Enactment of this Policy represents GRTC's declared intent not to allow any of its transit vehicles or property to become a public forum for dissemination, debate, or discussion of public issues.

All advertising is subject to approval by GRTC and/or its designated representatives. GRTC prohibits the display of the following types of advertising copy or graphics:

1. False, misleading, or deceptive.
2. Relates to or promotes an illegal activity.
3. Explicit sexual material, obscene material, or material harmful to minors.
4. Alcohol or tobacco related.
5. Violence and/or anti-social behavior.
6. Language which is obscene, vulgar, profane, or scatological.
7. Appears to promote the use of firearms.
8. Contains images, copy or concepts that actively denigrate public transportation, GRTC Transit System, or any of its divisions or services.
9. Religious or anti-religious messages regardless of viewpoint.
10. Derogatory or defamatory messages, hate speech and/or language whose message targets or bashes individuals or specific groups.
11. All political ads.
12. Adult entertainment, including cinematic and live venues and sexually oriented products or services.
13. Contains images or symbols that depict or represent graffiti.
14. Contains internet address(es) and/or telephone number(s) that direct(s) viewers to materials, images or information that would violate this advertising policy if they were contained in advertising displayed or posted on GRTC Transit System vehicles.
15. Contains content that would violate exclusive sponsorship rights.

The Advertising Contractor shall review each advertisement submitted for display on GRTC vehicles to determine whether the advertisement falls within, or may fall within, one or more of the categories set forth above. If the Advertising Contractor determines that an advertisement falls within, or may fall within, one or more of the categories set forth above, then the Advertising Contractor will submit the advertisement, along with the name of the advertiser, size and number of the advertisements, and the dates and locations of display, to the GRTC Marketing department for review of the advertisement by GRTC.

Upon determination of whether or not the advertisement falls into one of the categories listed in this policy, the GRTC Marketing department will advise the Advertising

Contractor of the decision. GRTC reserves the right to reject or remove any advertising when it deems not to be in compliance with these guidelines.

GRTC reserves the right to market and promote its own image and services, including co-promotions with for-profit and other non-profit entities.