

Guidelines Governing Commercial Advertising

Statement of Intent: PRTC operates in a proprietary capacity as a provider of transportation and it accepts transit advertising to generate additional revenue to augment PRTC's budget. PRTC does not intend to create a public forum for public discourse or expressive activity, or to provide a forum for all types of advertisements.

This policy is intended to provide clear guidance as to the types of advertisements that will allow the PRTC to generate revenue and enhance transit operations by:

- Increasing and maximizing revenue;
- Preventing the appearance of favoritism by the PRTC;
- Preventing the risk of imposing views on a captive audience;
- Maintaining a position of neutrality on controversial issues;
- Preserving the marketing potential of the advertising space by avoiding content that the community could view as offensive, inappropriate or harmful to the public generally or to minors in particular;
- Maximizing ridership;
- Avoiding claims of discrimination and maintaining a nondiscriminatory environment for riders;
- Preventing any harm or abuse that may result from running controversial or offensive advertisements; and
- Reducing the diversion of resources from transit operations that are caused by controversial or offensive advertisements.

To maximize advertising revenue, advertisements are subject to the viewpoint-neutral restrictions set forth below.

1. All advertising shall comply with the spirit of all applicable laws and regulations of the various jurisdictions in which it is displayed unless the inconsistencies among the various jurisdictions prevent such compliance. Advertising will not be accepted that is false, misleading or deceptive.
2. Advertisers promoting contests shall ensure the contest is being conducted with fairness to all entrants and complies with all applicable laws and regulations.
3. Testimonials should be authentic and shall honestly reflect the response of the person making them. (The sales contract shall provide for the indemnification of PRTC against action by any person quoted or referred to in any advertisement).

4. Medical and health-related messages will be accepted only from government health organizations, or if the substance of the message is currently accepted by the American Medical Association or the Food and Drug Administration or both.
5. Advertisers shall avoid illustrations or references which disregard normal safety precautions.
6. Advertising offering premiums or gifts shall avoid representations which would enlarge the value of the item in the minds of the viewers.
7. Use of PRTC graphics or representations in advertising is subject to approval by PRTC.
8. No implied or declared endorsement of any product or service or message by PRTC is permitted.
9. Advertisements intended to influence members of the public regarding an issue on which there are varying opinions are prohibited. This includes, but is not limited to, advertisements that advocate or express an opinion, position, or viewpoint regarding disputed economic, political, moral, religious or social issues or related matters, or support for or opposition to disputed issues or causes.
10. Advertisements that promote alcohol or tobacco products, tobacco-related products, or e-cigarettes are prohibited.
11. Advertisements that support or oppose any political opinion, political party or candidate are prohibited.
12. Advertisements that promote or oppose any religion, religious practice or belief are prohibited.
13. Advertisements that support or oppose an industry position or industry goal without any direct commercial benefit to the advertiser are prohibited.
14. Advertisements that are intended to influence public policy are prohibited.
15. Advertisements that promote unlawful or illegal goods, services, or activities, or involve other unlawful conduct are prohibited.
16. Advertisements that depict or describe in an offensive manner sexual or excretory activities so as to satisfy the definition of obscene material under applicable law are prohibited.

17. Advertisements that contain an image or a person who appears to be a minor in sexually suggestive dress, pose, or context.
18. Advertisements for hiring bus drivers and mechanics for providers of bus services other than PRTC is prohibited.