



Advertising Policy and Regulations

This policy is applicable to STAR Transit Board members and its employees, and companies that contract with STAR Transit for the leasing of advertising space on STAR Transit "property".

PERMITTED ADVERTISING

Permitted Advertising includes advertising in the following categories:

- 1. Commercial Advertising:** Commercial Advertising is advertising for the sole purpose of which is to promote a business or sell products, goods or services. It does not include advertising that promotes a business or offers to sell products, goods or services and also conveys a political or religious message, or issue advocacy, and/or expresses or advocates opinions or positions related to any of the foregoing.
- 2. Operations Advertising:** Operations Advertising is advertising that promotes STAR Transit or its services.

ADVERTISING STANDARDS

Advertising displayed on the exterior of STAR Transit buses shall be strictly commercial in nature and purpose. Commercial advertising also is available on the interior of the buses. Because STAR Transit serves persons of all ages and backgrounds and strives to create a comfortable and enjoyable experience for all passengers, the following types of advertising are prohibited:

- Materials that contain false, misleading, libelous, slanderous, or deceptive images.
- Advertising that exploits the likeness, picture, image or name of any person, and/or trademark, trade name, copyrighted materials or other intellectual property of a third party, without adequate proof of express written authorization to do so.
- Advertising for tobacco, tobacco-related products including but not limited to cigarettes, e-cigarettes and vaporizers, cigars, and smokeless (e.g., chewing) tobacco, alcoholic products, and illegal drugs or for businesses that primarily traffic in such goods; this prohibition shall not prohibit advertising that includes the name of a restaurant that is open to minors.
- Advertising that promotes the use of firearms or firearm-related products or for businesses that primarily traffic in such goods.
- Advertising for adult products, services or entertainment directed to sexual stimulation or for businesses that primarily traffic in such goods.
- Advertising of contraceptive products or hygiene products of an intimately personal nature or for businesses that primarily traffic in such goods.
- Advertising that depicts sexually explicit, obscene and/or pornographic images or words or for businesses that primarily traffic in such goods.
- Advertising that portrays graphic violence.

- Advertising that contains discriminatory, derogatory, negative or personal attacks against individuals, groups, or organizations.
- Advertising that are political in nature or contain political messages, including advertisements involving political figures or candidates for public office, advertisements involving political parties or political affiliations, an/or advertisements involving an issue reasonable deemed by STAR Transit to be political in nature in that it directly or indirectly implicates the action, inaction, prospective action, or policies of a governmental entity.
- Advertising that is directed to inciting or producing imminent lawless action, or is likely to incite or produce such action, including but not limited to unlawful actions.
- Advertising that promotes a transaction or activity that is prohibited by federal, state or local law.
- Advertising that promotes the existence or non-existence of a supreme deity, deities, being or beings; that address, promote, criticize or attack a religion or religions, religious beliefs or lack of religious beliefs; that directly quote or cite scriptures, religious text or texts involving religious beliefs or lack of religious beliefs; or are otherwise religious in nature.
- Advertising that encourages persons to refrain from using STAR Transit or public transit in general.
- Advertising that explicitly and directly promotes or encourages the use of means of transportation in direct competition with public transit.
- Advertising messages that conflict with the mission of STAR Transit.
- Advertising that contains STAR Transit's name, brand logo, slogans or other graphic representations of the transit system, unless written consent from STAR Transit is obtained prior to use.

The prohibitions also apply to advertisements that include a website that provides a message that does not comply with this Section.

It is STAR Transit's declared intent to maintain its advertising space on its property as a nonpublic forum and not allow its transit vehicles or property to become a public forum for the dissemination, debate or discussion of public issues or issues that are political or religious in nature.

For the purpose of this document, the following definitions apply:

Unauthorized endorsement advertisements are defined as advertising that implies or declares that STAR Transit endorses a product, service, point-of-view, event or program. The prohibition against endorsements does not apply to advertising for a service, event or program for which STAR Transit is an official sponsor, co-sponsor or participant.

INTERIOR ADVERTISING FOR NON-PROFIT ORGANIZATIONS

Interior advertising may be allowed and available to Non-Profit Organizations to display public service announcement (PSA) materials free of charge at the discretion of STAR Transit. Guidelines for the acceptance of non-profit advertising are as follows:

- PSA materials will be produced at the non-profit organization's expense, and must be produced through a process that ensures reproduction of good quality on materials of specific quality and size, and conform to uniform standards set by STAR Transit.
- PSAs must be non-commercial, non-partisan, and non-political.

- PSAs are also prohibited from advertising in the manner provided in the Advertising Standards.
- PSA space may be available on the interior of vehicles only, provided display space is available.
- PSAs will be accepted on a first come, first-served basis, and may be displayed for up to 90 days.
- The sponsor of the PSA shall pay the applicable labor costs for the installation and removal of their advertising.

COMPLIANCE RESPONSIBILITY

STAR Transit shall determine the interior and exterior spaces that will serve as appropriate locations for commercial and/or non-profit advertising. STAR Transit reserves the right to modify, change, or alter the locations and sizes of the available ad spaces as it sees fit. The placement and size of any advertising shall be at the sole discretion of STAR Transit.

ADMINISTRATION AND ENFORCEMENT OF POLICY

A. Review by Marketing Manager

The Marketing Manager shall review the advertisement and supporting information to determine whether or not the advertisement complies with this Policy. STAR Transit shall approve or reject a proposed advertisement or PSA within 15 days of when the request and all other documents associated with it are received by STAR Transit.

B. Notification to Advertiser

If the Marketing Manager determines the advertisement does not comply with this Policy, he or she will send prompt, written notification to the advertiser of the rejection of the advertisement and will include in that notification a copy of this Policy and written specification of which standard or standards with which the advertisement fails to comply.

C. Appeal to the Executive Director

Rejection of an advertisement may be appealed to the STAR Transit's Executive Director by written notification to the Marketing Manager. The Executive Director will allow the advertiser and the Marketing Manager to present any argument or evidence they wish to offer. The Executive Director's decision shall be final.

PRODUCTION AND PLACEMENT GUIDELINES

Advertising materials will be produced at the advertiser's expense and must be of good quality and conform to standards for size, weight, material and other physical characteristics as set by STAR Transit.

Advertisers must pay for installation and removal of advertising from vehicles. Costs will be determined by STAR Transit staff or its assigned contractor, which will arrange for the installation or removal of advertising. It is the advertiser's responsibility to deliver or reclaim materials in a timely fashion or they may be disposed of at STAR Transit discretion.

Board of Directors Signatures
August 25, 2015

Printed Name: Roy W. Ferrell	Signature: 
Printed Name: Lee AYRES	Signature: 
Printed Name: Stan Pickett	Signature: 
Printed Name: Carrie Gordon	Signature: 
Printed Name: Michael Townsend	Signature: 
Printed Name: David Magness	Signature: 
Printed Name: Carlton Tidwell	Signature: 