

## **ADVERTISING POLICY SHEBOYGAN TRANSIT**

Sheboygan Transit will offer space for advertising on its buses. This advertising in printed form may only be displayed in frames provided by Sheboygan Transit or vinyl graphics pre-approved by Sheboygan Transit. If vinyl graphics are affixed to a Sheboygan Transit bus, the exterior paint must be returned to (at no cost to Sheboygan Transit) the same or better condition than prior to affixing vinyl graphics. Sheboygan Transit reserves the right to reject any advertisement or printed communication based on the following criteria:

1. advertisements involving the sale, possession or use of alcoholic beverages or tobacco products,
2. advertisements or statements that due to their depiction of nudity and or violence would be deemed pornographic by community standards,
3. advertisements that promote either the discrimination of another or, the superiority of another or, the denial of civil rights of another based upon race, religion, color, national origin, gender, age or disability, or promote hatred of another.

Sheboygan Transit offers advertisement opportunities on a space available basis. Sheboygan Transit is not obligated to add additional advertising frames should all existing space be utilized.

No advertisement shall be construed as an endorsement by Sheboygan Transit or the City of Sheboygan. All political advertisements on Sheboygan Transit buses must minimally and prominently display the wording:

Paid for by (NAME OF CAMPAIGN OFFICIAL; TITLE OF CAMPAIGN OFFICIAL)

and the wording

"No Endorsement by Sheboygan Transit"

The Sheboygan Transit will charge a fee for providing advertising space and may enter into contracts specifying the space, duration and price for that space. The sale of advertising space may be done either by Sheboygan Transit directly or through an advertising agent acting on behalf of Sheboygan Transit. Advertising for space sold by an agent must adhere to this policy as if it was sold directly by Sheboygan Transit. Commissions may be paid to agents for the sale of advertising space.

Sheboygan Transit reserves the right to use unsold advertising space to promote Sheboygan Transit and public service announcements.

Public Service announcements must adhere to the same standards as paid advertisements. Sheboygan Transit has no obligation to display public service advertisements and may display public service advertisements at times and locations of its choosing. Advertising by religious groups or institutions will only be accepted on a fee basis.

Sheboygan Transit reserves some interior advertising space in each bus for the purpose of communicating rules and guidance to bus passengers. If an advertising agent is used, Sheboygan Transit will not be charged for the use of these informational displays.

Sheboygan Transit management reserves the right to disallow any advertising on its buses which may be viewed as offensive. Any advertiser that is disallowed to place an advertisement due to its offensive nature, may appeal to the Sheboygan Transit Commission. All appeals must be submitted in writing to Sheboygan Transit for review at the next Transit Commission meeting. The Transit Commission will answer the appeal within 90 days following its initial review. The Transit Commission's response to an appeal shall be final.