

**CARSON CITY REGIONAL TRANSPORTATION COMMISSION
ADVERTISING POLICY**

PURPOSE

The Carson City Regional Transportation Commission (CCRTC) finds that the sale of advertising space on designated CCRTC venues is a practical and desirable means of generating revenue, which assists CCRTC in providing more economical transportation to the citizens in its service area. CCRTC sells advertising space solely for the purpose of raising additional revenue for its operations. CCRTC's advertising spaces are **not** dedicated as a public forum to the promotion or debate of political, social, religious or other unsettled public issues. CCRTC enacts this policy to establish the standards for advertisements acceptable for internal or external display on CCRTC vehicles, property and other designated locations.

POLICY

A. Content CCRTC's advertising spaces may be used only for advertisements:

1. Proposing a commercial transaction involving lawful goods or services in the Carson Area Metropolitan Planning Organization (CAMPO) area; and
2. Promoting, in a secular and non-sectarian manner, the programs of CCRTC and/or other community agencies.

Said advertising shall be subject to the following restrictions:

- a. **CCRTC does not accept any advertising for political, social or religious messages or campaigns; or advertising designed to debate or advocate positions on unsettled issues of public concern.** CCRTC is a governmental entity, providing services to the general public and supported in part by public funds, and should remain neutral in all political contests and all debates involving social, religious and public issues. In addition, history has shown that advertising of controversial issues can generate disputes among passengers, who are often a captive audience, which can impede the efficient operation of transportation services. Controversial advertising can also provoke vandalism of advertising materials and associated CCRTC property. Such advertising, if accepted, can discourage use of CCRTC advertising space by other commercial advertisers who do not desire to be associated with controversial advertisements, with resultant loss of revenue to CCRTC. Therefore, to promote CCRTC's interests, CCRTC will not accept such advertising. For example and illustration only, CCRTC does not accept advertising from any advertiser relating to population control, family planning, reproductive rights,

contraception, abortion or euthanasia. It does not accept advertising criticizing, praising or debating governmental programs, proposals or activities; or relating to drug legalization, gun control, immigration, environmental controversies or similar contentious and unsettled topics of public debate. This list of examples is not intended to be all-inclusive. Advertising containing hidden, obscured or disguised messages, which a reasonable adult person would perceive to relate to an impermissible topic, is not acceptable.

- b. **CCRTC does not accept advertising promoting the use or sale of tobacco or alcohol products.** The corporate name or logo of a tobacco or alcoholic liquor company or product may be used to advertise a separate product, service or event, otherwise acceptable for advertising under this policy, provided such use does not promote the use or sale of tobacco or liquor. CCRTC regularly transports children and teenagers who should not be subjected to advertising of unhealthy or potentially harmful products.
- c. **CCRTC does not accept advertising that fails to conform to community and family standards of decency, dignity, accuracy and good taste.** CCRTC desires to maintain its ridership by not exposing passengers to indecent, distasteful or inaccurate advertising which is difficult to ignore or avoid in the public transportation setting. For example, without excluding other categories, CCRTC does not accept advertising with photographs or depictions of nudity or partial nudity, or advertising incorporating profane, defamatory, sexually suggestive or otherwise offensive language or innuendo that would not be commonly found in a family newspaper.

- B. Evaluation of Advertisements Prior to the commencement date of an advertising contract, all advertisers shall submit a final copy of a proposed advertisement with full text and all illustrations to the Transit Coordinator, through the advertising contractor employed by CCRTC. All tendered advertisements shall be evaluated under this policy and shall be subject to the final approval of the Transit Coordinator. If the Transit Coordinator determines that an advertisement does not conform to this policy, the advertiser will be promptly notified and afforded an opportunity, at the advertiser's expense, to revise the advertisement and eliminate the unacceptable aspects. Submission of proposed advertisements should be made sufficiently in advance of the commencement date of an advertising contract to allow time for this evaluation and revision process.

If an advertiser disagrees with the Transit Coordinator's rejection of a proposed advertisement, the advertiser may seek a review of the decision as provided in Section D, Review/Appeals.

- C. Rate Guidelines CCRTC will establish rates consistent with local advertising rates and those of comparable transit agencies in other markets. These rates will be published and offered equitably to all clients and potential clients, with discounts as set forth below. Basic rates will be established on an annual basis in conjunction with the CCRTC fiscal year budget, effective

annually on July 1 and published therein. Rates may increase, decrease or remain constant, based upon space availability and market demand.

1. Advertisers paying full contract amount in advance are eligible for a 5 percent discount for advertising placed with CCRTC, in addition to any frequency discounts to which they may be entitled.
2. Non-profit organizations may purchase advertising space at 25 percent off the standard rate schedule. Additional frequency and pre-payment rates will also apply. CCRTC, at its discretion and on a space-available basis, may make interior space available at no cost to qualified non-profit or governmental agencies.
3. Recognized advertising agencies and in-house Carson City advertising departments are eligible for a commissionable net rate of 15 percent less than the published gross rate.

Recognized advertising agencies are defined as those agencies which:

- Possess a bona fide business license which identifies the agency
 - Possess a street location business address
 - Disclose their advertising client list to the CCRTC
 - Provide evidence of financial stability, including bank references, credit report or other evidence required by CCRTC
4. CCRTC will consider trade agreements for advertising space when it serves the best interest of CCRTC. This should not exceed 15 percent of available space and should benefit CCRTC in some measurable way (e.g., media trades which extend our media coverage).
 5. CCRTC reserves the right to make advertising decisions which maximize the ad revenues to the organization. This may include special promotional offers. In any case, rates will be offered equitably to all current and recent past advertisers and agencies.

D. Review/Appeals

1. If an advertiser disagrees with the decision of the Transit Coordinator to reject a proposed advertisement, the advertiser may seek a review of the decision by the Transportation Manager. A demand for review must be made in writing to the Transit Coordinator by the close of business of the fifth (5th) working day following receipt of written notice from the Transit Coordinator of the rejection of the advertisement. The advertiser's demand for review must state with particularity the reasons why the advertisement does not violate the advertisement policy and should be allowed.

Upon receipt of a demand for review from the advertiser, the Transit Coordinator shall prepare within five (5) working days a report to the Transportation Manager reflecting with particularity the reasons why the subject advertisement violates the advertisement policy. Both the demand for review and the report of the Transit Coordinator shall be hand delivered to the office of the Transportation Manager by the close of business of the sixth (6th) business day following the submission of a demand for review.

The Transportation Manager shall conduct a prompt review and shall respectfully consider the respective positions of the advertiser and the Transit Coordinator. A written decision of the Transportation Manager shall be issued and mailed to both the advertiser and Transit Coordinator within ten (10) working days of receipt of the documents. Except as provided in paragraph 2, the determination of the Transportation Manager shall be final.

2. Any advertiser who is not satisfied with the decision of the Transportation Manager may within thirty (30) calendar days of the receipt of the Transportation Manager's written decision, appeal that decision to CCRTC. An appeal must be made in writing to the Transportation Manager by the close of business of the fifth (5th) working day following receipt of written notice from the Transportation Manager of the final determination. The advertiser's appeal must state with particularity the reasons why the advertisement should be allowed.

The appeal, and all associated written communications, will be placed on the next regularly scheduled meeting agenda for determination by CCRTC.