

SCTA Advertising Policy

WHEREAS, the South Central Transportation Authority (SCTA) is a municipal authority established by Lancaster and Berks County which operates a public transit agency;

WHEREAS, SCTA seeks to also utilize this policy for advertisements involving the Red Rose Transit Authority and Berks Area Regional Transit Authority for any advertisements on buses and/or shelters and/or other advertisement media;

WHEREAS, SCTA seeks clarify and set forth the types of advertisements it will and will not accept for sale to be displayed on its property.

WHEREAS, SCTA has decided to sell space for advertising on its vehicles, route schedules and other literature, bus shelters, or other property, for the sole purpose of generating revenue for SCTA while at the same time maintaining or increasing its ridership.

SCTA will **not** accept advertising:

- For tobacco or alcohol or for businesses that primarily traffic in such goods;
- That promotes the use of firearms or firearm-related products or for businesses that primarily traffic in such goods;
- That are obscene, pornographic, or promotes or depict sexually-oriented goods or services or for businesses that primarily traffic in such goods or services or that appeal to prurient interests;
- That promotes violence or sexual conduct;
- That are deemed defamatory, illegal, fraudulent, misleading or false;
- That promotes a transaction or activity that is prohibited by federal, state or local law;
- That exploit 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;
- That contain, employ or imply profane or vulgar words;
- That demean or disparage a person, group of persons, business or group of businesses;
- That, if permitted, could reasonably subject SCTA to civil or criminal liability;
- 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, and/or advertisements involving an issue reasonably deemed by SCTA to be political in nature in that it directly or indirectly implicates the action, inaction, prospective action, or policies of a governmental entity;

- That promote 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.

It is SCTA' declared intent to maintain its advertising space on its property as a nonpublic forum and not to 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.

SCTA' Advertising Policy is intended to be an objective and enforceable standard for advertising that is consistently applied.

SCTA shall maintain exclusive authority and control over where advertisements in general shall be displayed on its property.

All third party advertisements appearing on SCTA property must contain the following disclaimer: "The views and/or opinions expressed by the advertiser are not necessarily those of SCTA." This disclaimer shall appear in a consistent form and manner on all third party advertisements.

By accepting any material, art or copy for advertising under this policy, SCTA does not endorse any goods, products, or services or agree with the message conveyed by the advertisement. Advertisers are solely responsible for the content of their advertisements.

Nothing in this Advertising Policy shall be interpreted or construed to prevent SCTA from displaying messages or information on its property promoting or supporting public transit or SCTA.

All prior policies of SCTA concerning advertising on SCTA property, either written or oral, shall be deemed null and void as the effective date of this Advertising Policy.

The SCTA Board of Directors hereby adopts this policy on this ___ day of ____, 2018, to be effective _____, 2018.

Chairperson