

Metro Transit – Advertising Policy

Metro is no longer working with a third party advertising vendor and has brought the advertising sales process in-house effective January 1, 2013. Peg Anthony was hired as Metro's advertising sales associate.

As staff work to get this new pilot advertising program off the ground, Metro's advertising policy will be to maintain existing policies already in place related to copy standards, medium restrictions, and full wrap/partial wraps advertising.

All are reflected in Metro's Leased Advertising Space Policy last revised by the Transit and Parking Commission on May 13, 2008.

Staff will review the advertising program with the Transit and Parking Commission periodically through 2013. At the beginning of 2014, staff will bring an end-of-year summary back to the commission for a conversation on whether the advertising program should continue into future years and whether any changes need to be made to the leased space advertising policy.

Full Wrap/Partial Wraps

Metro Transit has a set limit of 20 fully wrapped advertisements that will be allowed on coaches per year. An unlimited amount of partial wrap advertising which leave at least some passenger windows unwrapped are allowed .

Copy Standards

Metro Transit System will accept all copy, graphics and photos except those that are obscene, libelous, or fraudulent. Metro Transit System will not accept any advertisements for tobacco and tobacco related products in the advertising space provided in and on buses operated by the City of Madison.

Medium Restrictions

Any advertising that might interfere with safe, timely, convenient operation of buses or the safety of riders or the general public will not be allowed on buses. This includes advertising that contains flashing lights, sound makers, mirrors and other special effects. Distribution of flyers, prizes, and the like as an advertising medium is prohibited under Madison's policy on distribution and collection of information.