

2014 LEASED ADVERTISING SPACE POLICY

Prepared by
Metro Transit System

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* Now known as the Transit & Parking Commission

I. INTRODUCTION

Madison leases paid advertising space on both the interior and exterior of its Metro buses for the primary purpose of raising revenue for the transit system. The purpose of this policy is to establish guidelines for the interior and exterior advertising on Metro Transit buses.

II. TYPES OF ADVERTISING ALLOWED

Madison leases paid advertising space for commercial, public interest, and public service advertisements.

Additionally, Metro Transit will from time to time run advertisements promoting its advertising program, service update information, bus stop boarding instructions, fare descriptions, promotions, detours, and other similar transit service information.

III. RATES FOR LEASED ADVERTISING SPACE

Rates charged for leased advertising space will be in accordance with the rate card approved by the Transit and Parking Commission (TPC).

IV. LIMITATIONS ON THE USE OF LEASED ADVERTISING SPACE

As described below, Metro Transit places limits on leased advertising space with regard to the physical dimensions of advertising allowed, content, medium, and manner.

Physical Dimensions

Full Wraps

Only 20 full wrap advertisements are allowed system-wide in each calendar year. A full wrap advertisement may cover all windows EXCEPT for the front curbside window.

Partial Wraps

There is no limit on the number of partial wrap advertisements allowed system wide. However, all partial wrap advertisements must leave at least 50% of the vehicle's window area uncovered.

Content

Metro Transit System will accept 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

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.

Manner

Periodically, people seek to distribute or collect information on Madison buses. These activities range from distribution of flyers to requests for donations, to solicitations to attend particular churches.

One of Metro Transit System's prime responsibilities is to provide passengers with a pleasant, convenient ride. A passenger who must suffer a solicitation is not being given a pleasant, convenient ride. A rider who must step around a leafletter positioned at the front of the bus or wait until a leafletter moves out of the way is not being given a convenient ride either.

Metro also has a responsibility to maintain acceptable cost levels, including acceptable liability risks. A person leafletting or soliciting on a bus is apt to have his or her hands full and thus not be able to hold a grab rail. He or she is also likely to be moving about in an effort to contact passengers and to be preoccupied with his or her cause. Such a person is much more likely to fall and be injured or injure someone else than is a regular passenger.

In view of the above, no one may engage in distribution or collection of information on Metro buses -- including leafletting, soliciting, surveying, or similar activities -- except for Metro employees or agents acting for Metro. The prohibition of this behavior on Metro Transit buses is also addressed in the Metro Transit Behavioral and Exclusion policy.

V. PUBLIC SERVICE ANNOUNCEMENT (PSA) ADVERTISING***General Regulations and Procedures***

A limited amount of interior and exterior advertising space will be available to not-for-profit organizations for free public service ads (PSA). This space will be subject to the demand for paid advertising space.

Not-for-profit organizations are considered to be organizations exempted from Federal taxes under Section 501(c)(3) of the Internal Revenue Service Code, or a unit of government the jurisdiction of which includes part or all of Metro's service area.

As demand for paid space or other requests for PSA space warrants, PSA ads may be offered in limited packages such as the following:

- 50 interior cards for 3 periods (12 weeks)
- 10 tails for 1 period (4 weeks)
- 5 tails for 3 periods (12 weeks)

Alternate package options may be available as space allows. Final distribution of space will be at Metro's discretion.

A non-profit organization that wants to place public service ads must provide the printed advertisement at its own expense. The advertisements must conform to regular Metro standards for size, weight and other physical

characteristics. The organization must also pay for the advertisements' installation and removal. It is the organization's responsibility to deliver and reclaim advertisements in a timely fashion.

Copy Standards for Free Public Service Advertising

- The ad must be directed toward promoting an organization's services to the community or a substantial segment of the community. Ads that are for internal promotion (e.g., honoring employees) or are designed primarily for the benefit of an organization (e.g., soliciting donations) are not eligible for free space. The ad is required to bear the following legend if the sponsor is not readily or easily identifiable from the content or copy of the proposed advertisement: This message is sponsored by _____.
- Ads which promote partisan political activity (e.g., campaign ads or party fundraisers) or which advocate positions on political issues are not eligible for free space.
- All free ads also must comply with the copy standards set forth on in this policy for paid advertising.

Medium Restrictions

- All free ads must comply with the medium restrictions set forth for paid advertising.

VI. IMPLEMENTATION AND APPEAL PROCESS

Metro's Transit General Manager will designate the staff person responsible for approving paid advertisements, approving eligible not-for-profit organizations and public service advertisements.

Those placing advertising space on Metro buses may appeal the designated staff person's decision on the acceptability of any paid ad, by contacting the Transit General Manager. The Transit General Manager's decision may be appealed in writing to the Transit General Manager, whose decision may, in turn, be appealed at the next regular meeting of the Transit & Parking Commission.

An organization may appeal the designated staff person's decision either with respect to that organization's not-for-profit status or the eligibility of an ad for free space by contacting the Transit General Manager. The Transit General Manager's decision may be appealed in writing to the Transit General Manager, whose decision may, in turn, be appealed at the next regular meeting of the Transit & Parking Commission. The decision of the Transit & Parking Commission may be appealed to the Common Council in accordance with the Madison General Ordinances.

When an advertisement is not accepted, the firm and/or organization presenting the advertisement shall be notified of the appeals procedure in writing. At any point in the appeals process, a decision may be made to refer the decision on the advertisement directly to the Transit & Parking Commission.