

II. POLICY ON USE OF METRO TRANSIT SYSTEM ADVERTISING SPACE

Madison's policy is to restrict advertising as little as possible while still responding to operational safety concerns.

ADVERTISING RESTRICTIONS:

Paid Advertising

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.