



**YUBA-SUTTER TRANSIT AUTHORITY
ADVERTISING POLICY
Revised August 17, 2017**

The purpose of this policy is to define the standards by which the Yuba-Sutter Transit Authority will review advertising to be displayed on or in any vehicles, equipment, real property or publications, either owned or controlled by Yuba-Sutter Transit, and the conditions under which such advertising space will be made available free of charge. This policy includes, but is not limited to, the interior and exterior of buses, bus stop shelters, bus stop benches, facilities and publications.

The following types of advertising are found to be unacceptable for display on or in Yuba-Sutter Transit's vehicles, equipment, real property or publications:

1. Religious Advertising – material from any religious group or organization or material of a religious nature from any individual or organization.
2. Political Advertising – including, but not limited to, local, state or national elections or issues.
3. Sexually Explicit, Vulgar or Obscene Advertising – including any sexually explicit, obscene or vulgar graphic or written material which is judged to be inconsistent with local community standards of morality and decency.
4. Tobacco and Marijuana – any material that would directly or indirectly promote the sale or use of tobacco or marijuana in all forms including electronic cigarettes, vaping or related products; products that contain tobacco or marijuana; products that resemble tobacco, marijuana or illegal substances of all types.
5. Alcohol – any material that would directly or indirectly promote the sale or use of alcohol unless its inclusion in the ad is clearly incidental to the primary product of service be promoted for sale or use such as for a restaurant.
6. False, Misleading, Deceptive, or Defamatory Advertising

Except as otherwise provided by contractual agreement, any agency, organization, contractor or vendor proposing to advertise on or in Yuba-Sutter Transit vehicles, equipment, real property or publication shall submit copies of proposed advertising text and graphics to the Transit Manager prior to its display or publication. The Transit Manager or his/her designee will advise the contractor if the material is inconsistent with this policy within five (5) working days of the receipt of said material.

Except as limited by any third party agreements, unsold advertising space on or in Yuba-Sutter Transit's vehicles, equipment, real property or publications will be available for use by governmental agencies without charge for community purposes. Such advertising will also be judged by the above criteria and will be displayed for a reasonable period subject to the sale of the space or the need for said space by other governmental agencies.

The decision by the Transit Manager to allow or disallow any advertising pursuant to this policy may be appealed to the Yuba-Sutter Transit Board of Directors. The decision of the Board of Directors shall be final.