

## **Indianapolis Public Transportation Corporation (IPTC) Advertising Guidelines**

### **Statement of Purpose:**

The Indianapolis Public Transportation Corporation (IPTC) permits the sale of interior and exterior advertising space on all property owned and/or controlled by IPTC including its Fixed Route and Flexible Services fleet, bus shelters, transit facilities and marketing collateral for the purpose of raising revenue to help finance IPTC's operations.

In order to maintain a level of professionalism and approval continuity for paid, non-paid and bartered advertising, IPTC has established the following advertising acceptance criteria. Advertisements objectionable to IPTC in its reasonable discretion, shall, at the request of the Program Manager of IPTC, be immediately removed and that the decision of IPTC as to what is objectionable shall be decisive. If it's of the opinion that a particular advertisement may be questionable, IPTC will review the following guidelines before said advertising is accepted or posted. Alcohol & Tobacco and other potentially questionable (IPTC reserves the right to determine the definition on a case-by-case basis of "questionable") advertisements are prohibited. All advertisements shall comply with local, state and federal laws.

These guidelines apply to all advertising, coordinated or sold by IPTC's contractor, IPTC or any third party partner.

### **Questionable, Prohibited or Restricted Advertising**

1. Tobacco – anything promoting the sale of or use of tobacco or tobacco-related products, including the depiction of such products
2. Alcohol – anything promoting the sale of or use of alcohol or alcohol-related productions, including the depiction of such products
3. Discrimination – anything containing material that demeans or discriminates against an individual or group of individuals on the basis of race, color, religion, national origin, gender, age, disability or sexual orientation.
4. Profanity and Violence – anything containing profane language or graphic violence.
5. Unlawful Goods, Services and Conduct – anything containing or promoting the possession of unlawful goods, services or illegal behaviors.
6. Obscenity – anything containing or depicting obscene materials or images of nudity. Anything promoting the "adult" product industry including adult video stores, nude dance clubs, X-rated movies, escort services and other "adult" entertainment establishments or forums.
7. False Statements – any messages containing false, disparaging, misleading or deceptive material or language.
8. Libelous speech/copyright infringement – any copy or material containing libelous content, copyright infringement or is otherwise unlawful.
9. Endorsement – any advertising declaring an endorsement by Indianapolis Public Transportation Corporation without prior authorization of IPTC.

10. Competition – any advertising that promotes or encourages the use of transportation services in direct competition with IPTC’s services.
11. Controversial – advertising involving or referring to political, religious, moral or environmental issues subject to public debate.

### **Review Process**

1. The Contractor is aware of advertising criteria and reviews inquiries or new sales with IPTC restrictions in mind.
2. The Contractor is obligated to present artwork from all sales to the IPTC Project Manager for review.
3. The IPTC Project Manager can approve ads within IPTC’s criteria and restrictions.
4. If an ad is presented and is questionable, it is then presented to IPTC senior management for review (including, but not limited to the Vice President of Business Development, General Council, and the President/CEO of IPTC).
5. If an ad is rejected based on IPTC’s criteria and restrictions, the Contractor is notified in writing.
6. Non-paid advertising is subject to inventory and to the discretion of IPTC Management. Non-paid advertising must be of the “public service” nature requested by government agencies and/or not-for-profits.
7. Bartered advertising is subject to inventory and to the discretion of IPTC Management.

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