

TRANSIT ADVERTISING POLICY

POLICY NO. 32-01

PURPOSE:

It is the purpose of this policy to outline the County's expectations and requirements for advertisements by the business community on its transit vehicles and other available transit related mediums while maximizing the potential to realize advertising revenue.

POLICY:

All advertisements are subject to the following provisions:

1. Contracts – All advertisers are required to sign an advertising contract as approved by the County. The contract will specify the term, type of advertisement, rate, and other applicable clauses.
2. Indemnification – All advertisers and/or the County designee will indemnify and hold the County harmless from any claims brought forth as a result of any advertisement governed by this policy.
3. Background Check – The advertiser cannot be included on the Federal Excluded Parties List System (EPLS), the State of Florida's Department of Management Services Convicted/Suspended/Discriminatory/Compliant vendor list, or other list required by the County.
4. Additional Use – Any unsold advertising spaces shall be limited to County approved business use, transit advertising information, or as otherwise directed by the County.
5. Advertising Requirements – The County or its designee reserves the right to approve all advertisements, exhibit materials, announcements, or other communication displayed and/or exhibited on the transit vehicles or other various transit mediums. A proof of the advertisement must be approved by the County or their designee before final production and installation.

The advertiser shall not include in any advertisement, language or conveyance that:

- a. is false, misleading or deceptive;
- b. relates to religion or other belief systems in any way;

- c. contains profane, obscene, pornographic or sexually explicit images or advertising copy or any graphic depiction of the human anatomy;
- d. is libelous or defamatory;
- e. is inflammatory or supportive of any unlawful action;
- f. promotes alcoholic beverages, illegal drugs, firearms, gambling, or tobacco products;
- g. relates to political candidates, or political campaign platforms or political issues;
- h. relates to adult-oriented businesses, bars, and other establishments whose primary business involves the sale or consumption of alcoholic beverages;
- i. is prohibited by Chapter 847, Florida Statutes or as amended from time to time.

Any other applicable advertising requirements set forth by the Federal Transit Administration (FTA), the Florida Department of Transportation (FDOT), or other governmental agency with authority to regulate this usage must be followed.

- 6. Fees & Charges – The administering department will develop a schedule of advertising rates, fees and charges based upon the type and form of advertising being conducted.

Adopted: August 28, 2012