



# Butler Transit Authority Advertising Policy

Butler Transit Authority (“BTA”) has decided to sell space for advertising on its vehicles, route schedules and other literature, bus shelters, or other property, for the sole purpose of generating revenue for BTA while at the same time maintaining or increasing its ridership. This Policy is intended to provide guidance to potential advertisers and clarify areas of advertising that are deemed appropriate and/or acceptable by the BTA Board.

The determination of which spaces, literature, bus shelters and other property to be made available for advertising is at the sole discretion of the BTA Board, and the BTA Board reserves the right to decrease the number of advertisements accepted or revoke the ability to advertise altogether at its sole discretion, subject to contractual requirements.

**It is BTA's declared intent to maintain advertising space on its property as a nonpublic forum and not to allow its transit vehicles or property to become a public forum for the dissemination, debate, or discussion of public issues or issues that are political or religious in nature.**

BTA shall maintain exclusive authority and control over where advertisements in general shall be displayed on its property.

BTA's Advertising Policy is intended to be an objective and enforceable standard for advertising that is consistently applied.

All third-party advertisements appearing on BTA property must contain the following disclaimer: "The views and/or opinions expressed by the advertiser are not necessarily those of the Butler Transit Authority." This disclaimer shall appear in a consistent form and manner on all third-party advertisements.

Acceptance of any material, art or copy for advertising under this policy, does not constitute an endorsement of any goods, products, or services, nor does it constitute BTA’s agreement with the message conveyed by the advertisement. Advertisers are solely responsible for the content of their advertisements.

BTA will **not** accept advertising:

- for tobacco or alcohol, or for businesses that primarily deal in such goods;
- that promotes the use of firearms or firearm-related products, or for businesses that primarily deal in such goods;
- that are obscene, pornographic, promotes or depicts sexually-oriented goods or services, or for businesses that primarily deal in such goods and/or services or that appeal to prurient interests;
- that promotes violence or sexual conduct;
- that are deemed defamatory, illegal, fraudulent, misleading or false;
- that proposes a transaction or activity that is prohibited by federal, state or local law;
- that exploit the likeness, picture, image or name of any person, and/or trademark, trade name, copyrighted materials or other intellectual property of a third party, without adequate proof of express written authorization to do so;
- that contain, employ or imply profane or vulgar words;
- that demean or disparage a person, group of persons, business or group of businesses;
- that, if permitted, could reasonably subject BTA to civil or criminal liability;
- that are political in nature or contain political messages, including advertisements involving political figures or candidates for public office, advertisements involving political parties or political affiliations, and/or advertisements involving an issue reasonably deemed by BTA to be political in nature in that it directly or indirectly implicates the action, inaction, prospective action, or policies of a governmental entity.
- that promotes the existence or non-existence of a supreme deity, deities, being or beings; that address, promote, criticize or attack a religion or religions, religious beliefs or lack of religious beliefs; that directly quote or cite scriptures, religious text or texts involving religious beliefs or lack of religious beliefs; or are otherwise religious in nature.

Nothing in this Advertising Policy shall be interpreted or construed to prevent BTA from displaying messages or information on its property promoting or supporting public transit or BTA.

All prior policies of BTA concerning advertising on BTA property, either written or oral, shall be deemed null and void as of the effective date of this Advertising Policy.

The BTA Board of Directors hereby adopts this policy on this 16<sup>th</sup> day of May, 2017, to be effective immediately.