

Greater Peoria Mass Transit District (“GPMTD” or “District”)
ADVERTISING POLICY
Updated June 8, 2020

I. Introduction

The purpose of this policy is to establish guidelines for interior and exterior advertising on GPMTD vehicles and facilities. The GPMTD is ultimately responsible for the adoption of this policy and any amendments. GPMTD intends that it is operating in a proprietary capacity and its vehicles constitute non-public forums that are subject to the viewpoint-neutral restrictions set forth below.

The GPMTD has approved the concept of commercial advertising on the exterior and interior of its vehicles as a means of revenue for the District.

In order to realize the maximum benefit from the sale of advertising space, the program will be managed in a manner that produces as much revenue as practical, while ensuring that advertising does not:

- Discourage the use of public transportation.
- Diminish GPMTD’s reputation in the community.
- In any way interfere with operations or jeopardize the safety of passengers, employees, and the public.
- Cause offense to its passengers or the general public.
- Oppose any applicable laws and regulations.

The exterior of vehicles is reserved for commercial advertising only. In addition, a portion of the interior of buses will be available for commercial advertising and with free public service announcement advertising space for entities in which an intergovernmental agreement has been established.

GPMTD also reserves the right to use exterior and interior vehicle advertising or advertising opportunities at GPMTD facilities to promote public awareness of transit programs, services, and promotions. This type of advertising may include the display of flyers, brochures, posters, digital advertisements and special advertisements.

II. Applicability

This policy is applicable to GPMTD members and its employees, and companies that contract with GPMTD for the leasing of advertising space on GPMTD vehicles or facilities.

III. Definitions

Commercial Advertising: Advertising for the sole purpose of selling or renting services or property for a profit.

Political Advertising: Any advertising that supports or opposes the election of any candidate or group of candidates, or any ballot question, initiative, petition, or referendum issue, including bond issues, constitutional amendments, or proposed legislation.

Non-Profit Organizations: Organizations that meet the requirements for a tax-exempt organization under Section 501 (c) (3) of the Internal Revenue Code.

Intergovernmental Agreement: Written agreement between two or more governmental entities.

Public Service Announcements: Non-commercial and non-political advertising promoting social services through an Intergovernmental Agreement.

Trade Advertising: Transit advertising that is on display as part of an agreement between GPMTD and another business for goods or services rendered by the business to the District.

IV. Commercial Advertising Standards

Advertising displayed on the exterior of GPMTD buses shall be strictly commercial in nature and purpose. Commercial advertising also is available on the interior of the buses.

Because GPMTD serves persons of all ages and backgrounds and strives to create a comfortable and enjoyable experience for all passengers, the following types of advertising are prohibited:

- Materials that contain false, misleading, libelous, slanderous, or deceptive images;
- Advertising for tobacco products, including but not limited to cigarettes, cigars, smokeless (e.g., chewing) tobacco, and e-cigarettes;
- Advertising for beer, wine, distilled spirits or any alcoholic beverage licensed and regulated under Illinois law. However, this prohibition shall not prohibit advertising that includes the name of a restaurant that is open to minors;
- Advertising for marijuana/cannabis and any subsequent marijuana/cannabis-based products (e.g. CBD and THC products);
- Advertising for illegal drugs;
- Advertising for adult products, services or entertainment directed to sexual stimulation;
- Advertising of contraceptive products or hygiene products of an intimately personal nature;
- Advertising that depicts sexually explicit, obscene and/or pornographic images or words;
- Advertising that portrays graphic violence;
- Advertising that contains discriminatory, derogatory, negative or personal attacks against individuals, groups, or organizations;
- Advertising that is political per definition above;
- Advertising that is directed to inciting or producing imminent lawless action, or is likely to incite or produce such action, including but not limited to unlawful actions;
- Advertising that promotes illegal activity of any kind;
- Advertising that encourages persons to refrain from using GPMTD or public transit in general;
- Advertising that explicitly and directly promotes or encourages the use of means of transportation in direct competition with public transit;
- Advertising messages that conflict with the mission of GPMTD;
- Advertising that encourage persons to refrain from using safety precautions;
- Advertising that contains GPMTD's name, brand logo, slogans or other graphic representations of the District, unless written consent from GPMTD is obtained prior to use;
- The prohibitions also apply to advertisements that include a website or any other online or social platform that provides a message that does not comply with this Section.

V. Production and Placement Guidelines

Advertising materials will be produced at the advertiser's expense and must be of high quality and conform to standards for size, weight, material and other physical characteristics as set by GPMTD.

Advertisers must pay for installation and removal of advertising from vehicles. Costs will be determined by GPMTD staff or its assigned contractor, which will arrange for the installation or removal of advertising in coordination with the GPMTD availability/access to facilities. It is the advertiser's responsibility to deliver or reclaim materials within thirty (30) days after expiration of contract or signage may be disposed of at GPMTD's discretion.

VI. Compliance Responsibility

GPMTD shall determine the interior and exterior spaces that will serve as appropriate locations for commercial and/or non-profit advertising. GPMTD reserves the right to modify, change, or alter the locations and sizes of the available ad spaces as it sees fit. The placement and size of any advertising shall be at the sole discretion of GPMTD.

GPMTD shall approve or reject a proposed advertisement or PSA within 15 days of when the request and all other documents associated with it are received by GPMTD.

VII. Advertising for Non-Profit Organizations

Non-Profit Organizations, as described in Section III of this policy, are provided with a 15% discount on interior and exterior advertising for contracts of three or more months on GPMTD vehicles. The discount is applied to the cost per bus sign.

VIII. Trade Advertising

GPMTD reserves the right to enter into bus advertising contracts with businesses as part of a trade agreement for goods or services rendered by a business to the District. The space and placement of trade advertising will be determined based on availability and approved in advance by GPMTD.