



TO: RTA Commissioners

FROM: Sue Poole, Director of Communications

RE: RTA Advertising Guidelines / Vector Media

Our current Advertising contract with Vector Media is due to expire on June 30, 2020. We are in the process of determining next steps to either piggy back off of another Locally Operated Transit System's (LOT's) contract or go out for a new solicitation. Vector has provided us with an extension agreement to continue selling until we procure a new contract.

In the interim, we have the ability to revise our current advertising guidelines to avoid the acceptance of controversial ads such as the White Coat Waste Project (animal testing) and cannabis advertising to name a few. I have researched WMATA, MTA and other area LOT guidelines to determine best practices. Based on comparisons, additional elements are shown in red below. Upon the Commission's approval, the additional text will be added to our extension agreement with Vector Media.

RTA Advertising Guidelines (current Vector Media contract)

Scope of Services.

- a. Contractor shall have exclusive rights to manage the sale and service for exterior and interior advertising space on all revenue service vehicles owned and /or operated by RTA. Contractor shall pay all expenses incurred by Contractor in implementing the sale of advertising including, but not limited to, the costs of design, production, delivering installation, replacement and removal. Removal of advertising material shall include restoration of the vehicle to its original condition. Contractor shall not be responsible for existing paint damage due to the present condition of the transit vehicles. Except as provided in this paragraph 2(b), Contractor shall have exclusive management of all advertisements placed on RTA vehicles.
- b. All advertisements shall comply with industry-based advertising standards, codes and guidelines, including, but not limited to, the American Code of Advertising Standards.
- c. If there is a question of propriety of an advertisement, in that it may be considered objectionable or controversial, the Contractor is required to submit the advertisement to RTA for review and approval prior to installation. Subjects that are considered controversial or objectionable include, but are not limited to:
 1. Alcohol, tobacco, **cannabis or vaping products**
 2. False, misleading, or deceptive statements
 3. Advertising that is sexually explicit or obscene

4. Advertising that can be construed to be harmful to minors
5. Advertising the use of firearms
6. Advertising that depicts violence, shows illegal activity, or anti-social behavior
7. Advertising containing partisan political content that supports or opposes any political party or candidate is prohibited
8. Advertising that promotes or supports any religion, religious practice or belief is prohibited
9. Use of profanity
10. Advertisements intended to influence members of the public regarding an issue on which there are varying opinions are prohibited