

ATTACHMENT II

Interior and Exterior Advertising Policies

SUBJECT: Interior Advertising on CCCTA Transit Vehicle

- POLICY:**
1. Liquor, tobacco, and political advertising will not be allowed on the interior of the Authority vehicles.
 2. The contractor will not display advertising copy that is false, misleading, deceptive, and/or offensive to the moral standards of the community or contrary to good taste. Copy which might be contrary to the best interest of the transit system, or which might result in public criticism of the advertising industry and/or transit advertising, will not be acceptable.
 3. All advertising material is subject to approval by the Authority prior to installation on Authority vehicles. Rough sketches, with proposed copy, should be provided for this purpose.
 4. The Authority will retain two card spaces on the interior of each bus to display Authority information.
 5. The contractor will allow the Authority to utilize unsold space for cards, furnished by the Authority, containing the Authority's own institutionalized advertising/information.
 6. It should be agreed by all parties that the rights and privileges granted, and the obligations imposed, shall also apply to any new method, type or technique of advertising not contemplated here, but which may be created or developed in the future for advertising use in Authority buses. If an advertising display opportunity of a unique nature, or as not contemplated here, arises, the details of such opportunity shall be presented, in writing, to the General Manager of the Authority for approval.
 7. The Authority will provide the contractor reasonable access to its facility and its vehicles at the discretion of the Authority, for the purpose of conducting associated contract business.
 8. The Authority will agree that no advertising displayed properly on the interior of transit vehicles will be removed or obscured by the Authority without prior knowledge of the contractor, or as provided by the contract.

9. The Authority will expect a minimum guarantee of advertising revenue from the contractor.
10. The Authority shall have the right to examine and inspect the books and other records of account between the Authority and contractor. The contractor shall furnish an unqualified report, certified by a certified public accountant, of its operation under the contract.
11. The contractor will be expected to administer all public, educational or charitable advertisements as a part of the contract.

DATE OF ADOPTION: November 17, 1983

DATES OF REVISION: November 19, 1987

June 16, 1994

SUBJECT: Exterior Advertising on CCCTA Transit Vehicles

- POLICY:**
1. Advertising of liquor and tobacco products will not be allowed on the exterior of Authority vehicles.
 2. The contractor will not display advertising copy that is false, misleading, deceptive, and/or offensive to the moral standards of the community or contrary to good taste.
 3. All advertising material is subject to approval by the Advertising Agency for conformance with the Authority policy prior to installation on Authority vehicles.
 4. It should be agreed by all parties that the rights and privileges granted, and the obligations imposed, shall also apply to any new method, type or technique of advertising not contemplated here, but which may be created or developed in the future for advertising use in or upon Authority buses. If an advertising display opportunity of a unique nature, or as not contemplated here, arises, the details of such opportunity shall be presented, in writing, to the General Manager of the Authority for approval.
 5. The Authority will provide the contractor reasonable access to its facility and its vehicles at the discretion of the Authority, for the purpose of conducting associated contract business.

6. The contractor will allow the Authority to utilize unsold exterior space for cards, furnished by the Authority, containing the Authority's own institutional advertising/information at the Authority's discretion.
7. The Authority will agree that no advertising displayed properly on the exterior of transit vehicles will be removed or obscured by the Authority without knowledge of the contractor, or as provided by the contract.
8. The Authority will expect a minimum guarantee of advertising revenue from the contractor.
9. The Authority shall have the right to examine and inspect the books and other records of account between the Authority and contractor. The contractor shall furnish an unqualified report, certified by a certified public accountant, of its operation under the contract.
10. The contractor will be expected to administer all public, educational or charitable advertisements as a part of the contract.

DATE OF ADOPTION: November 17, 1983

DATE OF REVISION: June 16, 1994