



City of Longview Transit Advertising Policy

- I. Advertising on all Longview Transit vehicles shall comply with this policy. Advertising will be of reputable character and shall conform to community standards of decency as determined by the City of Longview and Longview Transit.
- II. Longview Transit will provide only the advertising space allowed under the contract to the Advertiser. The rates are for rental of space only, and do not include production or installation of the advertisement.
- III. The City of Longview and Longview Transit do not guarantee on which vehicle or routes the advertising signs will be placed, nor guarantee that the advertisement will not be placed on the same vehicle as the Advertiser's competitor.
- IV. Only commercial and recognized not-for-profit advertising will be accepted. "Allowed advertising" is defined as advertising related solely to economic interest and offering for sale a product or service, or providing services to the community as a whole.
- V. The following types of advertising will not be accepted:
 - A. Advertising that advocates violence, crime and anti-social behavior, or presents violence or crime as erotic, entertaining, amusing, or appropriate.
 - B. Advertising for illegal activities.
 - C. Advertising which violates any federal, state, or local law.
 - D. Advertising which is false, misleading, or deceptive.
 - E. Advertising with obscenities. Obscenities are defined as: "any communication, pictures, images, graphic images, or other matter that the average person applying contemporary community standards would find taking the material as a whole, in a patently offensive way."
 - F. Advertising for alcohol or tobacco products.
 - G. Advertising for sexually-explicit subject matter.
 - H. Advertising of a political nature.
 - I. Advertising of a religious nature.
 - J. Advertising promoting firearms or firearm related products.
- VI. Advertising shall conform to all current ordinances and codes adopted by the City of Longview.
- VII. All designs of proposed advertising shall be submitted to Longview Transit for review and approval prior to the signing of a contract. Such review will take into consideration compliance with the advertising policy as well as any affect the design may have on operations, maintenance, safety, and passenger comfort. In the event that a specific advertisement is found to not comply with the advertising policy, advertisers may appeal to the City of Longview Transportation Administrator, whose decision shall be final.
- VIII. It is recommended that 3M Scotchprint vinyl be used. If another brand of vinyl is used, it should be of equal or better quality and life expectancy. If the advertising space purchased includes windows, window film must be used to cover the windows. The operator and passengers must be able to see through the window film from inside the bus.
- IX. The advertisement space being rented, including the terms and conditions, will be specified in a signed agreement/contract between the Advertiser and Longview Transit.