



## CATABUS ADVERTISING POLICY

The Centre Area Transportation Authority (CATA) is engaged in commerce as a provider of convenient, pleasant and inexpensive bus transportation service. The advertising space located on its public information pieces, including schedule brochures, or as part of a marketing initiative constitutes part of this commercial venture, and is intended to be a nonpublic forum. To that end, CATA, acting in a proprietary capacity to manage this commercial venture, has adopted the following advertising policy.

CATA expects all advertising to be truthful. The advertisement shall not be false, misleading, libelous or deceptive. The Public Relations Manager, or his/her designee, shall reject advertising material, art or copy that does not comply with the minimum standards set forth below.

- The following will not be accepted:
  - Advertising that includes language, pictures, or other graphic representations that are unsuitable for exposure to persons of young age and immature judgment, of a sexual nature, or shall be derogatory or defamatory of any person or group because of race, color, national origin, ethnic background, age, disability, ancestry, marital or parental status, military discharge status, source of income, religion, gender or sexual preference.
  - Advertising that relates to an illegal activity, or proposes a commercial transaction that is prohibited by federal, state or local law.
  - Advertising of alcohol or tobacco products.
  - Advertising depicting violence.
  - Political or political issue advertising.
  - Advertising pertaining to religious institutions or promoting religious views.
  - Advertising pertaining to human reproduction.
  - Advertising that explicitly promotes or encourages the use of means of transportation in direct competition with CATA's bus services. Additionally, no advertising shall be permitted that in any way denigrates CATA, its operations or its employees; this includes advertising copy and illustrations that state or imply that CATA's services are anything but safe, efficient, affordable and convenient.
  - Advertising that CATA reasonably believes is inconsistent with CATA's public image or inappropriate for use in public transportation.
  - Advertising that directly benefits any official or employee of CATA.
- For exterior bus advertising on buses that may operate on the LOOP and LINK routes, advertising content is subject to approval by The Pennsylvania State University per the Agreement for LOOP/LINK Service between The Pennsylvania State University and the Centre Area Transportation Authority.
- CATA will not knowingly print or publish any advertisement that violates a law or that is defamatory to any person or organization.
- Each advertiser shall indemnify and hold harmless CATA and its employees from any and all claims, demands, liabilities, or causes of action of any kind as a result of the advertisement.
- By accepting any material, art or copy for advertising under this policy, CATA does not endorse the product or agree with the message conveyed. Advertisers are solely responsible for the content of their material. Advertisers must acknowledge and agree to the terms of this policy.

CATA reserves the right to refuse any advertisement for reasons other than those set forth in this policy which we determine to be in the Authority's best interest.