

JACKSONVILLE TRANSPORTATION AUTHORITY

**ADVERTISING RULE
(RULE NO.007)**

DATE OF ADOPTION: December 3, 2009

LAST REVISED: March 13, 2015

ADVERTISING RULE

I. Purpose and Scope

The Jacksonville Transportation Authority (“JTA”) endorses the principle that the sale of advertising space on designated JTA venues are a practical and desirable means of generating revenue, which assists JTA in providing additional transportation to the citizens in its service area. JTA sells advertising space solely for the purpose of raising additional revenue for its operations. JTA enacts this rule to establish the standards for advertisements acceptable for internal or external display on JTA vehicles, property, transit shelters and all other passenger facilities, other designated locations, print publications, electronic messaging and other available opportunities.

It is the express intention of JTA that that it is not creating and does not intend to create a “public forum” or a designated “public forum” by accepting advertisements in and on transit vehicles, transit shelters, transit hubs, or any other JTA property. Therefore, JTA will decline non-commercial advertisements. In addition, the nature of commercial advertisements accepted are limited to try to maintain a high quality public image for transit advertisements in order to maximize revenue by attracting more higher quality and more publicly accepted advertisers, and to limit public controversy or traffic distractions, and to maintain a positive image of the Authority in the community. Accordingly, advertisements for alcoholic beverages, gambling, bars, lounges, tobacco products, etc. or those ads featuring nudity, partially nude models or sexually suggestive attire or poses will not be accepted based on the standards set forth below.

II. Advertising Limits

A. Content

JTA’s advertising spaces may be used only for advertisements as follows:

1. That propose a commercial transaction involving lawful goods or services; or
2. That promote, in a secular and non-sectarian manner, the programs of JTA or other governmental agencies.

B. Restrictions

Said advertising shall be subject to the following restrictions:

1. JTA does not accept advertising that is not in the best business interests of the Authority, or in the best interest of public transportation

JTA is a public transportation authority and seeks to promote public transportation in all that it does. Furthermore, in providing the citizens of Duval County with public transportation JTA seeks to do so in a safe, reliable and efficient manner without losing sight of the fact that as an agency of the State of Florida it must be a good steward of public money.

2. JTA does not accept any non-commercial advertising, including those for political, social or religious messages or campaigns, or advertising designed to debate or advocate positions on unsettled issues of public concern.

JTA is a State of Florida governmental entity, providing transportation services to the general public and supported in part by public funds, and should remain neutral in all political contests and all debates involving social, religious and public issues. In addition, advertising controversial issues can generate disputes among passengers, who are often a captive audience, which can impede the efficient operation of transportation services. Controversial advertising may also provoke vandalism of advertising materials and

associated JTA property. Further, such advertising, if accepted, can discourage use of JTA advertising space by other commercial advertisers who do not desire to be associated with controversial advertisements, resulting in a potential loss of revenue to JTA.

For example and illustration only, JTA does not accept advertising from any advertiser relating to population control, family planning, reproductive rights, contraception, abortion, or euthanasia. It does not accept advertising criticizing, praising or debating governmental programs, proposals or activities, or relating to drug legalization, gun control, immigration, environmental controversies or similar contentious and unsettled topics of public debate. This list of examples is not intended to be inclusive. Advertising containing hidden, obscured or disguised messages, which a reasonable adult person would perceive to relate to an impermissible topic, is not acceptable.

3. JTA does not accept advertising promoting the use or sale of tobacco or alcohol products, or gambling activities. JTA will accept sponsorships from companies that manufacture or distribute alcohol beverages or provide gaming activities provided the sponsoring companies do not promote the use or sale of alcohol beverages or gaming activities through the JTA sponsorship.

The corporate name or logo of tobacco or alcoholic liquor company or product, or legal gambling establishment or gaming service, may be used to advertise a separate product, service or event, otherwise acceptable for advertising under this policy, provided such use does not promote the use or sale of tobacco or liquor, or gambling activities. JTA regularly transports children and teenagers who should not be subjected to such advertising. Further, such advertising, if accepted, can discourage use of JTA advertising space by other commercial advertisers who do not desire to be associated with such advertising, resulting in a potential loss of revenue to JTA.

4. JTA does not accept advertising that fails to conform to community and family standards of decency, dignity, accuracy, and good taste.

JTA desires to maintain its ridership by not exposing passengers to indecent, distasteful or inaccurate advertising that is difficult to ignore or avoid in the public transportation setting, and that might pose enhanced traffic risks. For example, without excluding other categories, JTA does not accept advertising with photographs or depictions of nudity or partial nudity, or advertising incorporating profane, defamatory, sexually suggestive, or otherwise offensive language or innuendo that would not be commonly found in a family newspaper. Further, such advertising, if accepted, can discourage use of JTA advertising space by other commercial advertisers who do not desire to be associated with such advertising, resulting in a potential loss of revenue to JTA.

III. Miscellaneous

1. JTA shall amend this rule as required to conform to applicable changes in law or deemed in the public's best interest. The Chief Executive Officer is authorized to correct scrivener's errors and substitute successor titles in this rule without further action by the JTA Board of Directors.
2. The Chief Executive Officer is authorized to develop and implement such procedures, forms, guidelines or other tools as are deemed necessary to carry out effective administration of this rule.
3. This Advertising Rule is available online at JTA's website, <http://www.jtafla.com>. Hard copies are available without charge at JTA's offices 100 North Myrtle Avenue, Jacksonville, Florida 32204.