



# Tuolumne County Transit

## Policy for Advertising on TCT Vehicles

Adopted May 8, 2019

For Information: [www.tuolumnecountytransit.com](http://www.tuolumnecountytransit.com) or (209) 532-0404 (962-4098 from Groveland area)

Acceptance of all advertising on Tuolumne County Transit (TCT) vehicles is subject to Tuolumne County Transit Agency Executive Director approval and agreement by the Advertiser to indemnify and protect the TCTA from loss and expense on claims and suits based upon contents of advertisements. This includes, but is not limited to, libel, plagiarism, copyright infringement and unauthorized use of person's name or photograph.

Permitted advertisements shall mean and refer to only commercial advertisements, which propose a commercial transaction. Permitted advertisements shall not include any of the following:

- Political advertising, including, but not limited to, advertisement implying a position for or against any political candidate, public issue or subject.
- Advertisements that contain or promote the sale or use of alcohol, cannabis or tobacco products.
- False, misleading or deceptive advertisements.
- Advertisements that promote illegal activity or which advocate violence or crime.
- Advertisements that contain language that is obscene, vulgar or profane.
- Advertisements that contain obscene matter or sexually explicit material.
- Advertisements that infringe upon any copyright, patent or service mark.
- Advertisements implying a position for or against any religion.
- Advertisements that contain images, copy or concepts that actively denigrate a specific age, religion, ethnic or gender group.
- Advertisements that contain images, copy or concepts that actively denigrate public transportation.
- Other noncommercial advertisements or noncommercial speech.

**Exceptions:** Governmental entities, meaning public entities specifically created by government action, may acquire advertising space for messages that advance specific government purposes, except the space may not be used for advertising for or against a political candidate or issue of public debate.

**Tuolumne County Transit Agency Right of Rejection:** In all contracts, the TCTA reserves the right to reject any advertising content submitted for display on its properties and/or to order the removal of any advertising posted on its properties. If advertising on display is subsequently determined to be inappropriate, it shall be removed within 72 hours of receipt of written notification from the TCTA Executive Director.

Decisions regarding the approval, rejection or removal of advertising shall be made by the TCTA Executive Director, or his designee, in conformance with the criteria in this policy statement.