



Jeremy Peterson
Chief Executive Officer

Erie Metropolitan Transit Authority 127
East 14th Street
Erie, Pennsylvania 16503

Guidelines Governing Commercial Advertising

The following advertising guidelines have been developed based upon input from the public. A survey of riders and the general public has concluded that the following guidelines represent commercial content, in a non-public forum, that fairly represents offensive and/or acceptable speech on transit vehicles and in transit amenities. Periodically, additional surveys will take place to ensure EMTA is properly understanding what types of speech are offensive and may lead to service disruption, violence or altercations.

EMTA understands that advertising is not necessary for public transit vehicles as EMTA's main purpose is the transportation of its customers. EMTA's mission is to provide mobility solutions to safely connect people to places and contribute to the region's economic and environmental sustainability. Therefore, the speech that may be included in advertisement is not a traditional public forum and appropriate rules for such speech are included below. The following regulations are intended to regulate content as opposed to any particular viewpoint. EMTA reserves the right to approve or deny an advertiser based on its associations at large of the following guidelines:

- 1. All advertising shall comply with the spirit of all applicable laws and regulations of the various jurisdictions in which it is displayed unless the inconsistencies among the various jurisdictions prevents such compliance. Advertising will not be accepted that is false, misleading or deceptive. Generally, advertisements will be considered when selling a product or service with the limitations outlined in this policy.**
- 2. Advertisers promoting contests shall insure the contest is being conducted with fairness to all entrants and complies with all applicable laws and regulations. Contests promoting any political, religious, and/or ideology are prohibited.**
- 3. Testimonials should be authentic and shall honestly reflect the response of the person making them.**

4. Medical and health-related messages will be accepted only from government health organizations, or by other advertisers if the substance of the message is currently accepted by the American Medical Association and/or the Food and Drug Administration.
5. Advertisers shall avoid illustrations or references which disregard normal safety precautions.
6. Advertising offering premiums or gifts shall avoid representations which would enlarge the value of the item in the minds of the viewers.
7. Use of graphics or representations in advertising is subject to approval by EMTA and shall fit within these guidelines.
8. No implied or declared endorsement of any product or service or message by EMTA is permitted.
9. Advertisements regarding issue-oriented matters intended to influence members of the public or influence public policy regarding an issue on which there are varying opinions are prohibited. Such an example of issue-oriented advertisements may include, but are not limited to, a particular position for or against a particular gender ideology or initiative.

A distinction may be made by EMTA for making advertisement determinations, under this particular section, based upon whether a product is endorsed as opposed to simply an ideology.

10. Advertising weapons or advocacy for or against any weapons is prohibited. Further, the advertisement of violence and/or depiction of violent imagery is prohibited.

11. Advertisements of tobacco and/or alcohol products are prohibited. Further, the advertisement of drugs that are prohibited by Federal Law are prohibited.

12. Advertisements that support or oppose any political party or candidate for office of any kind are prohibited.

13. Advertisements that promote or oppose any religion, religious practice or belief are prohibited. For purpose of this section, religion shall mean any language, imagery or symbols showing a belief in or reverence for a God or deity.

An ethical culture is an integral part of EMTA's core values. In this matter, EMTA agrees to adopt a position of neutrality regarding commercial advertisements and public activities. This unbiased approach enables EMTA to stay true to its vision and provide a variety of safe, efficient and effective services that are responsive to the mobility needs of Erie County.