

permission or remuneration to the Contractor for either reduction in the saleable space or the reduction in time of bus availability when the vehicles are removed from service for repairs.

- B. AATA may make changes in its routes which may affect the level or scope of advertising.

## **2.8 OPERATING REQUIREMENTS**

- A. Installation and ongoing maintenance of advertisements and other necessary activities of the Contractor shall not interfere with the routine functioning of AATA operations. Access to AATA vehicles will be provided only at times consistent with vehicle operating needs.
- B. No vehicle will be removed from service for the purpose of installing, removing, or maintaining the advertisements.
- C. Contractor personnel shall observe all AATA safety requirements. Contractor shall provide all required insurances as outlined in this document. The Contractor must comply with all Federal, State and local laws, including the procurement of appropriate permits and licenses, as necessary.

## **2.9 ALLOCATION OF ADVERTISING SPACE**

- A. The Contractor will reserve 10% of all interior advertising space for AATA's use. Proposer may include the cost of printing and installing AATA advertising in this space as an option. The 10% reservation will be measured by space, not time.
- B. Media trade advertising will be permitted.
- C. Full wraps are not permitted.
- D. The Contractor shall not install any advertising which covers vehicle windows or in any way interferes with the operation and general maintenance of the bus.

## **2.10 AATA ADVERTISING POLICY**

- A. The AATA, by permitting commercial advertising in or on its vehicles, shelters, informational material, buildings, and benches, does not thereby intend to create a public forum. Further, AATA requires that such advertising comply with specified standards to further the purposes of providing revenue for AATA, increasing ridership, and assuring that AATA riders will be afforded a safe and pleasant environment. AATA reserves

the right to approve all advertising, exhibit material, announcements, or any other display and their manner of presentation. All advertising must be in considered in good taste and shall uphold the aesthetic standards as determined by AATA.

- B. Advertising in or on AATA vehicles, in AATA shelters, building, benches or informational material which does any of the following shall be prohibited.
1. Contains false, misleading, or deceptive material.
  2. Promotes an illegal activity.
  3. Advocates violence or crime.
  4. Infringes copyright, service mark, title or slogan.
  5. Defames or is likely to hold up to scorn or ridicule a person or group of persons.
  6. State or implies the endorsement of a product or service by AATA.
  7. Supports or opposes the election of any person to office or supports or opposes any ballot proposition.
  8. Contains material which is obscene, as defined by MCL 752.362, or sexually explicit, as defined by MCL 722.673, and as such statutes shall be amended or supplemented.
  9. Promotes alcohol or tobacco products.

#### 2.11 REVIEW OF ADVERTISING CONTENT

Before displaying any advertising, the Contractor shall first submit the material to AATA for review. AATA's review will be for content only, but shall reserve the right, in its sole discretion, to remove any advertisement it deems objectionable. Reasonable proof or clarification of statement contained in any advertisement may be required by AATA as a condition of use or continued use of advertising space.

#### 2.12 ADVERTISING POSTING AND REMOVAL

The Contractor will be responsible for posting and removing all interior and exterior bus advertising in a timely fashion in accordance with the terms of each advertising sales contract. Any dated materials, internal and external, must be removed at the end of the contract period.

#### 2.13 RATE REVIEW

Any proposed rate changes by the Contractor shall be submitted in writing to AATA sixty (60) days prior to implementation.