

## Proposed Revised 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. **In order to minimize the chances of abuse, the appearance of favoritism, and the risk of imposing upon a captive audience,** advertising in or on AATA vehicles, in AATA shelters, buildings, 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. States 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 opposed any ballot proposition.~~ **Contains political or political campaign advertising.**
8. ~~Contains material which is obscene, as defined by MCL 752.362 or sexually explicitly, as defined by MCL 722.673, and as such statutes shall be amended or supplemented.~~ **Contains advertising that is obscene or pornographic, or in advocacy of imminent lawlessness or violent action.**
9. Promotes alcohol or tobacco products.