



As a public service, the Chatham Area Transit (CAT) will display interior bus card advertisements for non-profit agencies promoting a service beneficial to its transit customers and the community. The requesting agency is responsible for all costs, design, and obtaining the necessary licenses, permission, and/or approval from all holders of intellectual or artistic property rights or interests in the material(s) used in the creation of the signs. CAT no longer accepts exterior advertising on its buses, bus stops, or facilities.

All interior advertising content and layout must be submitted to the Marketing and Business Development Manager for approval prior to the production of the signs, which must be delivered to CAT administrative offices located at 900 E. Gwinnett Street, Savannah, GA. Signs must be delivered at least seven business days prior to installation unless other arrangements have been expressly and specifically made.

## **SPECIFICATIONS**

Interior bus cards must measure 11 inches vertically and 28 inches horizontally. The preferred material is .020 styrene.

## **QUANTITY**

CAT currently has a total of 65 buses for its fixed routes that operate on a daily basis. Non-profit agencies may provide up to 130 signs (two per bus). CAT does not guarantee that all signs will be posted in all 65 buses, but will make every attempt to do so if the space is available. Once posted, signs will remain on the buses for a minimum of three calendar months or until expiration date. Any signs not displayed will be retained for replacement and/or returned to the agency. Signs will be retained for replacement by CAT for posting as long as the condition of the signs remains acceptable and the message and relevant information continue to be accurate and timely.

## **ACCEPTABLE MESSAGES AND APPROVAL**

It is the intent of Chatham Area Transit to provide information on the buses that is useful and beneficial to its customers and community. Signage must be legible and of professional quality, and the information presented in an accurate and positive manner. All advertising content and layout must be submitted to the CAT Marketing and Business Development Manager prior to the preparation of the sign. Any signage that is received without prior approval may not be posted. Signage that is not acceptable will be returned to the agency with an explanation of why it is not acceptable. The CAT Marketing and Business Development Manager decisions on content, appearance, or signage materials may be appealed to the Chief Strategy Officer (CSO) in writing within 15 working days of the denial. The decision of the CSO is considered final.

## **PROHIBITED ADVERTISING**

Advertising will not be permitted or posted if it:

1. Demeans or disparages an individual or group of individuals on the basis of race, color, religion, national origin, ancestry, gender, age, disability, ethnicity, sexual orientation, or any other characteristic protected under federal, state or local law.
2. Encourages or depicts unsafe behavior with respect to transit-related activities, such as non-use of normal safety precautions in awaiting, boarding, riding upon or debarking from transit vehicles.
3. Is a Political Advertisement. Political advertisements are defined as advertisements that contain political speech referring to a particular ballot question, initiative, petition, referendum, law, candidate, political party, or social issue or expresses or advocates opinions or positions upon any of the foregoing. This prohibition includes any advertisement referring to or depicting a candidate for public office in any context.
4. Declares or implies endorsement by Chatham Area Transit of any product, service, or point of view, without prior written authorization of Chatham Area Transit.
5. Promotes or depicts the sale, rental, or images of, or participation in, products, services, or activities, or that uses brand names, trademarks, slogans, or other materials that are identifiable with such products, services, or activities:
  - a. Tobacco products, including, but not limited to, cigarettes, cigars, pipe tobacco, smokeless tobacco (e.g., chewing tobacco or snuff), or electronic or vapor cigarettes.
  - b. Alcohol: Beer, wine, distilled spirits, or any alcoholic beverage.
6. Contains profanity or any profane, obscene, or offensive language.
7. Contains an image or depiction of a firearm or promotes or solicits the sale, rental, or distribution of firearms, firearm-related products, ammunition, or other weapons.
8. Promotes, encourages, or appears to promote or encourage the use or possession of unlawful or illegal goods or services.
9. Promotes, encourages, or appears to promote or encourage unlawful or illegal behavior or activities.
10. Contains obscene material or images or aspects of the human anatomy in a way that the average adult, applying contemporary community standards, would find offensive or inappropriate for viewing by minors.

12. Libels or infringes upon copyrights or trademarks, or contains any material that is libelous or infringes upon copyrights or trademarks.
13. Is a Religious Advertisement. Religious advertisements are defined as advertisements that contain any direct or indirect reference to religious content, including references to any deity or deities, or which includes the existence, nonexistence, or other characteristics of any deity or deities, or to any religious creed, denomination, belief, tenet relating to (including opposing or questioning) any religion. This prohibition shall include the depiction of text, symbols, or images commonly associated with any religion or with any deity or deities, or any religious creed, denomination, belief, or tenet relating to (including opposing or questioning) any religion.
14. Contains material that is so objectionable as to be reasonably foreseeable that it will result in harm to, disruption of, or interferences with the transportation system.
16. Prominently contains website addresses or telephone numbers that direct visitors or callers to material that violates any of the above restrictions.
17. CAT reserves right of refusal for advertising. CAT retains strict control over the nature of the advertising accepted for posting in its transit vehicles and maintains its advertising space as a limited public forum. CAT reserves the right to suspend, modify, or revoke any advertising on its property and to modify or revoke any part of this advertising policy as it deems necessary to carry out its ultimate transit purpose and comply with any applicable law.