

SUNTRAN ADVERTISING POLICY

Effective Date: May 25, 1999

The TPO determines that the following advertising on or in any SunTran bus and/or at any established SunTran bus shelter is hereby prohibited:

1. Advertising that is unlawful, obscene or indecent, or contains explicit messages or graphic representations pertaining to sexual contact, or contains an offensive level of sexual overtone, innuendo, or double entendre.
2. Advertising of contraceptive products or hygiene products of an intimately personal nature.
3. Advertising of products or services with sexual overtones such as massage parlors, escort services, or establishments featuring X-rated or pornographic movies.
4. Advertising containing foul or offensive language, pictures or depictions.
5. Advertising of tobacco or alcohol products.
6. Advertising that is harmful to children or is of a nature to frighten children, either emotionally or physically.
 - a. The term "harmful to children" means language or pictures that:
 - i. describe or depict sexual contact, or nudity;
 - ii. make use of foul language;
 - iii. describe or depict violent physical torture, destruction, or death of a human being; or
 - iv. describe or depict criminal activity in a way that tends to glorify or glamorize the activity and that, with respect to children under the age of 18, has a tendency to corrupt.
 - b. The term "of a nature to frighten children, either emotionally or physically" means language or pictures that describe or depict violent or brutal activities, whether such violence or brutality was intended or not, in a manner that causes children under the age of 18 physical or emotional distress or fear for their personal safety or for the safety of others.
7. Advertising of political, social, moral or religious points of view.
8. Advertising which promotes hatred or contempt against specific classes of people because of their race, religion, sex or ethnic background.
9. Advertising that, in the opinion of the TPO, is of a nature to dissuade other advertisers from advertising on SunTran buses.