



# Cape Fear Public Transportation Authority

## Advertising Policy

The following policy regarding advertising is applicable to all forms of advertising by the Authority. This includes, but is not limited to:

- Advertising on the interior or exterior of any revenue or non-revenue vehicle.
- Advertising on all transit printed media, including maps, tickets or passes.
- Advertising on or in stations or shelters, or advertisements on bus benches or trash receptacles.
- Advertising on any Internet site controlled or published by the Authority.
- This policy is applicable to advertisements that the Authority may charge a fee for or for advertising that may be allowed without charge by the Authority.

All advertisements shall be of a reputable nature and shall not be defamatory. No advertisement shall promote any illegal activity, incite violence or be obscene or vulgar. No advertisement shall portray or reflect the Authority in a detrimental manner. No tobacco or distilled alcohol promotions shall be permitted. No political advertising shall be permitted. No advertising shall promote a religion in violation of the United States Constitution. No advertisements of any product, service or exhibition shall conflict with the laws, regulations or ordinance of the United States, the State of North Carolina or respective local governments. The Authority, or its designee, shall approve all advertisements prior to installation.

ADOPTED AT A REGULAR MEETING:

July 01, 2004

Christine B. McNamee  
Chair



(seal)

Robert Ronne  
Secretary