



**GOLD COAST TRANSIT
BUS ADVERTISING POLICY**
Adopted by the Gold Coast Transit Board of Directors
July 5, 2005
Revised: May 7, 2008
Revised: July 1, 2009

Purpose:

The purpose of this policy is as follows:

- a. To increase revenue for Gold Coast Transit (GCT).
- b. To maintain a position of neutrality on political and religious issues.
- c. To avoid a fear that buses and passengers could be subject to violence if advertising is not restricted.
- d. To prevent a reduction in income earned from selling advertising space because commercial advertisers would be dissuaded from using the same forum commonly used by those wishing to communicate primarily political or religious messages.

Requirements:

Subject to compliance with this policy, acceptance of all interior and exterior advertising on buses is subject to approval by the GCT's General Manager or designee, and a fully executed written agreement on the form supplied by GCT, which includes but is not limited to a requirement by the Advertiser to defend, indemnify and hold harmless GCT and its elected officials, officers, employees and agents from any and all damages, losses and expenses on any claims and suits based upon placement of advertisement, content of advertisements or pertaining in any way to the existence of such advertisements. This includes but is not limited to false advertisement, libel, defamation, plagiarism, copyright, trademark or service mark infringement and unauthorized use of a person's name and photograph.

The Advertiser shall also further indemnify, defend and hold harmless GCT and its elected officials, officers, employees and agents from any and all damages, losses and expenses (including but not limited to reasonable attorney's fees) resulting from GCT exercising its rights to not post submissions from the Advertiser.

All proposed bus advertising graphic designs and text layouts must be submitted to GCT in sufficient detail to allow complete review of the content and general appearance before production and application onto or in the buses.

Permitted advertisements shall mean and refer to: commercial advertisements, or commercial speech, which proposes a commercial transaction or product that is available to the general public.

301 E Third St, Oxnard, CA 93030-6048 • 805.483.3959 • FAX 805.487.0925 • www.goldcoasttransit.org

A Jint Powers Agency of:
City of Ojai • City of Oxnard • City of Port Hueneme • City of Ventura • County of Ventura

Restrictions:

Advertisements must conform to the conditions set below. No exceptions will be permitted.

GCT Advertising Conditions:

Advertising will not be accepted nor permitted that:

1. Is false, fraudulent, misleading or deceptive;
2. Relates to unlawful or illegal goods, services or activities;
3. Contains inappropriate sexual material, obscene material, or material harmful to minors or others;
4. Includes language which is obscene, vulgar, profane or scatological;
5. Advertises alcohol, firearms or tobacco products;
6. Depicts violence or anti-social behavior;
7. Relates to instruments, devices, items, products or paraphernalia which are designed for use in connection with sexual activities or illegal drug or narcotic use;
8. Contains images, copy or concepts that demean any race, color, religion, gender, ancestry, national origin, disability, medical conditions, marital status or sexual orientation;
9. Supports or opposes a candidate for public office (whether elected or appointed), a political proposition, measure or initiative, a particular political, moral or social position on a particular issue, or any ballot measure or other matter which is the subject of a public election or matter subject to an election;
10. Supports or opposes a religious denomination, creed, doctrine or belief;
11. Displays any word, phrase, character or symbol likely to interfere with vehicular or pedestrian traffic, mislead or distract vehicle drivers or pedestrians, or conflict with any traffic control device;
12. Contains images or information that would be deemed by a significant segment of the public to be offensive, improper, or in bad taste.

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