



ADVERTISING POLICY

Valley Metro Rail, Inc. believes that advertising on the light rail system is best performed using a standard set of established criteria. Therefore, the following criteria are established for advertising.

Vehicle Advertising

That advertising on the exterior of the vehicle will be limited to no more than ten (10) vehicles at any one time. METRO reserves the right to wrap four (4) additional vehicles for its own purposes.

That advertising on the interior of the vehicle allow for floor decals. In vehicles that have exterior wraps, the floor decals must match the theme of the wrap. In unwrapped vehicles, only one decal design per vehicle will be allowed.

That advertising on the interior of the vehicle allow for the installation of LCD-TV in vehicles.

Station Advertising

That station advertising be limited to wraps and display case posters. That station wraps occur in participating cities only and be limited to backdrop banners, vertical banners and paver decals. That any advertising at stations not be attached to, or obscure, station art.

That display case station posters occur in participating cities only and be limited to no more than 50% of map cases at any given station.

That advertising at station platforms allow for the installation of electronic or standard kiosks.

General Advertising

That any future Valley Metro Rail advertising policy be consistent with the City of Phoenix Public Transit Department's policy that establishes the following standard.

Advertising Standard

The subject matter of METRO system advertising is limited to speech that proposes a commercial transaction.

METRO policies prohibit the display of advertising copy or graphics that:

1. Are false, misleading, or deceptive
2. Relate to an illegal activity
3. Are explicit sexual material, obscene material, or material harmful to minors as these terms are defined in Title 13, Chapter 35, Arizona Revised Statutes
4. Advertise alcohol or tobacco products
5. Depict violence and/or anti-social behavior
6. Include language which is obscene, vulgar, profane or scatological
7. Relate to instruments, devices and items, products or paraphernalia which are designed for use in connection with "specified sexual activities" as defined in the City of Phoenix Zoning Ordinance.

All advertising is subject to approval by Valley Metro Rail and/or its designated representatives.

Adopted by Valley Metro Rail Board of Directors on July 15, 2009.