ADVERTISING POLICY

Valley Metro Rail, Inc. (VMR) 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
Advertising on the exterior of the articulated sections of the vehicle includes the entire fleet. Full exterior wraps are limited to a maximum of 25 vehicles; however, VMR staff has the flexibility to allow additional full wraps when advantageous to agency. VMR also reserves the right to wrap four (4) additional vehicles for the Community Train Wrap program.

Advertising on the interior of the vehicle includes ceiling decals. VMR staff will monitor the number of ceiling decals so as to avoid visual clutter.

Advertising on the interior of the vehicle also allows for the installation of LCD-TV in vehicles.

Station Advertising
Station advertising is limited to wraps and display case posters.

Station wrap advertising occurs in participating cities only and is limited to backdrop banners, vertical banners and wrapped beams; no floor decals. Any advertising at stations cannot be attached to, or obscure, station art.

Station display case advertising occurs in participating cities only and is limited to no more than 50% of the display cases at any given station.

Advertising at station platforms also allows for the installation of electronic or standard kiosks.

Advertising Standards
Any future VMR advertising policy will be consistent with the City of Phoenix Public Transit Department’s policy that establishes the following standard:

The subject matter of Valley Metro Rail, Inc. system advertising is limited to speech that proposes a commercial transaction.
VMR policy prohibits the display of advertising copy or graphics that:

1. Are false, misleading, or deceptive
2. Relate to an illegal activity
3. Advertise or depict the use of tobacco or smoking products
4. Represent, by language or graphics, violence or anti-social behavior
5. Advertise or depict language, gestures, conduct or graphical representations that are obscene, pornographic, vulgar, profane or scatological
6. Represent, by language or graphics, a “nude” or “seminude” person, as those terms are defined in Section 11-811, Arizona Revised Statutes, or the exposed buttocks of any person
7. Depict, relate to or reference a website or other medium that relates to “specified sexual activities” or “specified anatomical areas” as those terms are identified in Section 11-811, Arizona Revised Statutes

Alcohol content is permitted on vehicles and at stations not within 600 feet of a church, or similar structure of worship, or school building.

All advertising is subject to approval by VMR and/or its designated representatives.

**Adopted by Valley Metro Rail Board of Directors on October 17, 2013.**