



ADVERTISING POLICY

The Nashville Metropolitan Transit Authority recognizes that it has available space that can provide messages to the public. Advertising may be used to raise revenue to aid in the support of its mission, provide information about services available to the public, and enhance the Nashville Metropolitan Transit Authority's standing in the community. Accordingly, the Nashville Metropolitan Transit Authority adopts the following policies with respect to advertising.

1. It shall be the policy of the Nashville Metropolitan Transit Authority to prohibit all public-issue advertisements that tend to promote or inhibit the promotion of causes and beliefs; that in furtherance of this policy, all advertisements shall be limited to public announcements and advertising related to the advantage of a product, business or service.
2. NO political or political campaign advertisements are allowed
3. NO tobacco advertisements are allowed. Alcohol products are accepted with the provision that each sale of exterior advertising be sold as a package with an accompanying message regarding its proper use.
4. Donated space for Public Service Announcements is limited to interior bus signs only. Public Service Announcements are defined as: An announcement or advertisement by a not-for-profit organization or government agency which explains a public service provided, or announces an upcoming event which aids the community. It also includes an announcement or advertisement by a for-profit organization which explains a service provided for the benefit of the community or announces an upcoming event which aids the community.
5. The Nashville Metropolitan Transit Authority reserves the right to disapprove of any advertising that is false, misleading, deceptive, and/or offensive to the moral standard of the community, or contrary to the best interests of the Transit Authority. All proposed advertisements and Public Service Announcements must be submitted to the Nashville Metropolitan Transit Authority for approval. Such submission shall be in finalized form (with copy and images complete).