

APPENDIX F - ADVERTISING POLICY

CITY POLICY FOR MUNICIPAL ADVERTISING ON BIKE SHARE SYSTEM

This policy addresses commercial and public service advertising on the Bicycle Sharing System, defined below. Any advertising space on Bicycle Sharing System, or as authorized under any contract with the City, is a nonpublic forum.

1. General Definitions.

Advertisement: Any printed matter, including, but not limited to, words, pictures, photographs, symbols, graphics or visual images of any kind, or any combination thereof, promoting or soliciting the sale or the use of a product or service or providing other forms of textual or visual messages or information, but in no event shall it include any textual information that is required to be posted on any Equipment by any federal, state or local law, rule or regulation, or by this Agreement.

City: The City of Philadelphia.

Bicycle Sharing System: All structures, bicycles, motor vehicles, printed material, web sites and other physical or on-line assets included in the agreement for a Bicycle Sharing System on which a sponsorship broker has the right place Advertisements.

Commercial Advertisement: An Advertisement for which a private individual or entity pays a fee to display that Advertisement on the Bicycle Sharing System.

Managing Director: The Managing Director of the City of Philadelphia or his or her designee.

MDO: The Office of the Managing Director of the City of Philadelphia.

Public Service Advertisement: An Advertisement that is issued by a governmental entity or other organization for the purpose of providing information to the public and for which a fee is not required.

2. Managing Director Approval Required.

No person shall post or display any Advertisement on Bicycle Sharing System without the express written consent of the Managing Director and in such a manner as prescribed by the Managing Director. An agreement executed by the Managing Director or his designee for Sponsorship and Advertising brokerage services will be deemed approval, provided the Advertising meets the requirements of Section 3 and Section 4 of this Policy and the executed agreement.

3. Commercial Advertisements. The Bicycle Sharing System may display Commercial Advertisements subject to the following guidelines.

The MDO will not accept the following Commercial Advertisements for display on Bicycle Sharing System:

- i) Advertisements that do not propose a commercial transaction;
- ii) Advertisements relating to the sale or use of alcohol, tobacco products, or firearms;
- iii) Advertisements that relate to sexually-oriented businesses or products;
- iv) Advertisements that are obscene or pornographic;

- v) Advertisements relating to political campaigns or ballot measures;
- vi) Advertisements that are false, misleading, defamatory, or infringe on any copyright, trade or service mark, title, or slogan.

4. **Public Service Advertisements.**

Public Service Advertisements on City Properties are limited to the following:

- i) Community, art, cultural, educational, or health-related events, programs, or initiatives;
- ii) The use of City services;
- iii) City tourism initiatives;
- iv) Public safety;
- v) Emergency planning and preparedness;
- vi) The greater Philadelphia area and economy.