



County of Lackawanna Transit System

Robert Fiume
Executive Director
800 North South Road
Scranton, PA 18504
(570) 346-2061
Fax: (570) 207-5050
www.coltsbus.com

COLTS Advertising Policy

WHEREAS, the County of Lackawanna Transit System (COLTS) is a municipal authority established by Lackawanna County which operates a public transit agency located in Lackawanna County, Pennsylvania;

WHEREAS, COLTS adopted an Advertising Policy on June 21, 2011;

WHEREAS, COLTS has decided to hereby rescind and replace the June 21, 2011 Advertising Policy with this policy in order to clarify and set forth the types of advertisements it will and will not accept for sale to be displayed on its property.

WHEREAS, COLTS has decided to sell space for advertising on its vehicles, route schedules and other literature, bus shelters, or other property, for the sole purpose of generating revenue for COLTS while at the same time maintaining or increasing its ridership.

COLTS will **not** accept advertising:

- for tobacco or alcohol or for businesses that primarily traffic in such goods;
- that promotes the use of firearms or firearm-related products or for businesses that primarily traffic in such goods;
- that are obscene, pornographic, or promotes or depict sexually-oriented goods or services or for businesses that primarily traffic in such goods or services or that appeal to prurient interests;
- that promotes violence or sexual conduct;
- that are deemed defamatory, illegal, fraudulent, misleading or false;
- that proposes a transaction or activity that is prohibited by federal, state or local law;
- that exploit the likeness, picture, image or name of any person, and/or trademark, trade name, copyrighted materials or other intellectual property of a third party, without adequate proof of express written authorization to do so;
- that contain, employ or imply profane or vulgar words;
- that demean or disparage a person, group of persons, business or group of businesses;
- that, if permitted, could reasonably subject COLTS to civil or criminal liability;
- that are political in nature or contain political messages, including advertisements involving political figures or candidates for public office, advertisements involving political parties or political affiliations, and/or advertisements involving an issue reasonably deemed by COLTS to be political in nature in that it directly or indirectly implicates the action, inaction, prospective action, or policies of a governmental entity.
- that promote the existence or non-existence of a supreme deity, deities, being or beings; that address, promote, criticize or attack a religion or religions, religious beliefs or lack of

religious beliefs; that directly quote or cite scriptures, religious text or texts involving religious beliefs or lack of religious beliefs; or are otherwise religious in nature.

It is COLTS' declared intent to maintain its advertising space on its property as a nonpublic forum and not to allow its transit vehicles or property to become a public forum for the dissemination, debate, or discussion of public issues or issues that are political or religious in nature.

COLTS' Advertising Policy is intended to be an objective and enforceable standard for advertising that is consistently applied.

COLTS shall maintain exclusive authority and control over where advertisements in general shall be displayed on its property.

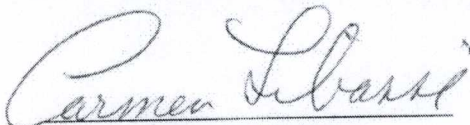
All third party advertisements appearing on COLTS property must contain the following disclaimer: "The views and/or opinions expressed by the advertiser are not necessarily those of COLTS." This disclaimer shall appear in a consistent form and manner on all third party advertisements.

By accepting any material, art or copy for advertising under this policy, COLTS does not endorse any goods, products, or services or agree with the message conveyed by the advertisement. Advertisers are solely responsible for the content of their advertisements.

Nothing in this Advertising Policy shall be interpreted or construed to prevent COLTS from displaying messages or information on its property promoting or supporting public transit or COLTS.

All prior policies of COLTS concerning advertising on COLTS property, either written or oral, shall be deemed null and void as of the effective date of this Advertising Policy.

The COLTS Board of Directors hereby adopts this policy on this 17th day of September, 2013, to be effective September 17th, 2013.


Carmen Libassi, Chairman