

July 14, 2017

## AppalCART Transit Advertising Policy

The purpose of this policy is to establish guidelines for exterior advertising on AppalCART transit buses. AppalCART has approved commercial advertising on the exterior of its fixed route buses as a means of raising revenue for the transit system. Revenues are returned to the general operating budget and used to reduce local contributions to fund operations.

Bus advertising space is available on the exterior of AppalCART buses. Advertising on AppalCART will be allocated on a first-come first-serve basis. Available types and sizes are specified on the rate sheet. The decal's placement must not interfere with necessary access, safety features, or paint on the bus. Proposed ads must be presented to the Accounting Technician in charge of advertising who will approve or disapprove of the ad. Advertisements should be of reputable character, conform to recognized business standards, and should not conflict with the laws of the United States or of any state. No alcoholic beverages, tobacco, political, or religious advertising will be accepted.

Advertising materials will be produced at the advertiser's expense and must be of good quality and conform to standards for size, and other physical characteristics. It is the advertiser's responsibility to deliver or reclaim ad materials in a timely fashion or otherwise AppalCART will dispose of such advertisements. For vehicle wraps, the advertiser is responsible for restoration of the original paint scheme at the conclusion of the ad.

AppalCART cannot guarantee space availability on its buses. The space is only reserved when payment/contract arrangements have been finalized. Advertisers cannot specify the routes or buses on which their ads are placed and AppalCART cannot guarantee uptime for any particular vehicle, or route. AppalCART is not responsible for theft, vandalism, or the maintenance of advertising decals while on the buses.

Advertisers will be invoiced monthly. AppalCART does not prorate billings.