**Rural Community Transportation, Inc. Sponsorship Advertising Guidelines**

Rural Community Transportation, Inc. (RCT) permits the sale of interior and exterior advertising space on all property owned and/or controlled by RTC including its bus routes, bus shelters, and marketing collateral for the purpose of raising revenue to help finance RCT‘s operations.

In order to maintain a level of professionalism and approval continuity for paid, non-paid and bartered advertising, RCT has established the following advertising acceptance criteria. If it is of the opinion that a particular advertisement may be questionable, RCT will review the following guidelines before said advertising is accepted or posted. Alcohol & Tobacco and other potentially questionable (RCT reserves the right to determine the definition on a case-by-case basis of questionable) advertisements are prohibited. All advertisements shall comply with local, state and federal laws, and are subject to the approval of the Executive Director.

**Questionable, Prohibited or Restricted Advertising**

1. Tobacco -- anything promoting the sale of or use of tobacco, tobacco-related products, or vaping products, including the depiction of such products.

2. Alcohol/Drugs-- anything promoting the sale of or use of alcohol/drugs or alcohol/drug-related products, including the depiction of such products.

3. Discrimination -- anything containing material that demeans or discriminates against an individual or group of individuals on the basis of race, color, religion, national origin, gender, age, disability or sexual orientation.

4. Profanity and Violence -- anything containing profane language or graphic violence.

5. Unlawful Goods, Services and Conduct -- anything containing or promoting the possession of unlawful goods, services or illegal behaviors.

6. Obscenity -- anything containing or depicting obscene materials or images of nudity.

7. False Statements -- any messages containing false, disparaging, misleading or deceptive material or language.

8. Libelous speech/copyright infringement -- any copy or material containing libelous content, copyright infringement or is otherwise unlawful.

9. Endorsement -- any advertising declaring an endorsement by Rural Community Transportation, Inc. without prior authorization of RCT.

10. Controversial -- advertising involving or referring to political, religious, moral or environmental issues subject to public debate.

11. Political – any advertising promoting a politician, political party or policy position.