

Bow Valley Regional Transit Services Commission

BVRTSC Policy

POLICY #: MA-1 (2016 Revision)

POLICY TITLE: Public Transit Advertising

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1.0 POLICY

The BVRTSC has sole authority over all Advertising Space on Public Transit in the Bow Valley as per the criterion outlined below.

2.0 PURPOSE

The purpose of this policy is to establish guidelines for the use of Advertising Space on Public Transit. These guidelines are intended to ensure a high standard of quality and appropriateness of all advertising content.

3.0 SCOPE

This policy applies to any employee or contracted employee involved in the lease or sale of Advertising Space on Public Transit.

4.0 RESPONSIBILITY

- 4.1 The Independent Sales and Marketing Agent is responsible for the sales, promotion, production coordination, administration and ongoing advertising panel maintenance for BVRTSC advertising program.
- 4.2 The Independent Sales and Marketing is responsible for reviewing and approving content of any proposed Public Transit advertising in accordance with the guidelines of this policy. The CAO will be consulted for final approval should there be any questions as to whether an advertisement fits within the policy guidelines.
- 4.3 The Independent Sales and Marketing Agent is responsible for the installation of interior advertising panels.

5.0 DEFINITIONS

- 5.1 **Advertising Space** means interior advertising space on public transit vehicles. Advertising space will be considered at the Board's discretion for exterior advertising opportunities.
- 5.2 **Independent Sales and Marketing Agent** refers to the individual or organization contracted for the sale and management of the transit-advertising program for BVRTSC
- 5.3 **Public Transit** means any vehicle owned or contracted by the BVRTSC to provide public transit services.



6.0 PROCEDURES

6.1 The BVRTSC and/or its Independent Sales and Marketing Agent will accept Advertising that, in the sole discretion of the BVRTSC:

- a) is decent, in good taste and does not cause offence to public sensitivities;
- b) enhances the local economy of the Bow Valley Region;
- c) enhances the visitor experience;
- d) adheres to the Canadian Code of Advertising Standards;
- e) adheres to Alberta Liquor and Gaming Commission advertising guidelines;
- f) Does not put the safety of passengers or the driver at risk.

No copy deemed unsuitable, for whatever reason, will be accepted. Advertising will not be solicited or accepted for:

- a) Tobacco or tobacco related products.
- b) Candidates in any public election or any politically driven or motivated messages.
- c) Advertising that is controversial in the opinion of the BVRTSC.

The BVRTSC reserves the right to cancel and remove any advertising deemed unsuitable without prior notice to the advertiser.

6.2 The approval protocol will be with the BVRTSC CAO or designate. The CAO may Request a decision from the Commission Board on any advertising that may require further review.

6.3 The Commission Board reserves the right of final approval for any advertising.

6.4 Public Service Announcements as approved through the approval protocol will be provided in available spaces as determined.

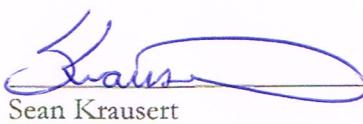
6.5 In the event that there is a waiting list created for advertising space, preference will be given to BVRTSC partners, long term advertisers and interests representing or pertaining to the Bow Valley Region.

7.0 REVISION HISTORY

Approved on: JANUARY 13, 2016

Revised on: _____ by: _____

Revised on: _____ by: _____



Sean Krausert
BVRTSC Chair



Martin Bean
Chief Administrative Officer