

## 700-03 Advertising Policy

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### Effective Date

June 16, 2020, **Revised** March 24, 2025

### Purpose

This policy establishes guidelines for interior and exterior advertising on LeeTran vehicles, benches, shelters, digital displays, and printed guides. It defines the appropriate use of LeeTran's revenue-generating and informational advertising spaces across its transit-related properties.

### Procedures

LeeTran accepts commercial and personal advertising while ensuring a comfortable and inclusive experience for all passengers. The following types of advertising are strictly prohibited:

- False, misleading, libelous, slanderous, or deceptive content.
- Tobacco products, alcoholic beverages, and illegal drugs.
- Adult-oriented content, including products, services, or entertainment intended for sexual stimulation.
- Sexually explicit, obscene, or pornographic images or language.
- Graphic violence or depictions of violent acts.
- Discriminatory, derogatory, or defamatory content targeting individuals, groups, or organizations.
- Implied or explicit endorsement of any product or service by LeeTran.
- Political advertising of any kind.
- Religious advertising or messaging.
- Content intended to incite unlawful action or likely to do so.
- Promotion of illegal activities.
- Messages discouraging the use of LeeTran or public transit.
- Advertising that conflicts with LeeTran's mission.

Issue-oriented advertisements must not contain political, partisan, religious, or advocacy messaging. LeeTran reserves the right to decline advertising opportunities from organizations that fall into these categories, regardless of whether the advertisement explicitly portrays such affiliations.

*Reference: Board of County Commissioners Administrative Code AC-1-19 – Lee County Advertising Policies and Standards*