



Advertising Policy

Purpose of the Advertising Program

The primary purpose of LeeTran's advertising program is to provide businesses and organizations with an opportunity to promote their products, services, programs, and events to the Lee County community. The advertising program is intended for commercial and informational advertising and is not intended to serve as a public forum for the expression of political, religious, ideological, or other non-commercial viewpoints or advocacy.

Authority and Purpose: This policy is established in strict accordance with Federal Transit Administration (FTA) guidelines regarding transit program income, the First Amendment nonpublic forum doctrine, Florida Statute Chapter 341 governing public transit asset restrictions, and Florida Statute § 337.408 governing right-of-way infrastructure placements.

Prohibited Advertising Content

LeeTran reserves the right to reject any advertisement that falls within one or more of the following categories:

Restricted Products and Activities

Advertisements that promote, encourage, facilitate, or depict the sale, distribution, possession, or use of products including but not limited to:

- Tobacco, nicotine, vape, mushrooms, or smoking products
- Alcoholic beverages
- Cannabis, controlled substances, illegal drugs, or drug paraphernalia
- Imagery or accessories commonly associated with such products, including smoke, vape, pipes, smoking devices, rolling papers, bottles, commonly used drinking containers (ie martini glass, bourbon glass, beer mug etc), syringes, or similar items that directly or indirectly promote their use

Adult-Oriented Businesses and Content

Advertisements with wording or imagery promoting or depicting adult-oriented businesses, products, services, or entertainment intended for sexual arousal or stimulation are prohibited, including advertisements containing sexually suggestive or obscene material and/or visually graphic sexual content.

This includes, but is not limited to:

- Adult entertainment venues
- Escort services
- Adult bookstores
- Adult novelty or sex shops
- Sexually explicit performances
- Products or devices intended for sexual stimulation

Violence, Criminal or Unlawful Conduct

Advertisements that depict, promote, glorify, or encourage violence, criminal acts, or physical harm to persons or property are strictly prohibited. Advertisements should not promote, encourage, advocate, facilitate, or depict illegal activities or unlawful conduct, including content that:

- Encourages violations of federal, state, or local law
- Assists or instructs individuals in committing unlawful acts
- Glorifies or encourages criminal behavior
- Has the possibility to incite unlawful action

Discriminatory or Harassing Content

Advertisements containing content that could be interpreted as promoting discrimination, harassment, or violence against any individual or group are prohibited.

Political Campaign Advertising

Advertisements that promote, oppose, endorse, or solicit support for or against any candidate for public office, political party, constitutional amendments, referendum, recall effort, campaign committee, or election-related advocacy organization are prohibited. This includes advertisements that encourage voting for or against a candidate, solicit campaign contributions, or otherwise advocate for the outcome of an election.

Noncommercial Advocacy

Advertisements or organizations whose primary purpose is to promote or oppose political, religious, ideological, or other public issue viewpoints are prohibited.

Imitation of Official Transit Communications

Advertisements that resemble, imitate, or could reasonably be mistaken for official LeeTran or Lee County Government notices, alerts, schedules, events, warnings, fare information, emergency communications, or other official messaging are prohibited. Also prohibited are advertisements developed to discourage the use of LeeTran or other Lee County Government service or facility.

General

LeeTran reserves the right to reject any advertisement that, in its reasonable judgment, does not comply with this Advertising Policy or is inconsistent with the purpose of the LeeTran advertising program. Determinations regarding the interpretation and application of this Policy shall be made by LeeTran in a viewpoint-neutral and consistent manner.