



Longview Transit Management, Inc.
Advertising Guidelines
(Advertising Policy, sections 5-7)

The following types of advertising will not be accepted:

- Advertising that advocates violence, crime and anti-social behavior, or presents violence or crime as erotic, entertaining, amusing, or appropriate.
- Advertising for illegal activities.
- Advertising which violates any federal, state, or local law.
- Advertising which is false, misleading, or deceptive.
- Advertising with obscenities. Obscenities are defined as: “any communication, pictures, images, graphic images, or other matter that the average person applying contemporary community standards would find taking the material as a whole, in a patently offensive way.”
- Advertising for alcohol or tobacco products.
- Advertising for sexually-explicit subject matter.
- Advertising of a political nature.
- Advertising of a religious nature.
- Advertising promoting firearms or firearm related products.

Advertising shall conform to all current ordinances and codes adopted by the City of Longview.

All designs of proposed advertising shall be submitted to Longview Transit for review and approval prior to the signing of a contract. Such review will take into consideration compliance with the advertising policy as well as any affect the design may have on operations, maintenance, safety, and passenger comfort. In the event that a specific advertisement is found to not comply with the advertising policy, advertisers may appeal to the City of Longview Transportation Administrator, whose decision shall be final.