

Reference : EXECUTIVE
Section: CORRESPONDENCE/COMMUNICATION
Title : COMMERCIAL ADVERTISING POLICY
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I PURPOSE

It is the primary purpose and function of the Niagara Frontier Transportation Authority (“NFTA”) to provide public transportation. Consistent with that purpose and function, NFTA hereby makes available a commercial advertising policy for the sale of advertising space and acceptability of the advertising display which is to be displayed on NFTA owned property.

In addition, the purpose is to minimize chances of abuse, the appearance of favoritism, and the risk of imposing upon a captive audience, the NFTA’s commercial advertising policy is designed to avoid controversy on Metro buses and trains or NFTA property and promote the safety and comfort of passengers, which will help maintain and increase ridership and revenue. It is the intent of the NFTA to treat each of its NFTA and Metro properties as a limited public forum by, among other things, excluding advertising of a political nature.

II POLICY

1. All advertising placed in/on NFTA and Metro facilities shall reflect a high level of good taste, decency and community standards in copy and art. All advertising shall harmonize with the environment of its placement.
2. All advertising shall be truthful and comply with the spirit and letter of all applicable laws and regulations of the various jurisdictions into which it is introduced. All copy and art shall avoid conveying derisive, exaggerated, distorted, deceptive or offensive impressions.
3. The advertisement and promotion of tobacco, tobacco-related products, including but not limited to cigarette, chewing tobacco and snuff, or vaping-related products, is expressly prohibited.
4. Advertising promoting contests shall insure the contest is being conducted with fairness to all entrants and complies with all applicable laws and regulations.
5. Advertisements that support or oppose any political party or candidate or that are political in nature or contain political messages, including advertisements involving political figures or candidates for public offices, advertisements involving political parties or political affiliations, and/or advertisements involving an issue reasonably deemed by NFTA or Metro to be political in nature in that it directly or indirectly implicates the action, inaction, prospective action, or policies of a governmental entity, are prohibited.
6. Testimonials shall be authentic and shall honestly reflect the response of the person making them. The advertising sales contract provides for the indemnification of the NFTA, Metro, their officers, employees, and servants against any action by any person quoted or referred to in any advertisement placed in/on the NFTA and Metro facilities.
7. Medical products or treatments shall be presented in a restrained and inoffensive manner to the general public.
8. Advertisers shall take special care to avoid illustrations or references, which disregard normal safety precautions.

9. Advertising offering premiums or gifts shall avoid representations, which would enlarge the value of the item in the minds of the viewers.
10. Use of NFTA and Metro graphics or representations in advertising is subject to approval by the proper officials of NFTA and Metro.
11. No implied or declared endorsement of any product or service by NFTA or Metro is permitted.
12. NFTA and Metro reserve the right to reject or remove any advertising, which they deem to be not in good taste and decency and not in the public interest.
13. Items or references which might be objectionable to a substantial segment of the community shall be avoided. For example, advertising depicting or referring to an undesirable social behavior or which might be offensive because of racial or religious references shall be avoided. Copy which might be contrary to the best interest of the NFTA and Metro and harmful to the users of their facilities will not be acceptable.
14. Advertisements intended to influence members of the public regarding an issue on which there are varying opinions are prohibited.