

# Standards Governing All Advertising in or upon Transportation Services Bus Vehicles or Property

1. Transportation Services shall not display or maintain any advertisement that falls within one or more of the following categories:
  - a. **Demeaning or disparaging.** The advertisement contains material that demeans or disparages an individual or group of individuals on the basis of race, color, religion, national origin, ancestry, gender, age, disability, ethnicity, marital or parental status, military discharge status, source of income, or sexual orientation.
  - b. **Alcohol, tobacco and firearms.** The advertisement promotes the sale or use of alcohol, tobacco or firearms, or alcohol, tobacco, or firearms related products, including depicting such products.
  - c. **Profanity.** The advertisement contains profane language, i.e., language containing certain of those personally reviling epithets naturally tending to provoke violent resentment or language that under contemporary community standards is so grossly offensive to members of the public who actually hear it as to amount to a nuisance.
  - d. **Violence.** The advertisement contains an image or description of violence, including, but not limited to (1) the depiction of human or animal bodies or body parts, or fetuses, in states of mutilation, dismemberment, decomposition, or disfigurement, and (2) the depiction of weapons or other implements or devices used in the advertisement in an act of violence or harm on a person or animal.
  - e. **Unlawful goods or services.** The advertisement, or any material contained in it, promotes or encourages, or appears to promote or encourage, the use or possession of unlawful or illegal good or services.
  - f. **Unlawful conduct.** The advertisement, or any material contained in it, promotes or encourages, or appears to promote or encourage, unlawful or illegal behavior or activities.
  - g. **Obscene or nudity.** The advertisement contains legally obscene material or depicts nudity or sexual intercourse or other sexual acts. For purposes of these standards, the terms “obscene” and “nudity” shall have the meanings contained in State Code Title 43 Article 21.
  - h. **Prurient sexual suggestiveness.** The advertisement contains material that incites, describes, depicts, or represents sexual activities or images or descriptions of human sexuality or anatomy in a way that the average adult, applying contemporary community standards, would find appeals to the prurient interest. The advertisement promotes the sale of pornography, adult telephone or Internet services, escort services, nude dance clubs, sensual massage, or any other form of adult-oriented entertainment.

- i. **Political campaign and viewpoints.** The advertisement contains political campaigns and viewpoints or endorsements.
  - j. **False, misleading, or deceptive commercial speech.** The advertisement proposes a commercial transaction and the advertisement, or any material in it, is false, misleading, or deceptive.
  - k. **Libelous speech, copyright infringement, etc.** The advertisement, or any material contained in it, is libelous or an infringement of copyright, or is otherwise unlawful or illegal or likely to subject Transportation Services to litigation.
  - l. **Disregard for Transit Safety.** Advertising cannot encourage persons to refrain from using safety precautions normally used in transit-related activities, such as awaiting, boarding, riding upon, or debarking from transit vehicles.
  - m. **Unclear identification of the advertiser.** The advertisement is such that (1) the message or sponsorship of the advertisement cannot reasonably be determined without reference to a web site or telephone number that is listed in the advertisement, and (2) that web site prominently contains, or that telephone number directs callers to, material that violates these guidelines.
  - n. **Non-paid advertising.** Transportation Services requires all advertising to be contracted according to the pricing set forth in the current published advertising rates as set by the Transportation Services Marketing Team. No fee or discounted advertising of any kind is accepted. Trade agreement (in which, in lieu of cash, Transportation Services accepts products or services that are deemed useful to it) may be accepted upon approval by the Transportation Services Marketing Team.
2. Transportation Services reserves the right to suspend, modify, or revoke the application of any or all of these standards as it deems necessary to comply with legal mandates, to accommodate its primary transportation function, and to fulfill the goals and objectives of Texas A&M University and Transportation Services. All of the provisions of the standards shall be deemed severable.