

Transportation Advertising Policy

Parking and Transportation Services (the Department) provides print advertising space for purchase by Institute organizations and departments (the Client). This policy shall apply to all print advertising displayed on campus transit owned and operated by the Department.

Goals

The purpose of the Department's advertising program is to achieve the following goals:

1. To provide campus transit riders with information about student events, announcements and promotions;
2. To provide the Client a convenient means of advertising to a captive audience; and
3. To provide a source of revenue to support the Department's operations.

To best utilize the program, the Department will ensure that advertising does not oppose the usage of the Department's transportation system, does not defame or disparage the Department's image and works jointly with the Department's primary goal of providing safe and reliable campus transportation.

To ensure these objectives are met, the Department has instituted the following guidelines regulating print advertising on campus transit.

Acceptable Advertising

All advertising posted on campus transit shall be classified in one or more the following categories:

1. Commercial: advertising that promotes the sale of products/services for profit.
2. Event Announcements: advertising that encourages readers to attend an event hosted on campus; an event hosted by a campus department/organization; or an event hosted by an external organization that takes place on campus.
3. Campus Welfare: advertising that promotes initiatives for safety, health or personal well-being. Advertising for health promotion initiatives are allowed.
4. Transportation Promotion: advertising that promotes campus parking and transportation initiatives.

The Department's advertising space will not be used as a public forum but only for the aforementioned purposes.

Prohibited Advertising

The following types of advertising are prohibited on campus transit:

1. Advertising for products/services related to sexuality, human reproduction, contraception, sexual hygiene, sexual stimulation, sexual entertainment, pregnancy, abortion or other sexual references.
2. Advertising that incorporates profane or disparaging verbiage.
3. Advertising that contains nudity.
4. Advertising that is deemed obscene according to OCGA § 16-12-80.
5. Advertisements for the sale or consumption of alcoholic beverages.
6. Advertisements for the sale or consumption of tobacco products.
7. Advertisements for the sale or usage of firearms or weapons.
8. Advertisements promoting the usage of medical products in a harmful manner.
9. Advertisements for bars or parties at which alcohol will be sold and/or served.
10. Advertisements that includes language, images, or other representations that are considered derogatory of any person or group because of age, race, national origin, ethnic background, social class, culture, sexual preference, marital status, parental status, income, military status, religion or gender.
11. Advertisements that violate any federal, state, county or city law, ordinance or regulation.
12. Advertisements that disparages the reputation of the Georgia Institute of Technology as an entity or any of its students, employees, departments, visitors, or financial or in-kind partners.
13. Advertisements that may interfere with the Departments operations or mission to provide safe and reliable transportation.
14. Advertisements for goods/services that are in direct competition with Georgia Tech provided goods/services.

Politics

No political advertisements for national, state, or local elections are permitted on the campus transit. Political advertisements are defined as follows:

1. Advertisements supporting or opposing the election of any candidate or group of candidates for federal, state or local government offices.
2. Advertisements supporting or opposing referendums or causes promoted by political candidates or persons who currently serve on a governing body.
3. Advertisements that feature copy or images associated with a person whose notoriety is based wholly or in part upon his/her past or present activity in political affairs.
4. Advertisements whose main message coincides with acceptable guidelines but contain political undertones are prohibited. Announcements that promote voting in national, state or local elections but do not advocate for specific candidates will be accepted.

Campus Elections

Advertisements promoting candidates for campus elections are prohibited. Announcements for voting in campus elections but do not advocate for specific candidates will be accepted. Campus elections include, but are not limited to, Student Government Association elections and homecoming court elections.

Integrity

All advertisements must be truthful. Copy and graphics must not be distorted, exaggerated, or deceptive. Testimonials must be truthful, and the Client will be required to indemnify the Department against any action brought in connection with them. Clients that promote contests or giveaways must comply with all stated rules/guidelines and applicable laws.

Logos, School Colors and Trademarks

Regulations for the use of the Georgia Institute of Technology's official logo and school colors must be strictly enforced. Advertisers are encouraged to consult with the Georgia Tech Department of Communications and Marketing for specific guidelines for logo and school color usage.

Assessment

The Client must comply with the stated guidelines and review of advertising materials. Clients must submit an electronic proof of their proposed advertisement to the Department's advertising coordinator. The Department shall determine whether the Client's proposed advertisements will be accepted. If the proposed advertisement is rejected, the Client may work with the advertising coordinator to revise the advertisement for an acceptable format that coincides with the Department's guidelines.

Advertisement Submission

Once the Client's advertisement is accepted, the Client must submit a final electronic version of the advertisement to the Department before or on the appropriate submission deadline found on the request form.

Vandalism

The Department is not responsible for any vandalism that may occur to the Client's advertisements.

The Department reserves the right to accept or reject any advertisement.