

Guidelines For Public Service Advertising

**Adopted December 12, 1996
by
Board of Directors
Amended November 20, 2003**

1. WMATA will accept Public Service Advertising only from WMATA's jurisdictions as defined in the WMATA Compact, the Federal Government and their respective government agencies on a first-come, first-served basis. WMATA will also accept jointly-sponsored public service advertising from these government entities. Such jointly-sponsored public service advertising must represent a partnership between the government entity and nonprofit organization(s) that are classified as 501(c)(3) tax exempt organizations, and must directly further the interests of the sponsoring government entity as outlined in guideline 2 below. WMATA will not accept jointly-sponsored public service advertising where the government entity merely endorses a nonprofit organization.
2. Public Service Advertising shall relate to community, art, cultural, educational, health, and similar events, programs, and/or messages of the WMATA jurisdictions or the Federal Government only, and shall be non-commercial and non-partisan politically. Non-partisan in this context means that the advertising does not promote the candidacy of any person running for public office nor does it promote the goals of any particular political party.
3. All Public Service Advertising shall comply with the sign and building laws, ordinances and regulations of the signatories (Md., Va., D.C.) and the jurisdictions (e.g. counties and cities) in which it is displayed. Advertising will not be accepted which is false, misleading or deceptive.
4. All Public Service Advertising shall harmonize with the environment of its placement in regard to the choice of colors and the size of individual components of the design depicted in the advertising copy.
5. Public Service Advertising shall avoid illustrations or references which disregard normal safety precautions.
6. Use of Metro graphics or representations in advertising is subject to approval by WMATA.
7. No implied or declared endorsement of any product or service by WMATA is permitted.
8. Medical and health-related messages will be accepted only upon a showing by the sponsoring government entity that the substance of the message is currently accepted by the American Medical Association and/or the Food and Drug Administration.
9. Prior to production of the Public Service Advertising, the final art work shall be submitted to WMATA for approval. WMATA reserves the right to reject or remove any advertising which it deems to be violative of these guidelines or violative of applicable laws, ordinances and regulations of the signatories and jurisdictions.

10. The government entity sponsoring the Public Service Advertising shall pay the applicable labor costs for the installation and removal of the subject message as charged by the Authority's advertising contractor.
11. All Public Service Advertising that involves monies (fund raising, admission fees, donations, or other methods of compensation) must clearly identify the nature of the appeal (e.g., if donations are sought, it must explain whether the donation will be voluntary or is a required admission fee). The nature of the message shall not be primarily focused on the sale of a product or service.
12. All Public Service Advertising copy which includes contact information will be accepted only if a written explanation has been furnished which states exactly what is intended to happen when an individual contacts the government entity listed or nonprofit agency in the case of jointly sponsored public service advertisements.
13. Public Service Advertising copy must identify the name of the sponsoring government entity. The identification must be made in a type size and style that, in the judgment of WMATA, is easily readable by the public.
14. All Public Service Advertising shall include the following disclaimer:

THIS SPACE IS PROVIDED BY WMATA AS A PUBLIC SERVICE.
WMATA DOES NOT ENDORSE ANY SERVICE, EVENT, OR PROGRAM
DESCRIBED IN THIS MESSAGE.

The disclaimer shall be in a type size and style that, in the judgment of WMATA, is clearly readable by the public.

15. Public Service Advertising shall be limited to only one type of exterior bus advertising within any twelve-month period for each general subject campaign or promotion.