



County of Lackawanna Transit System

***COLTS Advertising Policy  
Adopted By the COLTS' Board of Directors June 21, 2011***

WHEREAS, the County of Lackawanna Transit System (COLTS) is a Public Transit Authority located in Lackawanna County, Pennsylvania;

WHEREAS, COLTS may choose to sell space for advertising on its vehicles, route schedules and other literature, bus shelters, or other property, as a source of revenue for the Authority;

It is COLTS' prerogative to set forth this policy to guide the sale of advertising space:

COLTS will **not** accept advertising:

- for tobacco products, alcohol, and political candidates
- that is deemed in COLTS sole discretion to be derogatory to any race, color, gender, religion, ethnic background, age group, disability, marital or parental status, or sexual preference
- that promotes the use of firearms or firearm-related products
- that are obscene or pornographic
- that promotes violence or sexual conduct
- that are deemed defamatory, libelous or fraudulent based solely on the discretion of COLTS
- that are objectionable, controversial or would generally be offensive to COLTS' ridership based solely on the discretion of COLTS

Finally, it is COLTS' declared intent **not** to allow its transit vehicles or property to become a public forum for dissemination, debate, or discussion of public issues.

By accepting any material, art or copy for advertising under this policy, COLTS does not endorse the product or agree with the message conveyed. Advertisers are solely responsible for the content of their material, and must acknowledge and agree in writing to the terms of this policy.

COLTS reserves the right to refuse any advertisement for legitimate reasons other than those set forth in this policy.