



**City of Phoenix**  
PUBLIC TRANSIT DEPARTMENT

**ADVERTISING REVIEW PROCESS**

Through its Transit Advertising Standards, the Phoenix Public Transit Department intends to establish guidelines for the display of advertisements only within the Department-controlled portion of the Valley Metro transit system.

The Public Transit Department reserves the right, from time to time, to suspend, modify, or revoke the application of any all of the Transit Advertising Standards as it deems necessary to comply with legal mandates or to facilitate its primary transportation function.

Initial Review by Advertising Contractor

The Advertising Contractor is the initial reviewer of advertisement content for this Agreement. All advertisements to be posted to transit furniture should be reviewed by the Advertising Contractor's liaison to the City of Phoenix Public Transit Department. A current copy of the Transit Advertising Standards is provided to the Advertising Contractor who is expected to apply those standards to all advertisements submitted by their clients. If an advertisement is questionable as to whether or not it is in compliance it will be forwarded for review to the designated Public Transit Department's Contract Manager who is responsible for the daily administration of the transit advertising program.

In any case, all advertisement to be posted to transit furniture will be sent to the department prior to installation as outlined in the Agreement between the Advertising Contractor and the Department.

Review by Department Designated Contractor Manager

The contractor's liaison shall send the actual advertisement under question to the Public Transit Department's designated Contract Manager who will determine its compliance with the Transit Advertising Standards. The contract manager may engage the contractor liaison in the review and discussion of suggested changes to the advertisement to bring it into compliance. A written determination will be sent to the contractor's liaison who is responsible for communicating to its client about the determination.

The Contract Manager may also include the department's general counsel in a review of the advertisement if the compliance issue may warrant a legal review.

Review with Department's General Counsel

The department's general counsel for the Public Transit Department will advise the contract manager as to legal issues that may arise to help determine the compliance or non-compliance of an advertisement. After a determination is made, the contract manager will notify the contractor's liaison in writing.

The Contract Manager will notify the Department Director of the decision and reasoning of an advertisement determined to be non-compliant because of legal issues.

Appeal to the Department Director

In the event that an advertisement is rejected, the client proposing the advertising may request in writing the reason why the advertisement is in compliance with the Transit Advertising Standards and that the decision be reconsidered.

The Director's decision on the appropriateness of the advertisement is final.

Advertisements Submitted for Documentation May be Deemed Necessary for Review

All advertisements accepted by the contractor for posting to City assets are to be forwarded to the designated Contract Monitor within specified time-line noted in the Agreement between the Contractor and the Department for documentation purposes. If any advertisement submitted for documentation is deemed questionable, it will be subject to the Advertising Review Process.

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