

**Iowa City Transit (ICT) Advertising Policy**  
**“FREE SERVICE” ADVERTISING**

Posters are displayed on the interior of the ICT buses as a free service for non-profit services and organizations. For the purpose of accessing this service, the non-profit service or organization is one that must possess a tax-exempt status.

*(Per Federal IRS code, to be tax-exempt as an organization described in IRC Section 501(c)(3) of the Code, an organization must be organized and operated exclusively for one or more of the purposes set forth in IRC Section 501(c)(3) and none of the earnings of the organization may inure to any private shareholder or individual. In addition, it may not attempt to influence legislation as a substantial part of its activities and it may not participate at all in campaign activity for or against political candidates*

*The organizations described in IRC Section 501(c)(3) are commonly referred to under the general heading of "charitable organizations." Organizations described in IRC Section 501(c)(3), other than testing for public safety organizations, are eligible to receive tax-deductible contributions in accordance with IRC Section 170.*

*The exempt purposes set forth in IRC Section 501(c)(3) are charitable, religious, educational, scientific, literary, testing for public safety, fostering national or international amateur sports competition, and the prevention of cruelty to children or animals. The term charitable is used in its generally accepted legal sense and includes relief of the poor, the distressed, or the underprivileged; advancement of religion; advancement of education or science; erection or maintenance of public buildings, monuments, or works; lessening the burdens of government; lessening of neighborhood tensions; elimination of prejudice and discrimination; defense of human and civil rights secured by law; and combating community deterioration and juvenile delinquency.)*

**I Eligibility Requirement Policy**

- a. Free advertising space is available to non-profit organizations on a space available basis.

**II Poster Content Policy**

ICT services are public and utilized by all segments of the population. This policy is, therefore, intended to be respectful of all who use or may use the transit services.

Poster content shall meet the following requirements to be eligible for display:

- a. Shall not proselytize a particular point of view – political *or religious* material. S
- b. Shall not contain injurious, offensive, or sexually explicit language or pictures.
- c. Shall contain the name of the business and/or sponsoring organization.
- d. Shall contain specific information about the activity, event (e.g. time, date and place), and/or the product being offered or sold.

**III Determination of Eligibility for Display**

- The Transit Manager and the appropriate Supervisor will make the determination as to if a poster qualifies for display.
- If it is determined not to be eligible, an attempt will be made by the Transit Manager or Supervisor to contact the indicated individual and inform them of such. The representative may then, if possible, modify the poster to meet the eligibility requirements.
- Posters must be received by 4pm Friday in order to be placed on the buses for display during the following week.

- If the poster is advertising a dated event, the poster must be received at least ten (10) days prior to the event.

**IV Poster Dimensions, Number, Recommended Materials and Display Period**

- a. **Size** - Posters must be eleven (11) inches high and can be as long as seventeen (17) inches. Posters 8 ½ inches by 11 inches should be printed vertically, and 11 inches by 17 inches should be designed horizontally. Paper stock should be no less than 110 lb. Bristol, or 65 lb. card stock. If your contract period will exceed two (2) months, we recommend you have the posters laminated. This should ensure that they will remain intact and attractive for the duration of the contract.
- b. **Number** - 26 posters should be provided in order to accommodate all buses. Due to space limitations a maximum of (one) 1 new poster per week per organization will be accepted.
- c. **Display Period** - Display is limited to thirty (30) days. No posters will be saved upon expiration. The advertiser is responsible for the design and printing of all posters. Iowa City Transit staff will install posters on buses.

---

**TO BE COMPLETE BY THE PARTY SUBMITTING POSTERS FOR DISPLAY.  
PLEASE ATTACH THIS APPLICATION TO THE POSTERS.**

Date Submitted: \_\_\_\_\_ Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone #: \_\_\_\_\_

Initial Display Date Desired: \_\_\_\_\_ Display Expiration Date: \_\_\_\_\_

+++++

**For ICT Use Only**

Is Poster eligible for Display? Yes \_\_\_ No \_\_\_

If no, contact person informed on \_\_\_\_\_

Signature \_\_\_\_\_