



**Metro**

Los Angeles County  
Metropolitan Transportation Authority

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**AUGUST 1, 2014**

**TO: BOARD OF DIRECTORS**

**THROUGH: ARTHUR T. LEAHY**   
**CHIEF EXECUTIVE OFFICER**

**FROM: NOELIA RODRIGUEZ**   
**CHIEF COMMUNICATIONS OFFICER**

**SUBJECT: UPDATED TIMELINE FOR ADVERTISING CONTRACT**

**ISSUE**

In a motion dated June 18, 2014 (Attachment A), Directors Fasana and Krekorian directed staff to provide information on the timeline and steps necessary to issue a new Request for Proposals for Advertising on the Metro System, and to provide information on a fixed-revenue format, a revenue-share format, and other revenue generating opportunities.

**DISCUSSION**

Current Contract

In December 2012, the Board awarded CBS Outdoor Group two related 5-year revenue contracts, each inclusive of three 1-year options, to sell and display advertising on Metro's bus and rail system. The contracts took effect January 1, 2013. As all required revenue payments to Metro had been made to date and all other requirements of the contract were fulfilled, the first Option Year was exercised under Board authority on February 28, 2014, extending the period of performance to December 31, 2015.

Metro receives a fixed, guaranteed amount of revenue from these agreements (\$22 million total in calendar year 2015; \$110 million total over the five calendar years covered by the contracts) rather than a percentage of actual sales. This method shields Metro's revenue from any fluctuations in advertising sales. It also frees the agency of concern for the revenue implications of accepting or rejecting any particular ad. Advertising acceptability is governed by the Content Guidelines in Metro's Board-approved Advertising Policy (Attachment B).

Per direction of the Board, the contracts were awarded contingent on the vendor providing a 100% Letter of Credit guaranteeing the entire \$110 million in revenue to Metro for the five years covered by the contracts.

Guaranteed income to Metro from these contracts is listed below:

2013:	\$20,000,000
2014:	\$21,000,000
2015: (Option 1):	\$22,000,000
2016: (Option 2):	\$23,000,000
<u>2017: (Option 3):</u>	<u>\$24,000,000</u>
Total:	\$110,000,000

The contracts also include an “Innovative Approaches” provision for the generation of additional revenue, beyond the guaranteed amounts, through the sale of special advertising displays. To date, the vendor has returned \$109,033 to Metro under this provision.

Metro is currently second in the nation among comparable transit agencies in the total amount of advertising revenue generated, slightly behind Washington DC, whose vendor is also CBS Outdoor. (This does not include New York MTA, whose vast system size of more than 14,000 vehicles is not comparable to Metro’s.)

#### Timeline for New RFP

The advertising contracts require action to be taken regarding each Option Year no later than June 30 of the preceding year. Approval of the original Board recommendation included the provision of optional years. The Board has indicated by approval of the June 2014 Fasana/Krekorian motion, that the exercising of any contract options exceeding \$500K annually must first be approved by the Board. Prior to presenting an option to extend a contract to the Board, staff must first make a determination that the revenue received by exercising the option is fair and reasonable. This can be done by performing a market analysis to validate the original financial decision made when setting up the option. Significant changes to market conditions may affect the decision to proceed with an option and extend the contract.

To assure an uninterrupted flow of revenue and allow for a smooth transition to any new vendor, an RFP would optimally be issued 14 months prior to the contract expiration date, with an award made no later than 6 months prior to the expiration.

The timeline below shows the steps necessary for awarding a new contract to begin in 2016, 2017 or 2018:

<u>Contract to begin:</u>	<b>1/1/16</b> <i>To replace the remaining two Option Years (2016 &amp; 2017)</i>	<b>1/1/17</b> <i>To replace the final Option Year (2017)</i>	<b>1/1/18</b> <i>To succeed completion of the current contract</i>
Review draft Advertising RFP with Board at EMAC	October 2014	October 2015	October 2016
Release Advertising RFP	November 2014	November 2015	November 2016
Deadline for Proposals	January 2015	January 2016	January 2017
Evaluation of Proposals Completed	March 2015	March 2016	March 2017
Contract award recommendation presented to EMAC	May 2015	May 2016	May 2017
Contract award recommendation presented to full Board (if approved by Committee)	May 2015	May 2016	May 2017

### Fixed Guarantee vs. Revenue Share

Most transit agency advertising contracts employ a “revenue-share” arrangement, in which the transit agency receives either a minimum guaranteed amount of revenue or a percentage of actual sales, whichever is greater. The vendor pays the transit agency the “minimum annual guarantee (MAG)” on a monthly basis, and reconciles any additional revenue due to the transit agency on a quarterly or annual basis. This allows the transit agency to share in the upside if ad sales exceed projections, but also means that the transit agency assumes some of the vendor’s risk if sales decline. Using a revenue share also requires additional staff resources from the transit agency to monitor sales reports and perform audits to assure that the agency is receiving all revenue to which it is entitled.

Metro has opted to employ a “fixed guarantee” arrangement in its advertising contracts, in which the agency receives a set, escalating amount of revenue each year (\$22 million total in calendar year 2015, \$110 million total over the five calendar years covered by the contracts) regardless of actual ad sales. The fixed revenue amount for each year is divided by 12 and paid monthly by the vendor to Metro. This method allows stable budget planning, shielding Metro’s revenue from fluctuations in the advertising industry. As Metro’s revenue does not depend on individual ad sales, there are no revenue implications for the agency in accepting or rejecting any particular ad.

During the recession in 2008 and 2009, other transit agencies using the revenue

share model received less revenue than expected due to sharply lower ad sales, while Metro's fixed, guaranteed revenue remained unchanged and continued to meet budgeted levels.

Metro's two most recent RFPs for advertising contracts have asked vendors to submit proposals under both the fixed and revenue share scenarios, as would a new RFP. Metro has selected the fixed, guaranteed revenue proposal both times.

### Opportunities to Increase Revenue

Possible ways to generate additional revenue now and in the future revolve around expanding the amount of available advertising space on the system. The opportunities listed below describe advertising displays used in other transit systems that do not currently exist on the Metro system. While several could be implemented under current Board policy, further study is needed in some cases to assure that system safety and security is not compromised. All potential revenue amounts cited below are estimates based on revenue sharing and are not guaranteed.

The opportunities listed below are not recommended to the Board at this time, but are examples of revenue sources used by other transit systems. The opportunities fall into three categories:

- Opportunities to expand available ad space requiring no policy change;
- Opportunities requiring a change in the Board's Advertising Policy;
- Opportunities requiring a substantial amount of new advertising infrastructure.

#### 1. *Bike Rack Ads (No Policy Change)*

The most promising opportunity for generating additional revenue is to make a new ad space available on the front of each bus, by attaching a display panel to the bike rack. Staff has discussed this opportunity under the "Innovative Approaches" provision of the current contract with CBS Outdoor, which brought the concept to Metro. As envisioned, the vendor would bear the cost of fabricating and installing these displays (estimated at \$325,600), recouping that cost through the initial ad sales. Once the cost has been recouped (over an estimated 9 -12 months), the hardware would belong to Metro and all subsequent ad revenue would be shared, with Metro receiving 70% of gross sales. The above implementation plan is dependent on the vendor having sufficient time remaining in its contract to complete installation, recoup costs and begin revenue generation. The additional revenue to Metro (after the fabrication cost has been recouped and with ad space fully sold) is estimated at \$462,000 annually. Bike rack ads are used on other transit systems including CTA in Chicago and OCTA in Orange County.

2. *Elevator Structure Ads (No Policy Change)*  
CBS Outdoor has suggested offering advertising on the exterior surfaces of elevator structures at rail stations. This could be pursued under the “Innovative Approaches” provision of the current contract, with Metro receiving 70% of gross sales. Best case estimate is that Metro would realize an additional \$28,000 annually for elevator structure advertising. Elevator structure ads are used on other transit systems including New York MTA and Miami-Dade Transit.
3. *Website Ads (No Policy Change)*  
Using a revenue program offered by Google, standard-sized web advertising can be offered on Metro’s website. This would require Metro to give up a portion of space on the site to accommodate advertisements. Best case estimate is that website advertising would generate an additional \$35,000 in revenue annually. Other transit system websites with advertising include Denver and MBTA in Boston.
4. *Fully Wrapped Light Rail Cars (Requires Policy Change)*  
Metro’s Advertising Policy currently prohibits wrapped advertising on light rail cars from covering any window surfaces. (No wrapped advertising is permitted on subway cars.) This restriction was the result of security concerns regarding visibility into rail cars through the windows. Allowing the windows on light rail cars to be covered with wrapped advertising could potentially generate an estimated \$300,000 per year in additional revenue under the current contract, and could enhance revenue offers from potential vendors in future solicitations. Other transit systems with fully wrapped light rail cars include New Jersey Transit and VTA in Phoenix.
5. *Fully Wrapped Buses (Requires Policy Change)*  
Metro’s Advertising Policy currently limits the amount of window space that can be covered by wrapped advertising on buses. No more than 30% of the vehicle’s total window surface, and no more than 50% of the window surface of any bus side, may be covered by vinyl window graphics. This restriction was the result of security concerns regarding visibility into buses through the windows. Other transit systems with fully wrapped bus windows include MARTA in Atlanta, DART in Dallas and Miami-Dade Transit. Allowing the windows on buses to be fully wrapped could enhance revenue offers from potential vendors in future solicitations.
6. *Wrapped Advertising on Articulated Vehicles (Requires Policy Change)*  
Metro’s Advertising Policy currently prohibits any wrapped advertising from being placed on articulated vehicles. This restriction originated because of aesthetic concerns when the vehicles were first introduced on Metro Rapid lines. Allowing wrapped advertising on articulated vehicles could enhance revenue offers from potential vendors in future solicitations.

7. *Beer and Wine Advertising (Requires Policy Change)*

Metro's Advertising Policy currently prohibits advertising for all alcohol and tobacco products. Some other transit systems accept beer and wine advertising, including MARTA in Atlanta, Miami-Dade Transit and New York MTA. Allowing advertising for beer and wine products could generate an estimated \$336,000 per year in additional revenue under the current contract, and could enhance revenue offers from potential vendors in future solicitations.

8. *Exterior Ads on Orange Line Vehicles (Requires Policy Change)*

Metro's Advertising Policy currently prohibits any exterior advertising to be placed on Orange Line vehicles. This restriction originated because of concerns expressed by community members when the line was built. Allowing exterior advertising on Orange Line vehicles could enhance revenue offers from potential vendors in future solicitations by providing additional advertising inventory.

9. *Ads in Historic Union Station (Requires Policy Change)*

Metro receives periodic inquiries from advertisers interested in placing ad displays in Historic Union Station, a location in which advertising is currently prohibited. Allowing paid advertising in the station could generate an estimated \$100,000 per year in additional revenue under the current contract, and could enhance revenue offers from potential vendors in future solicitations.

10. *Advertising Posters at Light Rail Stations (Requires New Infrastructure)*

Metro has almost no available advertising space at its 55 light rail stations and 18 Orange Line stations. CBS Outdoor has suggested fabricating and installing two to six displays at each station for posters measuring 42" x 60". These standard-sized posters are used on the walls of Metro's underground stations as well as at many other transit systems. As the ridership and architectural features for each station vary, the installations would be customized both to the layout and the usage of each station. Under the "Innovative Approaches" provision of the current contract, CBS Outdoor could be asked to bear the cost of fabricating and installing these displays (estimated at \$180,000), recouping that cost through the initial ad sales. Once the cost has been recouped (over an estimated 9 -12 months), the hardware would belong to Metro and all subsequent ad revenue would be shared, with Metro receiving 70% of gross sales. The above implementation plan is dependent on the vendor having sufficient time remaining in its contract to complete installation, recoup costs and begin revenue generation. The additional revenue to Metro (after the fabrication cost has been recouped and with ad space fully sold) is estimated at \$220,000 annually.

11. *Digital Ad Displays in Rail Stations (Requires New Infrastructure)*

A more advanced method of displaying advertising at rail stations throughout the system would be through installation of digital video monitors as advertising

displays. This would involve identifying locations at each station where power and data feeds could be provided to install digital monitors controlled from a remote location. Digital displays enable multiple ads to be sold for the same space, increasing potential revenue; each unit would be capable of displaying multiple ads as well as key transit information. As ridership and architectural features vary, the installations would be customized to the layout and usage of each station. The cost of fabricating and installing each display is estimated at approximately \$20,000. Further assessment is required to estimate specific fabrication and installation costs, estimate potential revenue to Metro and determine an implementation plan.

### **NEXT STEPS**

Staff will continue to evaluate all potential opportunities for generating additional advertising revenue, and will develop recommendations for changes to the Advertising Policy as directed by the Board.

### **ATTACHMENT**

- A. Motion by Directors Fasana and Krekorian
- B. Metro System Advertising Policy

ITEM 14

**FASANA AND KREKORIAN MOTION**  
**June 18, 2014**

At the April 2014 meeting of the Board of Directors, a motion was adopted requesting that staff report back to the Board on various options for generating additional advertising revenue.

The advertising business has recovered quite well from the recession. In an effort to ensure that Metro is receiving the maximum revenues from advertising, the Board needs to make the determination whether or not to extend multi-year contracts with option extensions for another year or rebid the contract.

**I THEREFORE MOVE THAT in an effort to generate the maximum amount of revenue from advertising, staff is directed to return to the Board and provide information on the time line and the steps necessary to re-issue a Request for Proposals.. Staff needs to include information related to potential revenue from a fixed guaranteed revenue option and a revenue sharing option and any other revenue generating opportunities.**

Los Angeles County  
Metropolitan Transportation Authority



**Metro**

**COMMUNICATIONS  
Metro System Advertising**

(COM 6)

**POLICY STATEMENT**

The Los Angeles County Metropolitan Transportation Authority (Metro) has determined that allowing revenue-generating advertising which does not compromise public or employee safety to be placed in designated areas on its transit properties is a responsible means of maximizing use of the authority's capital investments. Therefore Metro may enter into contracts with outside vendors to sell and display advertising on Metro buses, trains and transit facilities for the sole purpose of generating revenue. Issuance of such contracts must be in accordance with Metro's procurement policies and approved by Metro's Board of Directors. Locations for revenue-generating advertising may include but are not limited to: interiors and exteriors of buses, interiors and exteriors of rail cars, interiors of rail stations, and fixed outdoor displays on Metro property. Metro shall not place or allow any exterior advertising on its Orange Line vehicles. Metro reserves the right to reject any advertising based upon its guidelines for acceptable advertising content contained in this policy statement.

Metro has further determined that advertising on its own properties is a valuable means of communicating with its customers. Therefore Metro explains and promotes its transit services through the dissemination of information onboard the Metro Bus and Metro Rail systems. Informational advertising space is limited, and reserved exclusively for Metro transit information. All messages and materials distributed by this means are prepared, approved and/or authorized by the Chief Communications Officer or their designee.

**PURPOSE**

To clearly define the use of Metro's revenue-generating advertising space and informational advertising space throughout the Metro System.

**APPLICATION**

This policy and its procedures apply to all represented and non-represented employees, consultants and Board members.

Cassandra G. Langston  
APPROVED: County Counsel or N/A

Debbie Salinger  
Department Head

Arthur J. Yehy  
ADOPTED: CEO

Effective Date: 1/10/14



**Metro**

## **COMMUNICATIONS Metro System Advertising**

(COM 6)

### **1.0 GENERAL**

The display of paid (revenue-generating) advertising carries with it a responsibility to protect the agency from potential litigation and to recognize the potential association of advertising images with Metro services while simultaneously respecting First Amendment principles. The agency addresses these issues through the responsible and consistent application of written criteria for advertising acceptability. It is not Metro's intent to create a public forum through the acceptance of advertising.

At the same time, Metro's ability to reach its customers directly is crucial to adequate dissemination of transit information. Any use of the unique distribution channels at its command (such as allotments of interior and exterior bus advertising space as well as on-board "take-one" boxes and in-station Variable Message Signs) for purposes unrelated to customer information or retention is to be avoided, as it effectively "pre-empts" the availability of transit information to the public. Metro's Communications Department administers the use of these unique distribution channels as part of its overall responsibility for customer communication.

### **2.0 PROCEDURES**

#### **2.1 Revenue-Generating Advertising**

Metro contracts with outside vendors to sell and display advertising on bus and rail vehicles and facilities for the sole purpose of generating revenue. Metro does not sell or post advertising directly. Vendors for such contracts are solicited through competitive bids which must conform to Metro's procurement procedures and be approved by Metro's Board of Directors. Such agreements may dedicate no more than 90% of the available space covered by the contract for revenue-generating advertising, reserving the remaining available space for Metro's own transit-related information.

Locations for revenue-generating advertising may include, but are not limited to: exterior surface areas of buses and rail cars (see restrictions in section 2.1.1 below), interior display frames in bus and rail vehicles, back-lit map cases inside stations, automated public toilets and other fixed outdoor displays on Metro property, electronic Variable Message Signs (VMS) on station platforms, banner ads on Metro's website, space in Metro's printed brochures, timetables and other publications and printed materials, and any other location approved by Metro's Board of Directors. Metro shall not place or allow any exterior advertising on its Orange Line vehicles.



**Metro**

Los Angeles County  
Metropolitan Transportation Authority

## **COMMUNICATIONS Metro System Advertising**

(COM 6)

Content restrictions for advertising displayed through these arrangements are as follows:

### 1. Alcohol and Tobacco Advertising

Advertising of all alcohol and tobacco products is prohibited. All products that simulate and/or encourage the act of smoking also are prohibited.

### 2. Non-Commercial Advertising

Metro does not accept advertising from non-governmental entities if the subject matter and intent of said advertising is non-commercial. Specifically, acceptable advertising must promote for sale, lease or other form of financial benefit a product, service, event or other property interest in primarily a commercial manner for primarily a commercial purpose.

**Exception 1: Governmental Agencies, meaning public agencies specifically created by government action located in Los Angeles County or a Federal or State of California Governmental Agency, may purchase advertising space for messages that advance specific government purposes. The advertising must clearly, on the face of the advertising, identify the Governmental Agency. It is Metro's intent that government advertising will not be used for comment on issues of public debate.**

**Exception 2: Metro will accept paid advertising from non-profit organizations that partner with a Governmental Agency (as defined in Exception 1 above) and submit advertising that advances the joint purpose of the non-profit organization and the Governmental Agency, as determined by each of them. In order for advertising to qualify under this exception, the advertising must clearly, on the face of the advertising, identify the Governmental Agency and indicate that the Governmental Agency approves, sponsors, or otherwise authorizes the advertising. The non-profit organization must also provide a Statement of Approval (attached) from the Governmental Agency describing the joint purpose to be advanced and setting forth a statement acknowledging support and approval for the submitted advertising. Any message displayed under this exception must adhere to all other content restrictions stated in this policy.**



**Metro**

Los Angeles County  
Metropolitan Transportation Authority

## **COMMUNICATIONS Metro System Advertising**

(COM 6)

### **3. Other Subject Matter Restrictions**

Advertising may not be displayed if its content involves:

- **Illegal activity** - Promotes or relates to an illegal activity.
- **Violence** - Contains images, copy or concepts that promote guns/firearms or gun violence, or that depict weapons or other devices in an act of violence or harm on a person or animal, or contain any material that incites or encourages, or appears to incite or encourage, violence or violent behavior.
- **Demeaning or disparaging matter** - Contains images, copy or concepts that actively denigrate, demean or disparage any individual or group.
- **Vulgarity** - Contains images, copy or concepts that are obscene, vulgar, crude, sexually suggestive, indecent, profane or scatological.
- **Obscene matter** - Contains obscene matter as defined in the Los Angeles County Code, Chapter 13.17, Section 13.17.010, or sexually explicit material as defined in the Los Angeles County Code, Chapter 8.28, Section 8.28.010D.
- **Adult entertainment** – Promotes or displays images associated with adult book stores, video stores, dance clubs or other adult entertainment or sexually-oriented establishments, telephone services, internet sites, films, video games or escort services.
- **Political endorsements** – Contains messages that are political in nature, including messages of political advocacy, that support or oppose any candidate or referendum, or that feature any current political office holder or candidate for public office, or take positions on issues of public debate.
- **Religion** - Contains images, content or copy related to religion or religious ideas or viewpoints.
- **Negative connotations of public transit** - Contains images, copy or concepts that actively denigrate public transportation.
- **Unsafe transit behavior** – Contains images, copy or concepts that depict unsafe behaviors aboard buses or trains, or in or around transit stations or railroad tracks.
- **Injurious to Metro's interests** – Promotes products, services or other concepts that are adverse to Metro's commercial or administrative interests.



**Metro**

Los Angeles County  
Metropolitan Transportation Authority

## **COMMUNICATIONS Metro System Advertising**

(COM 6)

- Metro's endorsement – Contains images, copy or concepts that inaccurately state or imply Metro's endorsement of the subject of the advertisement.
- Harmful or disruptive to transit system – Contains material that is so objectionable as to be reasonably foreseeable that it will result in harm to, disruption of, or interference with the transportation system.

### 4. Metro's Right of Rejection

- Beyond the above, Metro's vendors may review advertising content according to their own guidelines of acceptability. Metro does not screen individual ads submitted to its vendors prior to posting unless specifically requested to do so by the vendors. Nevertheless, in all contracts Metro reserves the right to reject any advertising content submitted for display on its properties and/or to order the removal of any advertising posted on its properties. Decisions regarding the rejection or removal of advertising are made by the Chief Communications Officer or their designee based upon the criteria in this policy statement.

#### 2.1.1 Vinyl Window Graphics

To ensure the safety and security of passengers, operators and law enforcement officers, advertising displays which employ vinyl window graphics are restricted from obscuring window surfaces on Metro vehicles as follows:

- Buses: No more than 30% of the vehicle's total window surface, and no more than 50% of the window surface of any bus side, may be covered by vinyl window graphics. (Note: this excludes the front window surface, which may not be covered in any manner.)
- Rail Cars: No windows may be covered on rail cars.
- Metro Rapid: No wrapped advertising, bus backs or oversized king ads are permitted on Metro Rapid vehicles or on any articulated buses.

### **2.2 Informational Advertising**

Metro has several unique distribution channels at its disposal for disseminating transit information for which it incurs no "space" cost (the fee charged for advertising space). These distribution channels include, but are not limited to: "take-one" boxes on board Metro Buses and Metro Rail trains, "take-one" racks



**Metro**

## **COMMUNICATIONS Metro System Advertising**

(COM 6)

at Metro Customer Centers, back-lit and non-lit map cases inside Metro Rail stations and on Metro Bus Stop poles, advertising kiosks at select Metro Rail stations, electronic Variable Message Signs (VMS) on Metro Rail platforms, and interior rail posters on board Metro Rail trains.

In addition, as specified in section 2.1, Metro has the use of an allotment of exterior and interior bus advertising space at no charge by agreement with the vendor that sells all remaining interior and exterior bus advertising space under a revenue-generating agreement.

Acceptable information for these distribution channels is categorized as follows:

### 2.2.1 Regular Transit Information

Regular transit information is prepared by Metro's Communications Department in accordance with its annual strategic planning process as well as upon request from other internal departments. Regular transit information includes, but is not limited to: service features and changes, fare information and changes, safety and security messages, maps and explanations of related transportation services.

### 2.2.2 Cross-Promotional Information

On an occasional basis and only when space is available, Metro's Communications Department may use Metro's distribution channels to participate in cross-promotional opportunities that offer a direct opportunity to promote use of transit. Any materials distributed for this purpose must prominently include promotion of Metro services (i.e. "Go Metro to Fiesta Broadway"). Metro is prohibited by law from simply donating advertising space to any entity for purposes that are not directly transit-related.

The outside organization involved must either bear the cost of producing such materials or, if approved by Metro's Communications Department, provide an equivalent or greater value in cross-promotional benefits (i.e. advertising space, editorial space, etc.). Any cross-promotional arrangement must be approved by the Chief Communications Officer or their designee based upon the criteria in this policy statement.

### 2.2.3 "Added Value" Materials

On an occasional basis and only when space is available, Metro's Communications Department may use Metro's distribution channels to



**Metro**

## **COMMUNICATIONS Metro System Advertising**

(COM 6)

provide “added value” materials to its customers. Such materials must present a specific and time-dated offer uniquely provided for Metro Bus and Metro Rail customers (generally a money-saving discount) in which transit can be used to access the redemption point. Any materials distributed for this purpose must prominently include the Metro logo and other wording approved by Metro’s Communications Department to indicate that the offer is specifically designed for Metro Bus and Metro Rail customers. Metro is prohibited by law from simply donating advertising space to any entity for purposes that are not directly transit-related.

The outside organization involved must either bear the cost of producing such materials or, if approved by Metro’s Communications Department, provide an equivalent or greater value in cross-promotional benefits (i.e. advertising space, editorial space, etc.). Any added value programs must be approved by the Chief Communications Officer or their designee based upon the criteria in this policy statement.

### **3.0 DEFINITION OF TERMS**

**Added Value Materials** – Informational advertising which offers a tangible benefit to patrons as a means of rewarding and retaining customers (i.e., a money-saving discount).

**Cross-Promotion** – A cooperative partnership in which two or more entities work together with the goal of jointly promoting their respective services.

**Exterior King Ad** – Large ad measuring 144” x 30” displayed on the sides of Metro Buses. King ads are directly applied to the bus with adhesive vinyl.

**Exterior Tail light or “Tail” Ad** – Smaller ad measuring 48” x 15 ½” or 72” x 21” displayed on the rear of Metro Buses. Tail ads are directly applied to the bus with adhesive vinyl.

**Governmental Entities** – Public entities specifically created by government action.

**Interior Bus Car Card** – A 28” x 11” poster that mounts above the seats in Metro Buses to provide information on fares, routes, safety, pass & token sales locations, service changes and other matters relevant to the use of the Metro System.

**Interior Rail Poster** – A 21” x 22 ¼” poster that mounts in frames on the walls of Metro Rail cars, used to display Metro Rail System Maps and provide information on fares,



**Metro**

## **COMMUNICATIONS Metro System Advertising**

(COM 6)

routes, safety, pass & token sales locations, service changes and other matters relevant to the use of the Metro System.

**Map Cases** – Fixed cases in Metro Rail stations that hold a 46<sup>3</sup>/<sub>4</sub>" x 46<sup>3</sup>/<sub>4</sub>" display, usually back-lit. Used to display Metro Rail System Maps and provide information on fares, routes, safety, pass & token sales locations, service changes and other matters relevant to the use of the Metro System.

**Non-Commercial Advertising** – A public service announcement, event notification, political statement or other message which does not have as its primary purpose to propose a commercial transaction.

**Take-One** – A printed brochure measuring 3<sup>1</sup>/<sub>2</sub>" x 8<sup>1</sup>/<sub>2</sub>" placed inside Metro Buses or Metro Rail trains, used to provide information on fares, routes, safety, pass & token sales locations, service changes and other matters relevant to the use of the Metro System.

**Take One Box** – A metal rack or plastic holder installed on the interior of Metro Buses and Metro Rail trains designed to hold approximately 40 take-ones. Many Metro Buses have a multi-pocket rack in addition to 2 plastic take-one boxes; most Metro Rail cars have from 2 to 6 plastic take-one boxes.

**Variable Message Signs (VMS)** – Electronic sign boards in Metro Rail stations controlled from the Rail Operations Control Center that scroll through a series of written messages. Used to provide information on safety, pass & token sales locations, service changes, emergency announcements and other matters relevant to the use of the Metro System.

**Vinyl Window Graphics** – An adhesive vinyl super-graphic which covers a portion of the window surface of a bus or rail vehicle. Such graphics are manufactured to be largely transparent to those inside the vehicle, permitting passengers to see outside through the graphics.

### **4.0 RESPONSIBILITIES**

**Communications Department** prepares all messages and materials for dissemination on board Metro Buses and Metro Rail trains; administers the distribution/display of transit information; tracks/coordinates the availability and use of Metro's unique information distribution channels.



**Metro**

**COMMUNICATIONS  
Metro System Advertising**

(COM 6)

**Mailroom** distributes quantities of take-ones to Metro Operating Divisions and Customer Centers according to distribution list prepared by project managers in Communications.

**Operators and Service Attendants** physically place take-ones on buses/trains for distribution to the public.

**Advertising Vendors** sell, post and maintain all revenue-generating advertising on Metro properties; implement Metro's policies on revenue-generating advertising; post all Metro informational advertising according to instructions from Metro Marketing Department.

**Chief Communications Officer (or designee)** reviews and approves/rejects all cross-promotions and added value programs using Metro's unique distribution channels based upon the criteria in this policy statement; enforces Metro's right to reject and/or order removal of revenue-generating advertising based upon the criteria in this policy statement.

**5.0 FLOWCHART**

Not Applicable

**6.0 REFERENCES**

Not Applicable

**7.0 ATTACHMENTS**

Statement of Approval form pertaining to advertising from Non-Profit organizations partnered with a Governmental Agency.

**8.0 PROCEDURE HISTORY**

- 03/23/00 Original policy adopted by Metro's Board of Directors.
- 01/27/05 Policy amended by Board of Directors to permit advertising on Metro Rapid vehicles.
- 09/26/08 Biennial review and update. Policy updated to include Board of Directors amendment to permit all forms of non-traditional advertising displays as well as advertising on rail car exteriors and other types of transit service with the exception of Orange Line vehicle exteriors.



Los Angeles County  
Metropolitan Transportation Authority

**Metro**

**COMMUNICATIONS  
Metro System Advertising**

(COM 6)

- 6/27/13      Content Guidelines amended by Metro's Board of Directors to add an exception for non-profit organizations pertaining to the non-commercial advertising prohibition, and to expand language regarding various other types of prohibited content.
  
- 12/5/13      Content guidelines amended by Metro's Board of Directors to prohibit messages that are injurious to Metro's interests and to clarify restrictions regarding vulgarity.