



Advertising Policy

Updated 4/15/2007

All ads placed with Waco Transit:

- Shall be for the purpose of promoting a business transaction or service.
- Shall avoid controversial, explicit or shock advertising tactics.
 - Advertising which is false, misleading or deceptive.
 - Advertising that relates to illegal activity.
 - Advertising that includes language that is obscene, vulgar or profane.
 - Advertising that depicts violence and/or anti-social behavior.
 - Advertising that relates to any sexual activity.
 - Advertising that may be inappropriate for minors.
- Shall not promote the sale of alcohol or tobacco products.
- Shall not promote firearms or firearm related products.
- Shall be of reputable character and shall conform to community standards of decency as determined by Waco Transit.

In the event that a specific ad is found to not comply with this policy, advertisers may appeal to the Waco Transit General Manager, whose decision shall be final.