



ADVERTISING GUIDELINES

The following guidelines have been adopted by VRE and must be adhered to. All advertising should reflect a high level of good taste and decency in copy and art.

- All advertising should be truthful and comply with the spirit and the letter of all applicable laws and regulations of the various jurisdictions into which it is introduced. All copy and art should avoid conveying false, derisive, exaggerated, distorted, deceptive or offensive impressions.
- Advertising promoting contests should ensure the contest is being conducted with fairness to all entrants and complies with all applicable laws and regulations.
- Testimonials should be authentic and should honestly reflect the response of the person making them.
- Medical products or treatments should be presented in an inoffensive manner.
- Advertisement of Tobacco and Alcohol Products are prohibited.
- Advertisers should take special care to avoid illustrations or references that disregard normal safety precautions.
- Advertising offering premiums or gifts should avoid representations that would enlarge the value of the item in the minds of the viewers.
- Use of graphics or representations including "VRE" family of names in advertising is subject to prior approval by VRE.
- No implied or declared endorsement of any product or service by VRE is permitted.
- VRE reserves the right to reject or remove any advertising which it deems inappropriate or not in the public interest. To the extent permitted by law, VRE will indemnify the advertising franchisee for claims arising out of VRE's exercise of this right.
- Items that might be objectionable to a substantial segment of the community should be avoided. For example, advertising depicting or referring to undesirable social behavior or which might be offensive because of racial or religious references should be avoided.
- All advertisements that involve monies (fundraising, admission fees, donations or other methods of compensation) must clearly identify the nature of the appeal (e.g.; if donations are to be sought, whether the collection will be voluntary or if the donation is a required admission fee, must be explained).

- VRE assumes no liability for ad errors or content.
- The advertising franchisee must use discretion when accepting materials for display or soliciting potential advertisers to ensure that no materials are displayed which are obscene, libelous or which present a clear and present danger of causing riot, disorder or other immediate threat to public safety, peace or order.
- Complaints received by VRE about any advertisement, excluding complaints about VRE's own self or co-op promotions, will be directed to the advertising franchisee for immediate response. Copies of the advertising franchisee's response will be sent to VRE's Customer Service Manager
- The VRE will not allow advertising which casts public transportation in a negative light, is otherwise contrary to VRE's mission statement, or which might result in public criticism of transportation advertising.
- All advertisements or promotions undertaken by the advertising franchisee to promote VRE or VRE transit advertising shall receive written approval by VRE's Manager, Customer Service
- All publicity releases or releases of reports, papers, articles, maps or other documents in any way concerning the Contract which the advertising franchisee or any of its subcontractors desire to make for purposes of publication or airing in whole or in part, shall be subject to written approval by VRE's Manager, Customer Service prior to release.
- Any advertising material that does not meet the criteria specified above, in the sole discretion of VRE's Chief Executive Officer or his authorized representative, shall not be used or will immediately be removed from VRE rail cars or stations by the advertising franchisee at its own expense.