

Fort Smith Transit Bus Advertising Standards and Procedures

Fort Smith Transit bus advertising is operated on a nonpublic forum basis. Only commercial advertising which does not promote alcoholic beverages, tobacco products, gambling, sexually explicit materials or graphically violent materials, will be allowed on transit buses.

All proposed advertising will be reviewed by Fort Smith Transit to ensure compliance with this policy. Should Fort Smith Transit determine a submitted advertisement to be in violation of this policy, Fort Smith Transit will notify the advertiser of the determination and of a right to appeal. Decisions may be appealed to the Transit Advisory Commission. If a satisfactory response is not received at this level, Fort Smith Transit or the advertiser may then appeal to the City Administrator for final resolution.

The following advertising materials are prohibited:

1. Political
2. Public Issue or Viewpoint
3. Tobacco and Tobacco Related Products, or Advertisements of a Business, the Principal Purpose of Which is Selling of Same
4. Alcoholic Beverages or Advertisements of a Business, the Principal Purpose of Which is Selling of Same
5. Obscene Materials, Sexually Explicit Materials, Including Graphic Representations of Sexual Conduct, or Advertisements of a Business, the Principal Purpose of Which is Selling of Same
6. Gambling or Advertisements of a Business, the Principal Purpose of Which is Selling of Same
7. Graphically Violent or Threatening Materials
8. Non-Consented Use of a Person's Name
9. Race, Religion, Gender, or Age Demeaning or Discriminatory Materials