

Bench Billboard Company's Advertising Policy

v 08/07 Copyright 2007

All advertising materials for Bench Billboard Company's (BBC) bench advertisements are subject to approval by BBC in accordance with this policy. It is not BBC's intent by permitting certain advertising on its facilities to provide a forum for all types of advertisements and messages. Rather, BBC is acting as a commercial enterprise seeking to derive revenue from the sale of advertising space while minimizing interference with, or disruption of, BBC's commercial functions.

Advertising materials shall only be accepted which;

1. Are not unlawful, obscene, indecent, or contain explicit messages or graphic representations pertaining to sexual contact, or conduct, or contain an offensive level of sexual overtone, innuendo, or double entendre;
2. Are not false, misleading, or deceptive;
3. Do not advertise contraceptive products or services, or services related to abortion, euthanasia, and expressions of opinion for or against any of the aforementioned topics;
4. Do not advertise products or services with sexual overtones such as message parlors, escort services, or establishments for show or sale of X-rated or pornographic movies or materials;
5. Do not advertise products or services for establishments primarily featuring nude, or semi-nude entertainment;
6. Do not contain language or depictions which are obscene, foul, vulgar, or scatological. The definition of "obscene" for purposes of the Policy shall be determined by BBC.
7. Do not advertise tobacco, firearms, or alcohol;
8. Do not advertise psychics, mystics, or similar establishments;
9. Do not denigrate groups based on gender, religion, race, ethnic, or political affiliations.

BBC reserves the right to refuse, reject, or withdraw ad copy or pictorials it deems inappropriate for any reason at anytime, and Advertiser is solely responsible and liable for content, errors and omissions.