

## EXHIBIT A

### PACE ADVERTISING GUIDELINES

1. The ad space owned by Pace, the Suburban Bus Division of the Regional Transportation Authority, is offered for sale to create revenue for the agency. Pace or its designee may offer such space to advertisers. Pace restricts advertising content for such reasons as viewpoint neutrality, passenger safety, ridership maximization and revenue maximization.
2. All advertising must be truthful and be for a commercial purpose, not a non-commercial message, except as provided for in Section 12 and in relation to messages created by non-profit organizations approved by Pace. False, deceptive or misleading commercial advertising is not permitted. All advertising must comply with all applicable laws and regulations.
3. Advertising containing copy and/or art which is legally obscene or otherwise sexually explicit is not permitted. Copy and/or art which portrays violent acts or other graphic violence, including the depiction of bodies, body parts and fetuses which are in states of mutilation, dismemberment, disfigurement and/or decomposition, is not permitted.
4. Advertising for tobacco products is not permitted.
5. Advertisements for alcohol beverage products are permitted on buses and bus stop shelters, subject to the following conditions:
  - a. The geographic distribution of the advertisements must refrain from geographic or racial/ethnic targeting. Buyers of alcohol advertisements to be placed on or in vehicles, or their agents, must purchase and install identical advertisements at a minimum of four bus garages, and must choose at least two garages from each group listed below:
    - i. Group A – North, River, Fox Valley, Heritage, South, Southwest
    - ii. Group B – West, McHenry, Northwest, North Shore, Highland Park, Batavia, Naperville, WestmontAlcohol advertising creative must be identical across all garages as outlined above; however, translation of copy to languages other than English is permitted.
  - b. The only buyer of alcohol advertisements who is exempted from rule 5(a) is a local business in possession of a liquor license. Such buyer shall be allowed single-garage or single-shelter selection of advertising space.
  - c. Advertisements for beer, wine and spirits are permitted.
  - d. Advertisements for alcohol beverage products are not permitted on or inside shelters unless approved by the municipality in which the shelter is located.
  - e. Advertisements for alcohol beverage products are not permitted on paratransit vehicles or trolleys.
  - f. For general market advertising campaigns, all sizes of exterior bus displays are permitted except fully wrapped buses. Fully wrapped bus advertisements are permitted on “express bus to popular destination” services to all major sporting stadiums/arenas.
  - g. Alcohol advertisements on the interior of buses are limited to “Drink Responsibly” messaging or a maximum of (4) interior car cards that advertise alcohol products. The maximum number of interior displays is not subject to increase even if multiple advertisers purchase the space.
  - h. Alcohol advertisements are permitted within all bus terminals where advertising displays are approved.
  - i. Every alcohol advertisement, if in print format, shall contain a disclaimer that shall cover no less than 3 percent of the advertisement’s total space. The disclaimer shall read as follows: **THE LEGAL DRINKING AGE IN THE STATE OF ILLINOIS IS 21 YEARS OLD. GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS AND (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR, OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS. PLEASE DRINK RESPONSIBLY.**

- j. Advertisements for alcohol beverage products may not contain images of persons under age 21 using the product.
  - k. All proposed alcohol advertisements (“the creative”) are to be reviewed by Pace management prior to actual production.
  - l. Revenue from alcohol advertising and the total number of alcohol ad displays sold are to be reported to Pace on a monthly basis by the advertising sales agent.
  - m. All large-format displays (Fullbacks, Ultra Super Kings, Wrapped Buses) containing alcohol advertising are to be removed at the conclusion of the client’s media contract.
6. If an advertisement contains a testimonial then, upon request, the sponsor shall provide to Pace documentation that the person making the testimonial has authorized its use in the advertisement. The sponsor must indemnify Pace against any legal action by any person quoted or referred to in any testimonial advertisement placed in the Pace system. Such indemnity shall be in a form and substance acceptable to Pace.
  7. Advertisers shall avoid illustrations or references which encourage persons to refrain from using safety precautions normally used in any activity.
  8. Commercial advertising offering premiums or gifts must not misstate their value.
  9. Use of Pace graphics, explicit Pace representations or indirect references to Pace or its employees in advertising is subject to approval by Pace.
  10. No implied or declared endorsement of any product or service by Pace is permitted.
  11. Advertisement advocating or proposing transactions which would constitute unlawful discrimination, or which would be illegal for any other reason, are not permitted. Advertisements which are directed to inciting or producing imminent lawless or discriminatory action and which are likely to incite or produce such action are not permitted. Advertisements containing profanity, defamatory or inflammatory statements directed at any individual or group, including but not limited to statements based on a person’s or people’s race, color, sex, age, religion, disability, national origin, ancestry, sexual orientation, marital or parental status, military discharge status or source of income, are not permitted.
  12. All advertisements of a political nature are to contain the statement: “Paid political advertisement. No Pace endorsement implied” in bold type of at least 84 points (1 inch) for exterior bus ads, 18 points (0.25 inches) for interior bus ads, and 9 points (0.125 inches) for web site ads.
  13. Prior to installation, the camera-ready artwork and copy must be submitted by an advertiser to the Advertising Offeror for approval, based on these Guidelines. Any advertising which may violate the guidelines will be submitted to Pace by the Offeror for review and approval by Pace in accordance with these guidelines.
  14. Pace reserves the right to reject or remove any advertising which it deems to not be in full compliance with these guidelines. Pace’s Executive Director or his/her designee shall make the final determination as to whether such advertising meets these Guidelines.

*Amended and adopted December 10, 2014.*