

ADOT DIGITAL SIGNAGE ADVERTISING CONTENT POLICY

1. Content Standards

(a) ADOT specifically and exclusively reserves the right to edit, alter, shorten, adjust, reformat, or otherwise modify any Content offered or requested by an existing or prospective Advertiser before such Content may be displayed on the digital signage operated by ADOT. ADOT specifically and exclusively reserves the right to **refuse or reject** any Content offered or requested by an existing or prospective Advertiser before such Content may be displayed on the digital signage operated by ADOT.

(b) ADOT shall deny an application for advertising Content for one or more of the following reasons:

1. The Content is likely to interfere with the work of an ADOT employee or the business or mission of the Department;
2. The Content is likely to create an unreasonable risk of injury to a person or risk of damage to property;
3. The Content is likely to conflict with the time, place, manner, or duration of ADOT's office operations or security, or conflict with other advertising Content for which an agreement has already been executed or is pending.
4. The Content is deemed unacceptable by ADOT under the standards set forth in paragraphs 2(a) through 2(d)(9) below, or fails to comply with any other applicable statute or rule.

2. Acceptable Types of Digital Sign Advertising

(a) At its sole discretion, the Department may accept Content submitted by a prospective or current Advertiser consisting of: (1) motor vehicle-related goods and services, or (2) motorist-related goods and services.

(b) For the purposes of **MVD Interactive** digital sign advertising, motor vehicle-related goods and services may include: Automotive Insurance; Automotive Repair; Automotive Parts; Automotive Towing Companies; Car Washes and Detailers; Licensed Automotive Dealers, and Specialty License Plates issued by the Department.

(c) For the purposes of **MVD Interactive** digital sign advertising, motorist-related goods and services may include: ADOT-Authorized Third Party Providers of title, registration and driver license services; ADOT Publications, including **Arizona Highways Magazine**; Automotive Clubs; Campgrounds; Convenience Stores; Gasoline and Service Stations; **Grand Canyon State Logo Sign** program of ADOT; Licensed Professional Driving Schools; Legal Service Providers for motorists; Pharmacies open 24 hours; Public Service Announcements (organ donation/highway beautification); Restaurants; Road Maps; Telecommunications Providers; Tourist and Community attractions; Vehicles for Hire (taxis, limousines, livery, and transportation network companies).

(d) Advertising Content must meet the standards set by the Department. ADOT must approve any advertising Content before it will be shown on any media under the advertising Agreements. ADOT, in its

sole discretion, may reject types of digital sign advertising or Content that it deems unacceptable. Types of advertising or content that will presumptively be deemed unacceptable for the ADOT **MVD Interactive** digital sign advertising program shall include, but are not limited to the following:

1. any advertising Content containing profanity or vulgar language;
2. any advertising Content not in compliance with federal and state nondiscrimination laws regulations and policies. Advertising Content shall not denigrate groups based on gender, sexual orientation, religion, race, ethnic or political affiliations, or national origin, or include the name of any group that has historically advocated the denigration of groups based on gender, sexual orientation, religion, race, ethnic or political affiliations or national origin;
3. any advertising Content containing obscene, pornographic, indecent, or explicit messages or containing an offensive level of sexual overtone, innuendo, or double entendre, as determined by the Department;
4. any advertising Content promoting, identifying, highlighting or suggesting the use of products or services with sexual overtones such as massage parlors, escort services, or establishments for show or sale of X-rated, adult-only, or pornographic movies, products or services, or for establishments primarily featuring nude or semi-nude images or performances;
5. any advertising Content promoting, identifying or highlighting contraceptive products or services, or any services related to abortion, euthanasia or counseling with regard to those procedures or issues, or containing expressions of opinion for or against any of the aforementioned products, services or procedures;
6. any advertising Content promoting, identifying, highlighting or suggesting the use of alcohol, tobacco, marijuana or firearms, or containing any expressions of opinion for or against the use of alcohol, tobacco, marijuana or firearms;
7. any advertising Content promoting, identifying, highlighting or suggesting the use of any drug or other substance in violation of either federal or state law or regulations;
8. any advertising Content promoting, identifying, highlighting, criticizing or endorsing a political candidate, political party or movement, or any ballot measure circulated, submitted or scheduled for consideration by the electorate of any jurisdiction, past, present or future;
9. any advertising Content which includes or concerns political or election campaign messaging, imagery or symbolism.

3. In connection with these Content- and viewpoint-neutral standards, ADOT specifically states, and all Advertisers shall acknowledge by executing each Advertising Agreement, that it is ADOT's intent to preserve the lobbies and other waiting areas of each MVD Office as a **non-public forum**, notwithstanding the placement in those locations of the electronic digital monitors referenced in the advertising Agreements.

ADOT's primary purpose in entering into such Agreements and in establishing the electronic digital monitors is to generate revenue for the Department. A secondary purpose is to provide information to ADOT's customers and patrons about motor vehicle-related and motorist-related goods and services that may be of value to them or to enhance public safety.

ADOT specifically disavows and disclaims any intent to establish a forum for public discourse or the exchange of viewpoints on any issue, subject-matter or topic on its electronic digital monitors or in the ADOT buildings or rooms where they are placed.