



# **Lancaster Airport Authority Advertising Policy and Standards**

## **POLICY**

The Lancaster Airport Authority (the “Authority”) desires to establish a policy and set up standards for leasing advertising space at/on the Lancaster Airport (the “Airport”) located in Manheim and Warwick Townships in Lancaster County, Pennsylvania. The policy shall apply to all agreements for the installation, display, and maintenance of advertising on property and facilities owned and operated by the Lancaster Airport.

## **APPLICABILITY**

This policy applies to all permitted advertising within the Airport and outside.

## **INTENT**

It is the intent of the Authority that all advertising assets at the Airport are non-public forums and are to be only for commercial, tourism, and advertisements, or for services provided at the Airport. This policy is not intended to limit the activities of the Advertising Sales Manager or their designee to inform the public, promote Airport facilities, services, or otherwise market Airport. Any revisions to this policy must be approved by the Airport Director or their designee.

## **PURPOSE**

- A. In creating this policy and standards, the Authority desires to:
1. Preserve a balance between advertising and other informational signage;
  2. Maintain aesthetic consistency with the Airport’s design and architecture;
  3. Promote operational efficiency and safety for the traveling public;
  4. Prohibit those advertisements which risk creating controversy;
  5. Prohibit those advertisements which pose a risk of harm, inconvenience, or annoyance to the traveling public; and
  6. Preserve the Airport’s status as a non-public forum.

## **GENERAL RULES**

- A. All advertisements must be placed in assigned spaces allocated by the Airport and must comply with this policy. Non-compliance may result in removal of advertising.

1. No advertisements may be placed on exterior doors or windows, except those required to meet safety standards.

2. No advertisements may be placed on the roof of any building, or on a structure atop a building.

B. Advertisements in public common use spaces identified as directional or general informational are the responsibility of the Airport.

C. Advertisements in common use spaces that are not the responsibility of the Airport Authority are allowed only with the approval of the Airport Director, or designee, subject to the limitations and prohibitions in this Policy.

D. Advertising in spaces exclusively or preferentially leased by tenants shall be restricted only to goods or services offered by the tenant/concessionaire and as approved by the Airport Director or designee

E. Advertising must comply with applicable zoning and safety standards. Contact Manheim Township for specific sign approval.

F. The Airport Director, or designee, shall have to right to post or cause to be posted way finding signs, brochures, pictures, drawings or other messages that promote the Airport or promote or inform the use of the Airport or its services by the traveling public.

G. Any advertising must be limited to a proposed commercial transaction, including but not limited to:

1. Promoting patronage of a commercial business;
2. Promoting the purchase of goods or services;
3. Promoting a particular industry;
4. Promoting tourism; or
5. Promoting economic development.

### **PROHIBITIONS:**

The following advertising characteristics are strictly prohibited:

A. Depicts violence or anti-social behavior, including images of firearms or weapons (military advertisements may be excluded from this prohibition);

B. Promotes hatred, bigotry, violence, or intolerance;

C. Disparages, ridicules, is abusive or hostile to, debases the dignity or stature, or in any way reflects negatively on the character, integrity, or standing of, an individual, entity, group, race, gender, or organization;

- D. Contains obscene or pornographic material, including but not limited to, sexually oriented material, images of nudity, or sexually prurient material;
- E. Promotes dating, escort or sexually oriented services;
- F. Promotes adult oriented products, businesses, or services, including but not limited to:
  - 1. “X” or “NC17” rated films;
  - 2. Adult video games rated “A” or “M”;
  - 3. Television rated “MA”;
  - 4. Adult book stores;
  - 5. Adult video stores;
  - 6. Nude or partial nudity dance clubs;
  - 7. Adult telephone services;
  - 8. Adult internet sites; and
  - 9. Escort services.
- G. References a website or other medium that relates to sexual activities;
- H. Contains an image of a person who appears to be a minor, in sexually suggestive dress, pose, or context;
- I. Advertising of contraceptives or medications and treatments to enhance sexual function and performance;
- J. Promotes tobacco, tobacco products, electronic cigarettes, or similar products, including marijuana, even when its sale or use are permitted legally in the State of Pennsylvania;
- K. Promotes illegal substances;
- L. Contains commentary, advocacy of or promotion of social, political or rhetorical issues;
- M. Promotes the existence or nonexistence of a supreme deity(ies);
- N. Promotes a specific religion, religious beliefs, or lack of religious beliefs, or is otherwise religious in nature;
- O. Advocates for or against political candidates, campaigns, organizations or issues;

- P. Contains false or misleading information;
- Q. Any advertising that is libelous, infringes on a copyright, or is otherwise likely to subject the Authority to litigation;
- R. Violates State or City Code;
- S. Advertises services in direct competition with the Airport's business objectives or;
- T. In direct competition with the Airport's revenue stream from permitted operations;
- U. Advertising that implies or declares any endorsement by the Authority of any service, product, or point of view without prior written authorization of the Authority;
- V. Other advertising content or presentation that, in the sole judgment of the Airport Director, is offensive or inappropriate for display in the terminal building.

### **ADVERTISING LOCATION RESTRICTIONS**

The Authority reserves the sole right to establish the locations that are made available in its advertising program, and to change such locations from time to time.

### **USE OF UNSOLD SPACE**

- A. If the Authority does not have a contract in place for use of designated advertising space, then such space may, at the sole discretion of the Authority, be made available for Community Promotion Advertising. Alternatively, the Authority may use the space for:
  - 1. Promoting Airport parking services;
  - 2. Promoting use of concession offered within the Airport;
  - 3. Promoting awareness for the breadth of the Airport's air service network and improvements to the terminal or other facilities;
  - 4. Advertising or promoting other airport or aviation-related matters at the sole discretion of the Airport Director or their designee.

### **REVIEW AND APPROVAL OF ADVERTISEMENTS**

- A. The following review process should be followed to ensure a prompt review and installation process.
  - 1. Advertisers/Tenants shall forward a written copy of the advertisement to the Airport Director and/or his designee to determine whether the advertisement falls within the requirements of this Policy;

2. Each submission shall also include the name of the advertiser and the desired format of the presentation.

3. Once the Airport Director or their designee has pre-approved the advertisement, the advertiser may pursue any additional approvals if necessary. A copy of the approval shall be submitted to Airport Director or their designee prior to installation;

4. If the advertisement is rejected for failure to comply with this Policy, the Airport Director or their designee shall notify the advertiser of any noncompliant characteristics of the advertisement; and the advertiser may make any suggested changes and resubmit the advertisement for approval.

5. Any resubmissions must comply with this Policy and the submission rules contained herein.

6. Installation of any advertising signs shall be coordinated with the Facilities Administrator;

7. If the advertiser meets all requirements within this Policy, his advertisement shall be displayed;

8. In the event that a prospective advertiser disagrees with a decision, an appeal may be submitted to the Airport Director.

### **INDEMNITY**

Advertisers and their agencies will defend, indemnify, and hold harmless the Authority, its officers and agents, against all expenses and losses resulting from the publication of the contents of the advertisement, including claims for libel, violation of privacy, copyright infringement, or plagiarism.

Neither the Authority's name, logo, and designations, nor testimonials by current Airport employees, may be used in advertisements to endorse non-Airport products or services, unless specifically contracted for with a particular advertiser to promote or endorse a product or service apart from the purposes of the Authority's advertising program.