



Public Service Advertising (PSA)

Fees

All qualifying public service organizations qualify for a 50 percent discount off the cost for ad space only. Discounts do not apply to production, installation and art design fees.

Qualifications/Terms & Conditions

In order to qualify as a public service organization for the purpose of transit advertising, the following must apply:

Qualifications

1. The organization must be a charitable, nonprofit or public service organization. A letter of qualification on organization letterhead and a copy of the organization's 501(c)3 certification are required.
2. The purpose of the organization must be to serve the social needs of the community. The purpose of the advertising must be to expand the awareness of the organization or social issues related to the organization.
3. No other advertising is being purchased from other media at full rate.

Non-Qualifying Organizations

1. An organization does not qualify if it is advertising for an event that is significantly sponsored by a for-profit organization.
2. Festivals, shows, concerts or other events that charge admission or charge for vendor space do not qualify for PSAs, regardless of other qualifications that may apply.
3. An organization does not qualify as a public service organization if its sole purpose is to promote politics (campaigns, candidates, issues, etc.) or religion (religious leaders, beliefs, issues, etc.) regardless of other qualifications that may apply.





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Terms and Conditions

1. Design and production are the responsibility of the public service organization.
2. Public service advertising is subject to content and design guidelines set forth by City Utilities (CU) prior to posting. It is the intent of CU to place public service advertisements that support the standards of the community without public debate and discussion. CU does not accept advertising promoting alcohol, tobacco, religion, politics, political or religious issues.
3. All artwork must be approved by CU.
4. Public Service Advertising must be paid prior to posting.
5. Advertising space is provided by CU on a space availability-basis and may be preempted by full-rate advertisers.

