

**OHIO TURNPIKE COMMISSION
ADVERTISING, LITERATURE DISTRIBUTION,
& PROMOTION POLICY**

I. POLICY STATEMENT

The Ohio Turnpike Commission (“Commission”) recognizes that there are potential benefits to the Commission and to the public from commercial advertising and promotional initiatives. In keeping with the criteria outlined in this Policy, the Commission supports, in principle, advertising and promotional initiatives that generate revenue to support Commission programs and services and offset related costs, or fund those programs and services that otherwise would not be affordable. The Commission has identified certain areas of its Property as Designated Advertising Space which is available for lease to potential commercial advertisers.

It is the intent of the Commission to make Designated Advertising Space available only with the prior permission of the Commission, and only to those entities whose commercial messages are consistent with the purposes for which Commission Property is intended to be used. The Commission does not intend to create a public forum by allowing only that proposed Advertising, and those proposed Promotional Initiatives, that are consistent with the intended uses of the Commission’s Property.

II. DEFINITIONS

“Advertising” means graphic and/or written signage prepared by or for a party that seeks to lease the Designated Advertising Space for the purpose of promoting or marketing that party’s trade or business, or any service, facility, or product. Advertising includes messages containing qualitative or comparative language, price information or other indications of savings or value, an endorsement, or an inducement to purchase, sell or use any company, service, facility or product.

“Commercial Literature” means graphic and/or written material prepared by or for a party, which that party seeks to make available to the public by placing the material on Commission Property for distribution, for the purpose of promoting or marketing that party’s trade or business, or any service, facility, or product.

“Designated Advertising Space” means the limited space on Commission Property, including space in Commission service plazas and on tollbooth windows, DATIMS, receipts or such other locations made available for lease by third parties for the purpose of commercial advertising.

“Promotional Initiative” means an event of limited duration in which a party seeks to distribute its product or service to turnpike users, or to otherwise provide some good, service or entertainment event to turnpike users, for the purpose of promoting its business, service, facility or product.

III. INTENDED USES OF THE COMMISSION'S PROPERTY

Consistent with the Commission's Mission Statement, the Commission's Property, including its service plazas and tollbooths, is intended to be used for the following purposes:

- To provide motorists and travelers with safe, modern and helpful services;
- To provide an environment where families and travelers of all ages will be comfortable spending time while traveling the turnpike;
- To provide motorists and travelers with information regarding Ohio travel and tourism;
- To provide motorists and travelers with information regarding motor vehicle safety and financial responsibility for motorists;
- To provide motorists and travelers with information regarding products and services available to be purchased in Commission service plazas or from businesses in the vicinity of turnpike exits; or
- To promote economic development in Ohio.

IV. ADVERTISING AND LITERATURE DISTRIBUTION GUIDELINES

Consistent with the intended uses of the Property on which the Designated Advertising Space is located and on which Commercial Literature is made available, the Commission will accept proposed Advertising or proposed Commercial Literature only if all of the following circumstances are met:

1. Designated Advertising Space is available for lease, or space is available for the distribution of additional Commercial Literature;
2. The proposed Advertising or Commercial Literature falls into one of the following categories consistent with the intended uses of Commission Property:
 - a. Advertising or Commercial Literature that promotes Ohio travel and tourism;
 - b. Advertising or Commercial Literature that promotes motor vehicle safety;
 - c. Advertising or Commercial Literature that promotes products and services related to financial responsibility for motorists, including motor vehicle insurance and related products;
 - d. Advertising or Commercial Literature that promotes products and services offered for sale in Commission service plazas;
 - e. Advertising or Commercial Literature that promotes the products and services sold by businesses located within the vicinity of turnpike exits;

- f. Advertising or Commercial Literature that promotes products and services useful to motorists and travelers while they are using the turnpike for travel across Northeast Ohio; and
3. The proposed Advertising or Commercial Literature does not constitute one of the following types of Prohibited Advertising:
- a. Advertising that contains words or images that are obscene, vulgar or otherwise inappropriate for viewing by audiences of all ages.
 - b. Advertising that solicits the sale of, or encourages the use of, alcohol, tobacco, drugs, drug paraphernalia, weapons, or pornographic or illegal materials.

V. PROMOTIONAL INITIATIVE GUIDELINES

Consistent with the intended uses of the Commission Property, the Commission will consider allowing a proposed Promotional Initiative on Commission Property only if all of the following circumstances are met:

- 1. The proposed Promotional Initiative does not threaten or impair the safe and efficient operation of the turnpike or Commission Property;
- 2. The proposed Promotional Initiative fits one of the following categories consistent with the intended uses of Commission Property:
 - a. The proposed Promotional Initiative promotes Ohio travel and tourism;
 - b. The proposed Promotional Initiative promotes motor vehicle safety;
 - c. The proposed Promotional Initiative promotes products and services related to financial responsibility for motorists, including motor vehicle insurance and related products;
 - d. The proposed Promotional Initiative promotes products and services offered for sale in Commission service plazas;
 - e. The proposed Promotional Initiative promotes products and services offered for sale within the vicinity of turnpike exits;
 - f. The proposed Promotional Initiative promotes products and services useful to motorists and travelers while they are using the turnpike for travel across Northeast Ohio; and
- 3. The proposed Promotional Initiative does not constitute either of the following types of Prohibited Initiatives:

- a. Promotional Initiatives that would include activities or use materials containing words or images that are obscene, vulgar or otherwise inappropriate for viewing by audiences of all ages.
- b. Promotional Initiatives that promote the sale of or encourage the use of alcohol, tobacco, drugs, drug paraphernalia, weapons, or pornographic or illegal materials.

VI. CONTRACT TERMS

The specific terms of all contracts for the lease of Designated Advertising Space, for distribution of Commercial Literature, or for any Promotional Initiative shall be governed by a separate written agreement. Requests to lease Designated Advertising Space, for distribution of Commercial Literature, or for any Promotional Initiative shall be directed to the Public Affairs and Marketing Manager, who shall respond to such requests based upon the guidelines in this Policy.

The Commission shall establish the advertising rate or promotional rate, which shall be agreed to in writing prior to placement of the advertisement in the Designated Advertising Space or prior to placement of Commercial Literature for Distribution, or prior to the event constituting the Promotional Initiative.