

UTA Standard Operating Procedure - OCM.01.01 Advertising Approval Procedure



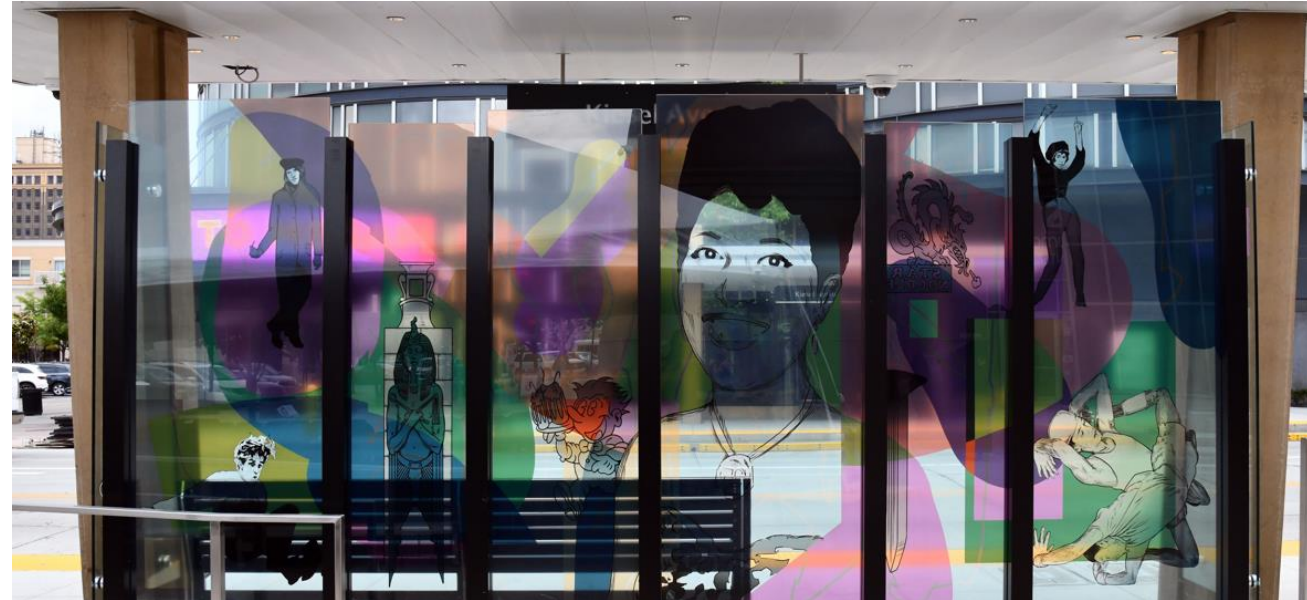
UTA Commercial Advertising

General provisions

- Provides purpose, definitions, and intent
- Ensures consistency/alignment with Board Policy 3.1

Placement of advertising

- Will not obstruct customers' view or impede safety
- UTA may limit total advertisements from individual vendors
- Advertising on vehicles used at events



UTA Commercial Advertising

Approval process

- Chief Communications Officer reviews and approves
- Advertising Review Committee formed
- Committee reviews consistent with Board Policy 3.1

Other procedures

- Revenue generation
- Advertisers responsible for production and installation costs
- UTA monitors ads consistent with Board Policy 3.1

