

**REDDING AREA BUS AUTHORITY  
BOARD POLICY**

<b>SUBJECT</b>	<b>RESOLUTION NUMBER</b>	<b>POLICY NUMBER</b>	<b>EFFECTIVE DATE</b>
<b>Advertising Policy</b>	<b>RABA-130</b>	<b>118</b>	<b>10-20-97</b>

**BACKGROUND**

The Redding Area Bus Authority (RABA) has advertising space available on its transit facilities and equipment. This policy would authorize the Director, or his designated representative, to allow the space to be sold to prospective advertisers and to establish criteria for what subject matter may be advertised on RABA's properties.

**PURPOSE**

To authorize the Director, or his designated representative, to sell space to prospective advertisers and to establish an advertising policy to be followed in advertising on any of RABA's facilities and/or equipment.

**POLICY**

1. All advertising for a calendar year is offered on a day to be specified in the prior December.
2. It is the policy of RABA to prohibit certain areas of advertising: tobacco, alcohol, sexually explicit subject matter, religion, gambling, and politics.

RABA118.POL