



Guidelines for Acceptable Advertising

APPROVED PARKING AUTHORITY SEPTEMBER 22, 2010

In conformity with the policy adopted by The Norwalk Parking Authority concerning advertising, all advertisements shall be of a reputable character, shall conform to recognized business standards, and shall not conflict with the laws of the United States or the State of Connecticut or political subdivisions thereof. Graphics, artwork, and copy of the advertisements are expected to be of high quality and of good taste. The Norwalk Parking Authority shall be the sole and unquestioned authority to determine what constitutes "high quality and good taste".

Immoral, vulgar, disreputable or other advertisements that may be offensive to the public shall not be accepted. The Authority expressly reserves the sole right to refuse any advertisements that may be construed to reflect its support for a particular product, service, idea, political viewpoint, or point of view.

Advertising for tobacco products is expressly prohibited by the State of Connecticut and will not be accepted. Advertising for alcoholic beverages will not be accepted. The Authority will not accept political advertising or advertising regarding political issues.

Advertising shall be printed and displayed in a neat and workmanlike manner. The advertising firm shall maintain all displayed ads so as to insure its neat appearance, and promptly remove all advertising that is worn or otherwise unsightly in appearance. The Authority shall have the authority to require that any advertising, that in the opinion of the Authority is unsightly in appearance, be removed and or replaced at no expense to the Authority. All dated advertising shall be removed no later than fifteen (15) days following the final date of an advertised event, offer or advertising client's contract expiration.

The advertising firm shall comply with generally accepted industry standards in permitting advertisements and all applicable laws and regulations. No advertisement shall contain false claims of benefit to consumers, shall not infringe upon any copyright or trademark whether registered or not, use a trade name not registered to the advertiser or use a name of an advertiser that is not the advertiser's property. The Authority reserves the right to approve all advertising, and its manner of presentation. The following summarizes some of the advertising that is not acceptable.

- Advertising advocating the sale of tobacco products, alcohol, and candidates for elected office.
- False, misleading deceptive advertising.
- Advertising that is clearly defamatory, or scornful of a particular individual or group of individuals.
- Advertising that is obscene or pornographic according to local community standards.
- Advertising in advocacy of unlawful or violent actions.
- Advertising promoting illegal or destructive behavior.
- Advertising promoting illegal drugs or firearms or weapons of any kind.
- Controversial subjects.
- No political, editorial, or election nature, either for a specific candidate or an issue of any kind.
- Advertising that is religious in nature, either for a specific denomination, church, or individual.