



ALLEGHENY COUNTY AIRPORT AUTHORITY  
PITTSBURGH INTERNATIONAL AIRPORT  
ALLEGHENY COUNTY AIRPORT

**ALLEGHENY COUNTY AIRPORT AUTHORITY  
ADVERTISING GUIDELINES**

**January 22, 2019**

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**I. POLICY**

It is the policy of the Allegheny County Airport Authority (the “Authority”) that its premises and advertising spaces be non-public forums in which advertising is reserved for commercial content, rather than public discourse and debate.

This policy establishes objectives, restrictions, and procedures for determining acceptable advertising content on the Authority’s premises. Such restrictions are necessary to (i) promote revenue maximization by establishing a forum free from controversial content, (ii) create a welcoming environment for the traveling public by preventing offensive or controversial messaging, and (iii) meet the Authority’s other objectives contained herein.

In order to meet the objectives of this policy, it is essential that all Authority business units, contract agents, and subcontractors follow the outlined procedures and restrictions. Any revisions or changes to this policy must be approved by the Chief Executive Officer (“CEO”).

**II. PURPOSE**

The primary purpose of this policy is to:

- Avoid content that the community could view as offensive, inappropriate, or harmful to the public (or to minors in particular).
- Create a warm and welcoming environment for the traveling public, including families and children of all ages, which does not subject them to offensive images, speech, or potentially controversial issues of an economic, political, religious, environmental or social nature.

Secondary considerations are to:

- Promote the increased use of the Pittsburgh International Airport and the Allegheny County Airport (collectively “Airport” or “Airports”) by more travelers to and from Greater Pittsburgh, Western Pennsylvania and its tristate area (“Region” or “Regional”).
- Create awareness and promote the use of Airport-related products and services, support tourism, and support the economic development of the Region.

### III. POLICY BASIS

In accordance with FAA Grant Assurance 24, the Authority seeks to be as self-sustaining as possible. The Authority capitalizes on the demand for advertising space at the Airports to meet its responsibilities to generate revenue.

### IV. POLICY APPLICABILITY

All advertising on Authority premises shall be subject to the objectives, restrictions, and procedures set forth herein.

### V. DEFINITIONS

Commercial Advertising: A message that exclusively proposes a commercial transaction, meaning that it promotes or solicits the sale, rental, distribution, or availability of goods, services, food, entertainment, events, transactions, products, or property (real or personal) for commercial purposes; or more generally promotes an entity that engages in such activities.

Community Promotion Advertising: A message that promotes increased business or tourism in the Region, such as the promotion of Regional tourist attractions or events, general messages to visit the Region, or general messages to invest in the Region.

Aviation-related Governmental Advertising: A message produced or sponsored by a Federal, State, or local government entity (including the Authority) that promotes or informs the travelling public of (i) a public safety, security, law enforcement, or related issue; or (ii) an airport or aviation-related service, program, or activity.

Public Issue Advertising: A message expressing or advocating an opinion, position, or viewpoint on matters of public debate about economic, political, religious, environmental, or social issues.

Public Service Advertising: A message designed to inform the public on issues that are frequently considered to be in the general best interests of the community at large, or with the objective of raising awareness and changing public attitudes and behavior towards a social issue.

Disclaimers: Where required by the CEO, third-party advertisements appearing on the Authority's premises shall contain the following disclaimer: "The views and/or opinions expressed by the advertiser are not necessarily those of the Allegheny County Airport Authority."

## VI. ADVERTISING CONTENT RESTRICTIONS

To maintain a non-public forum and meet the objectives of this policy:

- Public Issue Advertising will not be permitted.
- Commercial Advertising, Community Promotion Advertising, Aviation related Governmental Advertising, and Public Service Advertising may be permitted, subject to the restrictions that follow.

The following types of advertising shall not be permitted:

- i. Advertising that depicts graphic violence or images of violence or gore, including images of firearms or weapons;
- ii. Advertising that promotes hatred, bigotry, violence or intolerance;
- iii. Advertising containing sexually oriented material, images of nudity, or sexually prurient material;
- iv. Advertising that contains or implies profane or vulgar language or material;
- v. Advertising that promotes adult oriented products, businesses, or services, such as "X" or "NC17" rated films, adult video games rated "A" or "M", television rated "MA", adult book stores, adult video stores, nude or partial nudity dance clubs, adult telephone services, adult internet sites, and escort services;
- vi. Advertising of contraceptives or medications and treatments to enhance sexual function and performance;
- vii. Advertising that is offensive to the moral standards of the community or contrary to prevailing standards of adults in the Region as to suitability for display to a captive audience which includes minors;
- viii. Advertising of tobacco, tobacco products, e-cigarettes, or similar products (including marijuana, even if its sale or use were to be permitted legally by the Commonwealth of Pennsylvania for any purpose);

- ix. Advertising that promotes the existence or nonexistence of a supreme deity(ies); that addresses or promotes a specific religion, religious beliefs, or lack of religious beliefs; or is otherwise religious in nature;
- x. Advertisements that are political in nature or contain political messages, including advertisements involving political figures or candidates for public office, advertisements involving political parties or political affiliations, or advertisements involving an issue reasonably deemed by the Authority to be political in nature in that it directly or indirectly implicates the action, inaction, prospective action, or policies of a governmental entity (such as advertisements involving abortion, gun control, or gay marriage). Nothing in this provision prevents the Authority from accepting non-political public service announcements or messages that are not otherwise prohibited under this Advertising Policy;
- xi. Advertising that disparages, ridicules, is abusive or hostile to, debases the dignity or stature of, or in any way reflects negatively on the character, integrity, or standing of an individual, entity, group, or organization;
- xii. Advertising that advocates or is likely to induce unlawful or illegal action, including but not limited to any unlawful or illegal action based on a person's race, age, gender, religion, disability, illness, national origin, ancestry, sexual orientation, marital status, parental status, military service, or economic status;
- xiii. Advertising that promotes unlawful or illegal goods, services, or activities;
- xiv. Advertising that is illegal;
- xv. Advertising that is false, deceptive, or misleading;
- xvi. Advertisements that employ or commercially exploit the likeness, picture, image, or name of any person or the trademark, trade name, copyrighted materials, or other intellectual property of a third party, without adequate proof of express written authorization;
- xvii. Advertising that is libelous, infringes on a copyright, or is otherwise likely to subject the Authority to litigation;
- xviii. Advertisements that suggest or otherwise tend to promote or encourage behavior or conduct on the Authority's transit vehicles or property that would cause potential harm or injury to the Authority, its officers, its employees, its contractors, its patrons, or other parties;
- xix. Advertisements that, if permitted, would subject the Authority to the risk of civil or criminal liability;

- xx. Advertising that the Authority deems competitive with the other revenue generating activities of the Authority and/or which could have the effect of reducing any of the Authority's aeronautic and/or non-aeronautic revenues or its ability to be financially self-sustaining, or that could reduce travel and tourism in the Region; or
- xxi. Advertising that directs viewers or callers, such as via a website, app, or telephone number, to materials that violate the preceding restrictions;

## **VII. ADVERTISING LOCATION RESTRICTIONS**

The Authority reserves the right, in its sole discretion, to establish the locations that are available for advertising and to change such locations from time to time.

Outdoor advertising is subject to the applicable local zoning restrictions.

To balance the competing interests of airline tenants, advertising by an airline is prohibited in areas in which another airline has a preferential or exclusive lease; and in gates, hold rooms, bag claim device areas, and ticket counter areas that are designated for common use. An exception is made for only airline branding in common use areas, such as hold rooms, but only during the period in which the airline is in control of and using the area. All other areas of the Airport terminals and outside locations are permissible for airline advertising; provided that the duration of such advertising may be limited if necessary to accommodate requests from other airlines in order to ensure equal access to all airlines operating at the Airports, with preference given to airlines who are signatory to the Authority's Airline Operating Agreement.

## **VIII. USE OF UNSOLD SPACE AND ACAA OWNED SPACE**

If neither the Authority nor its advertising concessionaire has a contract in place for the use of advertising space, the space will be available for Community Promotion Advertising, Aviation-related Governmental Advertising, or Public Service Advertising.

In addition, the Authority may use any unsold space to:

- i. Promote the Airports' facilities, products, and services;
- ii. Announce the start-up of a new air service route or the arrival of a new airline to the Authority;
- iii. Create awareness for the breadth of the Authority's air service network and improvements to terminals and other facilities.

## **IX. APPLICATION AND REVIEW PROCESS**

All proposed advertising must be submitted in writing to the Authority and, if applicable,

its advertising concessionaire. The advertising proposal must include the name of the advertiser, the creative file, and the desired format of the presentation (static copy, digital video, or other specified media format). The Authority (Business Development and Marketing) and/or its advertising concessionaire shall review the creative file for compliance with this Policy. Notification will be sent to the advertiser approving the advertisement or the reason the advertisement was not approved.

If an advertisement is not approved, the advertiser shall have the right to appeal for reconsideration to the Authority's CEO by describing the basis for challenging the non-approval. All appeals must be written and delivered to the Authority's CEO within ten days of the denial. Failure to appeal within the timeframe allotted will constitute a waiver of the right to appeal. The CEO will render a written decision following consultation with the Authority's solicitor.