

Guidelines Governing Commercial Advertising

Adopted August 3, 1972
by
Board of Directors
Amended November 20, 2003

1. All advertising shall comply with the spirit of all applicable laws and regulations of the various jurisdictions in which it is displayed unless the inconsistencies among the various jurisdictions prevents such compliance. Advertising will not be accepted which is false, misleading or deceptive.
2. Advertisers promoting contests shall insure the contest is being conducted with fairness to all entrants and complies with all applicable laws and regulations.
3. Testimonials should be authentic and shall honestly reflect the response of the person making them. (The sales contract shall provide for the indemnification of WMATA against action by any person quoted or referred to in any advertisement placed in the Metro system).
4. Medical and health-related messages will be accepted only from government health organizations, or if the substance of the message is currently accepted by the American Medical Association and/or the Food and Drug Administration.
5. Advertisers shall avoid illustrations or references which disregard normal safety precautions.
6. Advertising offering premiums or gifts shall avoid representations which would enlarge the value of the item in the minds of the viewers.
7. Use of Metro graphics or representations in advertising is subject to approval by WMATA.
8. No implied or declared endorsement of any product or service by WMATA is permitted.
9. Advertisements of alcohol and tobacco products are prohibited in accordance with Board Resolution #94-36.