

# Public Service Advertising (PSA)

(352) 393-7830 • Effective July 2009

## Qualifications / Terms & Conditions

**In order to qualify as a public service organization for the purpose of transit advertising, the following must apply:**

### Qualifications

- The organization must be a charitable, non profit or public service organization. A letter of qualification on organization letterhead and a copy of the organization's 501(c)3 application (Form 1023) are required.
- The purpose of the organization must be to serve the social needs of the community. The purpose of the advertising must be to expand the awareness of the organization or social issues related to the organization.
- All funds collected by the organization after the deduction of administration fees must be utilized to serve the social needs of the community.
- No other advertising is being purchased from other media at full rate.

### Non-Qualifying Organizations

- An organization does not qualify if it is advertising for an event that is significantly sponsored by a for-profit organization.
- An organization does not qualify if it is hosting an event in which it is paying others to promote or advertise.
- Festivals, shows, concerts or other events that charge admission or charge for vendor space do not qualify for PSAs, regardless of other qualifications that may apply.
- An organization does not qualify as a public service organization if its sole purpose is to promote politics (campaigns, candidates, issues, etc.) or religion (religious leaders, beliefs, issues, etc.) regardless of other qualifications that may apply.

### Terms and Conditions

- Design and production are the responsibility of the public service organization.
- Public service advertising is subject to content and design guidelines set forth by the City of Gainesville RTS prior to production. The City of Gainesville RTS does not accept advertising promoting alcohol, tobacco, illegal drugs, illegal activity, X-rated movies, adult book stores, pornography or any advertising that contains explicit sexual material; nor does the City of Gainesville RTS accept advertising for or against any political candidate, political issue, religion or religious issue. Advertising may be subject to other conditions as required by RTS or the City of Gainesville.
- Public Service advertising pertains to traditional products only.
- Public service advertising must be paid prior to posting.
- Advertising space is provided by the City of Gainesville RTS on a space availability basis and is preemptible by full-rate advertisers.
- Public service advertising is non-commissionable.

## Posting Fees\*

UNIT	RATE
Exterior	50% of Full Rates
Interior	50% of Full Rates

*\*not available on bus wraps*

### Contact

**RTS Marketing Specialist,  
 Theresa Harrison**

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