

GAINESVILLE REGIONAL AIRPORT
AIRPORT ADVERTISING, DISPLAY AND PRODUCT STANDARDS

PURPOSE

The purpose of this document is to set forth the standards for advertising signage, promotional materials, vendor products and other items presented on airport property within view of the public particularly within the Commercial Terminal Building.

These guidelines apply to all facilities and outdoor areas under the control of the Airport Authority unless covered by a separate policy.

The Airport endeavors to offer passenger's and visitors an EASY, relaxed, and comfortable travel experience. We wish to maintain a positive, calm and non-divisive atmosphere throughout the passenger terminal and airport-controlled spaces.

These guidelines, as amended, provide a platform for maintaining a safe, welcoming, and comfortable environment for the captive audience of passengers, employees and visitors.

The Airport CEO (or designate) shall have the sole right to approve all products, and advertising and promotional materials presented or made available on Airport controlled property.

POLICY GOALS

GNV's goal is to display advertising materials, products for sale and messaging that is of general interest to travelers and visitors, suitable for all ages and aids in the promotion of area commerce, investment, travel and tourism. It is not to the Airport's role to promote a particular issue, lifestyle or point of view, or to stimulate public discourse or debate.

The limitations set forth below control the content and physical attributes of products, and display advertising, and promotional materials present in the terminal and on airport property. The intention of these limitations is to assist in maintaining airport aesthetics and creating a calm, relaxed environment. A balance in the types of products, advertisements, promotional materials and related items is desired that will appeal to a very broad, general audience.

In order to respect the wide variety of opinions of our customers and the Airports' goal of maintaining a position of neutrality, the Airport seeks to avoid "issues" advertising, messaging and products including those that are overtly political. This includes promotion of any political candidate, party or subject of pending or potential legislation or public vote.

- Official government public service advertising is permitted if used to promote tourism or transportation related issues that are generally considered by the Authority to be in the best interest of the traveling public. Content that could be viewed as controversial, offensive, inappropriate, or harmful to the public or to minors will be avoided.

The Airport seeks to be as self-sustaining as possible. While the airport's vending and advertising program is designed to be a source of revenue, revenue optimization does not supersede all other program goals.

STANDARDS

Any advertising or product that is deemed to be confrontational, controversial, aesthetically

inappropriate, whether by reason of graphics, design, color, size, or poor presentation, is not conducive to creating an attractive, friendly, relaxed and welcoming, airport environment.

PROHIBITED ADVERTISING, PROMOTIONAL MATERIALS AND PRODUCT OFFERINGS

1. Political, Social, Religious, Economic

- Advertising, promotional material or product that promotes, opposes or expresses an opinion on any political party, candidate, or issue. This does not preclude the sales of major newspapers or magazines that have opinion columns as part of their content.
- Advertising, promotional material or product that depicts a group or groups about or between which controversy exists, whether real or perceived, whether current or historical.
- Advertising, promotional material or product that promotes violence of any kind, or promotes hatred, bigotry, disparagement, or intolerance of any group.
- Advertising, promotional material or product that promotes or opposes any religious belief. Advertising or promotional materials that includes reference to any religion, or contains any text, symbols or images commonly associated with any religious group.
- Advertising addressing any issue relating to the specific financial status of a businesses, individuals, groups, or organizations, including but not limited to wages, taxes, and unions.
- Advertising, promotional materials or products that express or advocate an opinion, position, or viewpoint on controversial social or political issues.

2. Cigarettes, Tobacco, Electronic Cigarettes, or related accessories or supplies.

3. Medical Marijuana, Hemp, Cannabidiol.

4. Betting or Gambling.

5. Weapons, Firearms, Ammunition.

6. Infusion Services.

7. Sexual entertainment or entertainment venues.

8. Advertisement of contraceptives, contraceptive procedures, medications or treatments to enhance sexual function or performance.

9. Images that display nudity, partial nudity or sexual imagery or messaging.

10. Images or products that display or depict graphic violence, gore or promote violence to people or animals.

11. Advertising that, if permitted, would subject the Authority to the risk of civil or criminal liability.

12. Advertising, promotional material or products which the Airport CEO or his designate deems competitive with other revenue generating activities of the Airport Authority, could reduce the ability of the Airport to be self-sustaining or could reduce air travel or tourism to the region.

13. Advertising that directs viewers, such as a telephone number or web site, to materials that violate the preceding restrictions.

TERMINAL ADVERTISING REQUIREMENTS

1. Access to and use of the Airport's advertising program shall be made through the Airport's contracted In-Terminal Advertising Concessionaire where appropriate.
2. Ads shall be clean, simple, and modern in design and hang on the designated wall without the need of a pedestal or supporting structure. In general:

3. Advertisements should not include large individual portraiture a single individual's face may not exceed 2% of the total add space.
4. The height of type font use for an attention line, business name, title or single word stylized theme text should not exceed 20% of the height of the sign.
5. The height of type font used for messaging text should not exceed 12% of the height of the sign.
6. Advertising shall not contain video, flashing lights, sound or other emanations that could cause an annoyance, distraction, or diminishment of Airport operations or have a negative impact on the terminal aesthetic.
7. Lighted ads shall be backlit only and use only the available power outlets provided for this purpose. There shall be no exposed cables, conduits, plugs or other material or devices protruding from the sign frame. The Airport CEO or his designate shall decide where building aesthetics and electrical system are appropriate for lighted ads.
8. Floor or ceiling mounted ads are prohibited without the express, written permission of the Airport CEO.
9. Ads shall be "low profile" and shall not protrude outward, or in any way creates a potential hazard to pedestrians.
10. Ads shall not require extensive dusting or cleaning.
11. The Airport 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.
12. Advertising by an airline is prohibited in areas in which another airline has a preferential or exclusive lease, such as boarding bridge tunnels and counter areas. Competing airline advertising is not permitted within gate hold rooms associated with a gate counter and boarding bridge that is leased by another airline.
13. Advertising shall focus on a wide range of local business types. The Airport CEO reserves the right to limit the number of adds of any given type of business or industry.
14. The Airport CEO may limit the duration of any advertising contract for any ad.
15. In general, advertising by commercial businesses within a specific industry selling similar products or professional services are limited to one advertisement per industry or profession visible from any viewing or seating area. This rule shall not apply to airlines, ground transportation providers, restaurants, hotels and others involved in the travel, tourism or hospitality industry or those promoting tourism or travel. This rule shall not apply to local Chambers of Commerce or community economic development agencies promoting general commerce or investment, or other non-profit-messaging determined by the Airport CEO to promote the public welfare, general economic investment, area tourism or use of the Airport. The various schools or business units of a public university or unit of government shall not be considered a commercial business and shall not be subject to the above restrictions.

APPLICATION AND REVIEW PROCESS

1. All advertising proofs, including those submitted to the Authority's advertising concessionaire, must be submitted in writing to the Airport CEO or his/her designate for review and approval.
2. All on-airport displayed promotional materials, including signage and advertisement attached to vending machines or fixtures must be submitted in writing to the Airport CEO or his designate for review.
3. All products offered are subject to periodic review by the Airport CEO or his designate.
4. The content and physical attributes of the above will be examined for compliance with the above policy and restrictions. If an advertisement, promotional material or product is not approved, the advertiser shall have the right to appeal for reconsideration to the Authority's CEO by describing the basis for the challenge. All appeals must be in writing and delivered to the Airport Administration Office within ten calendar days of denial. Failure to appeal within the time frame allotted shall constitute a waiver of the right to appeal. The CEO will render a written decision following consultation with the Authority's legal counsel. Products not approved shall be removed immediately pending appeal.