

**Charles M. Schulz – Sonoma County Airport
Advertising Policy**



Pending Board Approval

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Airport Advertising Policy**

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This policy provides advertising and signage criteria for the Charles M. Schulz – Sonoma County Airport (“Airport”). This policy does not apply to activities of the Airport and its Airport Manager, or designee, to identify, inform the public, or promote Airport facilities, services, or tenants, or otherwise market the Airport.

Advertising is recognized as an essential part of airport concessions, information, and identity programs, but must be aesthetically consistent with the Airport’s design and architecture and not interfere with operational efficiencies and safety. A balance between Airport advertising and other informational systems must be maintained in order to preserve visual continuity and avoid clutter and message overload. Advertising for the purpose of this policy is defined as the display of paid announcements in any form to promote businesses other than the Airport or the business of Airport tenants on their respective leaseholds.

All signs and other types of advertising on Airport property must be consistent with these guidelines and approved by the Airport Manager, or designee, in writing, before installation. Existing signs that do not meet the guidelines in this policy must be removed; however, if a sign has previously been approved by Airport, that sign shall be allowed to remain as is until changed, replaced, or relocated, at which time the sign must be changed to conform to this policy.

Airport Management will, periodically, review the Terminal area and leaseholds for compliance with this policy.

1. General Restrictions

Signs and other advertisements on Airport property must meet the following general restrictions:

- 1.1** Advertisements in public areas are the responsibility of the Airport. Advertisements in leased areas are the responsibility of the tenant but those advertisements must comply with this policy.
- 1.2** Advertisements may not use exposed cans, raceways, crossovers, or exposed neon tubing.
- 1.3** All advertisements must comply with any applicable safety standards.
- 1.4** Advertisements shall not advertise services in direct competition with the Airport’s business objectives.

1.5 Advertisements may not contain flashing messages or be illuminated by strobe or laser lighting.

1.6 The Airport will not provide telephone support (e.g., answer questions about products, services, companies, etc.), telephone endorsements (e.g., provide a positive review of a product or service or recommend any product or service), or take orders for products or services advertised at the Airport.

2. Location Restrictions

2.1 No advertisements may be placed on exterior doors or windows except those required to meet safety standards.

2.2 No advertisements may be placed on the roof of any building or on any structure atop a building.

2.3 Advertising along Airport roadways, walkways, pathways, landscaped areas, or other Airport property must be approved by the Airport Manager.

3. Content Restrictions

3.1 Advertisements shall promote or solicit the sale, rental, distribution, or availability of goods, services, food, entertainment, events, programs, transactions, products or property, or more generally promote an entity that engages in such activities.

3.2 Advertisements shall not contain commentary, advocacy, or promotion of or on social, political, or religious issues.

3.3 Advertisements shall not be false, misleading, or deceptive.

3.4 Advertisements shall not contain obscene, pornographic, sexually oriented material, or images of nudity or salacious content.

3.5 Advertisements shall not contain depictions of graphic violence, blood, gore, or other violent imagery, symbolism or words including images of firearms or weapons.

3.6 Advertisements shall not promote hatred, bigotry, violence, or intolerance.

3.7 Advertisements shall not contain or imply profane or vulgar language or material.

3.8 Advertisements shall not include adult oriented products, adult entertainment businesses or services, adult bookstores, adult video stores, nude or partially nude dance clubs, adult telephone services, adult internet sites, any type of escort service or similar service.

3.9 Advertisements shall not include contraceptives, medications, or treatments to enhance sexual function and performance.

3.10 Advertisements shall not include illegal/prohibited substances per federal and/or state law (e.g., Cannabis products).

3.11 Advertisements shall not promote unlawful or illegal goods, services, or activities per federal and/or state law.

4. Terminal Building

Advertising in public and common use spaces shall be allowed entirely at the discretion of and subject to the judgment of the Airport Manager or designee, subject to the general rules set forth above. Advertising in spaces exclusively or preferentially leased by tenants shall be restricted to only goods and services offered by the tenant.

All proposed advertisements, no matter where or how placed, are subject to the written consent and approval of the Airport Manager, or designee, prior to installation.

The Airport Manager, or designee, shall have the right to remove and dispose of any sign, brochure, flyer, advertisement, circular, picture, sketch, drawing, or other commercial message that violates any of these policies. The Airport Manager, or designee, shall have the right to post or cause to be posted signs, brochures, flyers, advertisements, circulars, pictures, sketches, drawings or other commercial messages that promote the use of Airport-provided services.

5. Other Airport Buildings and Structures

Advertising is not permitted on the exterior of or on the grounds of any other building or structure on Airport property without prior approval of the Airport Manager. This policy does not apply to activities of tenant/leaseholders to identify, inform the public, or promote its services or business, or otherwise market their business. Any promotion or identification of a business or tenant of the Airport must comply with any applicable signage ordinance that is in effect or enacted by the County.

6. Temporary Advertising Signs

Temporary signs that may be considered advertising in nature may be used by the Airport tenant contractors during construction periods to identify projects, work sites, contractors, and work in process as specified in Airport-approved contract documents.

7. Indemnity

Advertisers and their agencies will indemnify and hold harmless the County of Sonoma and the Sonoma County Airport, its officers and agents, against all expenses and losses resulting from the publication of the contents of the advertisement, including claims for libel, violation of privacy, copyright infringement, or plagiarism.

Neither the Sonoma County Airport's name, logo, and designations, nor testimonials by current Airport employees, may be used in advertisements to endorse non-Airport products or services, unless the Airport Manager, or designee, has specifically contracted with a particular advertiser to promote or endorse a product or service apart from the purposes of the advertising program.