

## **EXHIBIT D – ADVERTISING GUIDELINES**

1. In its agreement with its advertising contractors, Circuit will reserve the right to reject any advertisement, commercial or noncommercial.
2. All advertising and promotional materials, including, without limitation, any vehicle “wraps” (collectively “**Advertising**”) must conform to the following criteria:
  - A. Defamatory Advertising. No Advertising will be permitted that falsely disparages any person, product, or company, or that is likely to damage the reputation of any person, product, or company.
  - B. Advertising Condoning Criminal Conduct. No Advertising will be permitted that is likely to incite or produce imminent unlawful activity.
  - C. Obscene Advertising. No Advertising will be permitted that contains obscene matter or matter harmful to minors.
  - D. False Advertising. No Advertising will be permitted that contains false or grossly misleading information.
  - E. Tobacco and Firearms. No Advertising will be permitted that promotes the sale of tobacco or tobacco products, electronic cigarettes, or firearms.
  - F. Existing Laws. All Advertising must conform to applicable federal, state, and local statutes, laws, ordinances, rules and regulations.
3. The Client may make demand upon Circuit for the removal of any Advertising, commercial or noncommercial, that does not conform to this policy. Such demand will be in writing and will state reasonable grounds for the demand. Circuit will consider and act promptly upon the demand in accordance with this policy.

Circuit will credit the City for its share of the advertising revenue split (50%), less any commissions paid, in the form of a reduction (service credit) on the next payment that is due.