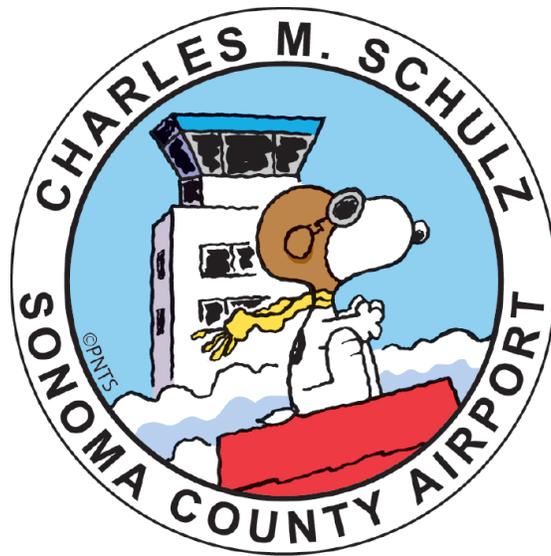


**Charles M. Schulz –  
Sonoma County Airport**

**Advertising Policy**



**Adopted by the  
Sonoma County Board of Supervisors  
November 9, 2010**

*Adopted 11/9/2010*

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

**Approved by the County of Sonoma Board of Supervisors on  
November 9, 2010**

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 Rules**

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

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

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

**1.4** Advertisements may not use exposed cans, raceways, crossovers, or exposed neon tubing.

- 1.5** All advertisements must meet comply with any applicable safety standards.
- 1.6** Advertisements shall not contain obscene, pornographic or violent material; market tobacco products, hard liquors, or illegal/prohibited substances; contain commentary, advocacy, or promotion of or on social, political, religious, or rhetorical issues; advocate for or against political candidates, political campaigns, ballot measures, or political parties or organizations; or advocate a position (directly or indirectly) on any public policy or social issue.
- 1.7** Advertisements shall not advertise services in direct competition with the Airport's business objectives.
- 1.8** Advertisements shall not be false, misleading, or deceptive.
- 1.9** Advertisements shall not contain objectionable or controversial material such that the advertisement would be contrary to community standards or would detract from the mission of the Airport to provide a comfortable, pleasant passenger experience.
- 1.10** Except as noted above, no advertising of any nature is allowed along roadways, walkways, pathways, landscaped areas, or other grounds of the Airport.
- 1.11** Advertisements may not contain flashing messages or be illuminated by strobe or laser lighting.
- 1.12** Advertising on the exterior of the terminal building or any permanent structure on the Airport property is prohibited. In addition, advertisements on the exterior of passenger holding building, bridges, fences, or aircraft ground service equipment are prohibited, except for advertising posted by the Airport.
- 1.13** 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.
- 1.14** Advertisements for gaming activities shall be required to be approved by the Airport Manager prior to execution of a contract for those ads. When the request for this type of ad is received and the Airport Manager agrees in concept to the ad, the Airport Manager shall direct a memorandum to the Board of Supervisors informing the Board of the request. If no Board member has objections, the contract can be executed. If any Board member should have objections with the proposed ad then the ad shall be reworked at no cost to the Airport and resubmitted for approval. Finally, should these types of ads be approved, a pamphlet for gaming addiction shall be placed in the brochure racks in the terminal.

*Adopted 11/9/2010*

**2. Terminal Building**

Within the Airport's terminal building, all advertising in public common use spaces that are designated for use by the Airport's in-terminal advertising concessionaire shall be carried out through the advertising program managed by that concessionaire. Advertising in public and common use spaces that are not designated for use by the Airport's in-terminal advertising concessionaire 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 advertisements proposed in the terminal building, 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.

**3. 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. 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.

**4. 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.

**5. 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.