The advertising program is intended to raise revenue for Lake County, be a non-public forum, and is not intended to be used for public discourse. Commercial advertising is permitted in designated areas of transit vehicles following commercial advertising standards, rules, and policies.

The display of material under this advertising program does not necessarily state or reflect the opinion, viewpoint, or position of Lake County, its Board of County Commissioners, or its employees. It shall not be construed as an implicit or explicit endorsement of any opinion, viewpoint, position, service, product, or good.

1. All advertising must be reviewed and approved by the County before placement in the transit system, and any advertising placed without prior County approval is subject to immediate removal.
2. **The following categories of advertisements are prohibited:**
	1. Any tobacco product, including but not limited to smoke and smokeless tobacco, cigarettes, and electronic cigarettes;
	2. Alcoholic beverages, including but not limited to, beer, wine, and distilled spirits;
	3. Products or services related to human reproduction or sexuality, including but not limited to contraceptive products or services, sexual hygiene products or services, and counseling about pregnancy, abortion, or other sexual matters; and
	4. Products, services, or entertainment directed to sexual simulation.
3. **The following categories of advertisements are prohibited**:
4. Material that demeans or disparages an individual or group of individuals based on race, color, religion, national origin, ancestry, gender, age, disability, ethnicity, or sexual orientation;
5. Material containing profane language;
6. Images or depictions of a firearm;
7. Images or descriptions of graphic violence or the depiction of weapons or other implements or devices associated in the advertisement with an act or acts of violence or harm to a person or animal;
8. Promoting or encouraging, or appearing to promote or encourage, unlawful or illegal goods, services, behaviors, or activities;
9. Image(s) or depiction of nudity, or the suggestion of nudity;
10. Implying or declaring an endorsement by the County or the Board of County Commissioners;
11. Political advertisements identifying and urging support for or in opposition to a political issue, party, or candidate for public office;
12. Promoting or encouraging, or appearing to promote or encourage, adult bookstores, nude dance clubs and other adult entertainment establishments, adult telephone services, adult Internet sites, and escort services; and
13. Potential danger words or any other word, phrase, symbol, lighting, or any devices or any components thereof, or character likely to interfere with or mislead pedestrian or vehicular traffic.

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