

**CITY OF LOS ANGELES
DEPARTMENT OF PUBLIC WORKS
ADVERTISING POLICY**

The purpose of this Advertising Policy is to control the content of advertising placed on Public Rights-of-Way, structures, facilities and rolling stock to ensure that subject matter is aligned with the standards of the community. Advertising will be accepted for commercial purposes only, that is advertising that promotes the sale of goods and services or events promoting goods and services. The City of Los Angeles' acceptance of advertising in its Public Rights-of-Way does not create a public forum, but rather is intended to make use of its assets held in a proprietary capacity to generate advertising revenue, therefore, only advertisements that propose a commercial transaction will be allowed.

The City will not allow the placement of advertising promoting non-commercial purposes except for government or other sanctioned programs and services. Advertising intended to advocate or oppose social policies, religious discourses, political candidates and issues will be not allowed.

It is the policy of the City of Los Angeles ("City") to not allow the display of advertising that is not in keeping with the standards of the community. The following types of advertising content are not in keeping with those standards and are therefore not permissible:

1. Advertisements that contain information that is false, fraudulent, misleading, or deceptive, constitutes defamation or an invasion of privacy.
2. Advertisements or the information contained therein which promotes unlawful or illegal goods, services, or activities.
3. Advertisements that contain Obscene Matter as defined by LA County Code of Ordinance Chapter 13.17, and/or Harmful Matter as defined by the California Penal Code, Section 313, as such definitions may be amended, modified, or supplemented from time to time.
4. Advertisements that portray graphic violence.
5. Advertisements or the information contained therein that promote the use of tobacco, tobacco-related including vaping, alcohol or alcohol-related products.
6. Advertising that contains materials that are an infringement of copyright, trademark, or service marks.
7. Advertisements that are not in alignment with City policies, the best business interest of the City, or its services.
8. Advertisements that imply an endorsement by the City of a product or service.
9. Advertisements that contain materials that demean or disparage a group of individuals or an individual by ridiculing, mocking, or is abusive or hostile or debases the dignity or stature of a groups of individuals or an individual.