



**San Bernardino International Airport Authority**  
**Airport Advertising Policy**

**I. Objective**

This document sets forth policy guidelines for the sale of advertising space at San Bernardino International Airport (“SBD” or “Airport”) as approved by the San Bernardino International Airport Authority (SBIAA). Policy objectives include optimizing Airport revenues, while assisting travelers and other Airport users with useful information media regarding goods, services, food, entertainment, events, programs, transactions, products, or property available in the Inland Empire region.

Advertising is an essential component of a successful airport concession program and must be consistent with the Airport’s design aesthetic without creating operational inefficiencies, nuisance, or safety issues. Airport advertising, signage, displays, and informational media systems must be consistent with these policy objectives to preserve visual continuity without undue clutter or message overload. Advertisement proposals must meet SBIAA’s stated policy objectives.

It is not the intent of SBIAA to create a public forum through the acceptance of advertising. The following advertising limitations and restrictions will further SBIAA’s policy objectives by:

- A. maintaining a position of neutrality and avoiding the appearance of favoritism on religious, political, social, economic, and other controversial issues at the Airport;
- B. optimizing revenues from selling advertising space through Airport information channels, and precluding controversial messages identified in Section V herein to avoid dissuading approved commercial entities from using the same Airport information channels;
- C. being as self-sustaining as possible, in accordance with FAA Grant Assurances; and
- D. maintaining a safe, welcoming, and comfortable environment for the captive audience of passengers utilizing the Airport, and those working at the Airport.

## II. Guidelines for Airport Advertising

- A. Advertising carries with it a responsibility to protect SBIAA from litigation and to recognize the potential association of advertising messages and imagery with the Airport, while simultaneously respecting First Amendment principles of the United States. SBIAA addresses these issues through the responsible and consistent application of written policy criteria for acceptable advertising media. It is not the intent of SBIAA to create a public forum through the acceptance of advertising.
- B. The Airport has a compelling interest to ensure its information channels (including, but not limited to: signage, digital displays, advertising space, banners, murals, streaming messages, website banners, website links, social media, etc.) remain available for public information benefitting the Airport and its role in supporting air transportation and related services. Any use of the Airport's unique information channels for purposes unrelated to, or in conflict with, this stated role would effectively "pre-empt" the availability of such information to the public. Consequently, the Airport's information channels shall remain nonpublic forums and SBIAA shall maintain its right to limit access to these channels.
- C. SBIAA has a compelling interest to ensure public perception of the Airport's credibility is not negatively impacted by advertising media. Advertising media displayed via Airport channels could affect the credibility of the Airport and SBIAA. Consequently, where applicable, disclaimers should be placed on Airport information channels stating that neither SBIAA nor the Airport endorses or makes any representations or warranties about the advertised products or services.
- D. Quantity, quality, and placement of all advertising media will be controlled by, and subject to, specific SBIAA approval.
- E. SBIAA reserves the right in its sole and absolute discretion to reject any advertisement, commercial or noncommercial, which is not consistent with SBIAA policies.
- F. Installation and removal of advertising media, and all costs associated therewith, is the sole responsibility of the advertiser.
- G. Upon written notice to advertiser, SBIAA reserves the right to immediately remove any advertisement or other display deemed non-compliant with this policy, or otherwise profane or objectionable. No refund shall be made to advertiser for the time such objectionable material was on display.
- H. Any advertiser whose advertising media is rejected may appeal the decision to the SBIAA Chief Executive Officer (CEO).

### III. Terminal Buildings

- A. SBIAA reserves the right to contract with outside vendors to license advertising space. Vendors for such contracts will be solicited through SBIAA's competitive procurement process. Vendors shall be required to utilize all applicable competitive procurement policies and procedures and to comply with this Policy.
- B. Locations of revenue-generating advertising media may include, but are not limited to:
  - 1. Banner advertisements on the Airport website;
    - i. Advertising "links" to other websites on the Airport website, are subject to advanced approval by the CEO;
  - 2. Display advertisements inside the Airport terminal;
  - 3. Video monitors within the interior of the Airport terminal; and
  - 4. Advertising on parking kiosks.
- C. Advertising in spaces exclusively or preferentially leased by tenants shall be restricted to only goods and services offered by any such tenant thereof.
- D. All advertisements proposed on Airport property, no matter where or how placed, are subject to the written consent and approval of the CEO prior to installation. Advertiser will be responsible for removing advertisement display at end of permitted term and restoring Airport property to the same condition that preceded advertiser's display installation.

### IV. Permitted Advertising

- A. **Commercial Advertising:** Advertising promoting or soliciting the sale, rental, distribution, or availability of goods, services, food, entertainment, events, programs, transactions, products, or property (real or personal) for commercial purposes, advertising that markets a name, symbol or design that identifies and differentiates a product from other products for commercial purposes, or advertising that more generally promotes an entity that engages in such activities.
- B. **Governmental Advertising:** Public service advertising sponsored by governmental entities (ie: public entities specifically created by government action) that advance specific government purposes, including but not limited to, advancing tourism in the Southern California region, and/or utilizing the Airport.
- C. **Community Promotion Organizations:** In the event Airport does not have an advertising agreement in place for the use of a desired advertising space, then Airport may make the space available to community promotion organizations if the content otherwise meets the requirements of this policy. A community promotion organization means an organization which markets business or tourism in the Southern California region and would benefit from the exposure provided on Airport premises, including, but not limited to, local chambers of commerce, economic development councils, convention and visitor organizations, local public museums, parks, science centers, and the Airport.

## **V. Prohibitions**

SBIAA has a compelling interest in setting boundaries for access to Airport information channels to meet the goals set forth herein. Certain types of content will not further these goals and are therefore prohibited. Content prohibitions on advertising media is in the sole and absolute discretion of SBIAA and include, but are not limited to the following:

- A. Notwithstanding the foregoing, no advertising of any nature is allowed along SBIAA owned roadways, walkways, pathways, landscaped areas, or on other grounds of the Airport unless expressly authorized in writing by the CEO. Advertising on the exterior of any building or permanent structure at the Airport is subject to prior written approval of the CEO and will be evaluated on a case-by-case basis.
- B. Advertising media containing any direct or indirect reference to religion, or to the existence, nonexistence, or other characteristics of any deity or deities. This prohibition covers the depiction of text, symbols, or images commonly associated with any religion or with any deity or deities.
- C. Advertising media promoting or opposing a political party or the election or opposition of any candidate or group of candidates for federal, state, judicial, or local government offices, and advertising media that contains political messages, including advertising involving political or judicial figures.
- D. Advertising media addressing controversial issues relating to the financial status of businesses, individuals, groups, or organizations, including but not limited to, the issues of wages, taxes, trade, labor conditions, financial systems, entitlements, health insurance coverage, and subsidies.
- E. Advertising media expressing or advocating an opinion, position, or viewpoint on political, religious, social, historical, or economic issues.
- F. Advertising media that is libelous or infringes on any copyright, trademark, or service mark.
- G. Advertising media promoting, soliciting, or marketing the sale or use of cigarettes, tobacco, or electronic cigarettes, or depicts such products, goods, or services.
- H. Advertising media promoting, soliciting, or marketing the growing, distribution, sale, or use of medical marijuana, hemp or cannabidiol (CBD), or depicts such products, goods, or services.
- I. Advertising media promoting, soliciting, or marketing the sale, rental, distribution, or availability of weapons, firearms, ammunition, or fireworks, or depicts such products, goods, or services.
- J. Advertising media that contains matters (language, pictures, photographs, drawings) which are obscene, vulgar, profane, scatological, or harmful to minors, as defined in California Penal Code Sections 311 and 313.

- K. Advertising media that depicts nudity or portions of nudity that would be considered offensive, distasteful, pornographic, or erotic, is obscene, prurient, or advertises adult entertainment.
- L. Advertising media promoting or encouraging the sale, use or possession of any activities, goods, or services that are illegal under federal, state, or local laws, or that are directed to incite or produce imminent lawless actions.
- M. Advertising media that may be interpreted as condoning any type of illegal discrimination.
- N. Advertising media depicting graphic violence or images of violence or gore (including body parts, dead, mutilated bodies, or fetuses of humans or animals), or that promotes hatred, bigotry, disparagement, intolerance, or violence towards individuals, groups, businesses, organizations, government entities, or which is offensive to the moral standards of the community.
- O. Advertising media containing speech or images that are objectionable under contemporary community standards or reasonably foreseeable actions that could result in harm to, disruption of, or interference with the Airport.
- P. Advertising media that is false, fraudulent, defamatory, deceptive, or misleading in any way within the meaning of federal or state law.
- Q. Advertising media that suggests or otherwise promotes or encourages conduct on Airport facilities that would violate Airport rules and regulations.
- R. Advertising media on the exterior of aircraft ground service equipment.
- S. Advertising media containing flashing messages, or illuminated by strobe or laser lighting, whether inside or outside any building or structure.

## **VI. Advertising Agreement and Media Submission**

- A. Advertising media displayed through Airport information channels shall be granted exclusively through a written agreement with the Airport and approved by its CEO.
- B. For compliance review, all advertising media at the Airport shall be approved by its CEO prior to display. If the CEO determines that a proposed advertisement does not comply with these guidelines, or is unable to make a compliance determination, advertiser will be notified to discuss potential revisions which, if adopted, would bring the advertisement into conformity with these guidelines.
- C. SBIAA, at its sole and absolute discretion, will determine appropriateness of proposed advertising media in conformity with this policy, and its decision shall be final.

## **VII. Temporary Advertising Signs**

- A. Temporary signs that may be considered advertising in nature may be used by SBIAA's tenant contractors during construction periods to identify projects, work sites, contractors and work in process as specified in SBIAA-approved contract documents.
- B. Other temporary signs that may be considered advertising in nature may be allowed subject to prior SBIAA review and express written approval.

## **VIII. In Kind Trades**

- A. Cross-Promotional Information. On an occasional basis, and only when space is available, SBIAA may use airport display advertising resources to participate in cross-promotional opportunities that offer a direct opportunity to promote the use of the Airport or local scheduled commercial air service. Any materials distributed for this purpose must prominently include promotion of the Airport or its incumbent airlines. SBIAA will not donate a permit for advertising space to any entity for purposes that are not directly related to the Airport's role. The outside organization involved must either bear the cost of producing such materials, or if approved by the CEO, provide an equivalent or greater value in cross-promotional benefits (i.e., advertising space, editorial space, etc.). Any cross-promotional arrangement must be approved by the CEO, or designee, based upon the criteria in this policy statement.

## **IX. Reservation of Rights**

Airport reserves the right, subject to any contractual obligations, to alter these guidelines, including the right to set additional limitations and/or restrictions on advertising that may be displayed at the Airport, or to ban the display of advertising media in those facilities altogether. The display of advertising at the Airport shall not be interpreted to imply that SBIAA or the Airport endorses any brand, product, or service advertised.