

# Attachment A

## KIOSK ADVERTISING STANDARDS

A. It is the intent of the City of Phoenix Street Transportation Department that all advertising on interactive digital kiosks are non-public forums and are set aside only for commercial advertisements or for City-specific services.

B. The City's primary purpose for the kiosk advertisements, outside of informing the public about City services, is generating revenue.

C. Kiosk advertising must be compliant with the Federal Trade Commission (FTC) Laws, specifically Section 5 of the FTC Act (truth-in-advertising).

1. Under the law, claims in advertising must be truthful, cannot be deceptive or unfair, and must be evidence-based
2. Disclosures must be clear and conspicuous
3. Consumer protection laws must be followed

D. Other than for City-specific services, no advertising will be accepted for use on any kiosk that fails to comply with the following standards:

1. The subject matter of and the speech in the advertisement must be limited to a proposed commercial transaction.
2. The advertising must not:
  - a. Be false, misleading, or deceptive.
  - b. Relate to an illegal activity.
  - c. Contain non-commercial speech.
  - d. Advertise or depict, by language or graphics, violence or anti-social behavior.
  - e. Advertise or depict language, gestures, conduct, or graphical representations that are obscene, pornographic, vulgar, profane, or scatological.
  - f. Depict a nude or seminude person, as those terms are defined in Section 11-811, Arizona Revised Statutes, or the exposed buttocks of any person.
  - g. Depict, relate to, or reference a website or other medium that relates to specified sexual activities or specified anatomical areas as those terms are defined in Section 11-811, Arizona Revised Statutes.

## **Attachment A**

- h. Advertise or depict the use of tobacco, vaping or smoking products, including if the product is advertised or depicted in a non-smoking form.
- i. Advertise or depict the use of spirituous liquor as that term is defined in Section 4-101, Arizona Revised Statutes:  
On kiosks located less than 600 feet from a church or similar structure of worship, or school building.