



Attachment A

SUN Terminal Advertising Policy November 1, 2022

1. Purpose

To establish a policy and standards for the leasing of advertising space Friedman Memorial Airport (the "Airport"). The following policy shall apply to all agreements for the installation, display, and maintenance of advertising on properties and facilities owned and operated by the Airport. It is the intent of the Airport that all advertising assets at the Airport be non-public forums and be set aside for only commercial, tourism, and general advertisements, or for advertisement of, or information regarding, services provided at the Airport.

2. Scope

The Airport's Advertising Policy seeks to achieve the following outcomes:

- a. Preserve a balance between advertising and other informational signage;
- b. Maintain aesthetic consistency with the Airport's design and architecture;
- c. Promote operational efficiency and safety for the traveling public;
- d. Preserve the Airport's status as a non-public forum; and
- e. Help promote a welcoming environment for the traveling public at the Airport.

3. General Rules

- a. All advertisements must be placed in assigned spaces allocated by the Airport and must comply with this Policy.
- b. Advertisements are limited to innocuous and less controversial commercial and service oriented advertising, including tourism, economic development, and promoting the Wood River Valley and Idaho in general.
- c. Advertisements shall promote or solicit the sale, rental, distribution, or availability of goods, services, food, entertainment, events, programs, transactions, products, or property, and may generally promote an entity that engages in such activities.
- d. Advertising in spaces exclusively or preferentially leased by tenants shall be restricted to goods or services offered by the tenant/concessionaire and as approved by the Airport Director or his/her designee;
- e. Advertising must comply with applicable safety standards; and
- f. The Airport Director, or his/her designee, shall have the right to post or cause to be posted wayfinding signs, brochures, pictures, drawings, or other messages that promote the Airport or promote or inform the use of the Airport or its services by the traveling public.



4. Advertising Limited to Commercial Transactions

The subject matter of advertising must be limited to a proposed commercial transaction, including but not limited to:

- a. Promoting patronage of a commercial business;
- b. Promoting the purchase of goods or services;
- c. Promoting a particular industry;
- d. Promoting tourism; or
- e. Promoting economic development.

5. Prohibitions

Advertising may NOT:

- a. Contain obscene or pornographic material;
- b. Depict violence or anti-social behavior;
- c. Promote dating, escort, or sexually oriented services;
- d. Reference a website or other medium that relates to such activities;
- e. Promote tobacco, nicotine-based products, or electronic cigarettes;
- f. Promote illegal goods, services, activities, or substances;
- g. Contain commentary, advocacy of, or promotion of social, political, religious, or rhetorical issues;
- h. Advocate for or against political candidates, campaigns, ballot measures, or political parties or organizations or issues;
- i. Contain false, misleading or deceptive information;
- j. Imply or declare an endorsement by the Airport of any service, product, or point of view without prior written authorization from the Airport Director or his/her designee;
- k. Contain controversial material such that the advertisement would detract from the mission of the Airport to provide a comfortable, pleasant passenger experience;
- l. Contain images or information that demean an individual or group of individuals on account of race, color, religion, national origin, ancestry, gender, age, disability, or sexual orientation;
- m. Advertise services in direct competition with the Airport's business objectives or in direct competition with the Airport's services or revenue stream from permitted operations; or
- n. Violate State, County or City of Hailey Codes.

6. Review of Advertisements

- a. Airport advertising contractors shall forward to the Airport each advertisement submitted for installation, display, and maintenance on Airport properties and facilities to determine whether the advertisement falls within the requirements of this Policy.
- b. In the event that an advertising contractor disagrees with the application of this Policy regarding a proposed advertisement, an appeal may be made to the Airport Board of Directors, to be heard at the next regularly scheduled meeting of the Board. The determination by the Airport Board of Directors shall be final.