

EXHIBIT G

MTA Advertising Standards as amended by MTA Board, Sept. 27, 2012

Advertising Standards for
Licensed Properties of the Metropolitan Transportation Authority

The following Standards shall apply to all licenses for the installation, display and maintenance of advertising on designated properties and facilities operated by the Metropolitan Transportation Authority and/or its operating agencies (collectively, the "MTA").

(a) Limitations Upon Advertisements. The licensee ("advertising contractor") shall not display or maintain any advertisement that falls within one or more of the following categories:

- i. The advertisement proposes a commercial transaction, and the advertisement or information contained in it is false, misleading or deceptive.
- ii. The advertisement or information contained in it promotes unlawful or illegal goods, services or activities.
- iii. The advertisement or information contained in it implies or declares an endorsement by the MTA of any service, product or point of view without prior written authorization of the MTA.
- iv. The advertisement depicts or describes in a patently offensive manner sexual or excretory activities so as to satisfy the definition of obscene material as contained in New York Penal Law § 235.00 (attached as Exhibit 1), as such provision may be amended, modified or supplemented from time to time.
- v. The advertisement contains an image or description, which, if sold or loaned to a minor for monetary consideration with knowledge of its character and content, would give rise to a violation of New York Penal Law § 235.21 (attached as Exhibit 2; see also Exhibit 3 (New York Penal Law § 235.20 (definitions of terms))), as such provision may be amended, modified or supplemented from time to time.
- vi. The advertisement contains an image or description which, if displayed in a transportation facility with knowledge of its character and content, would give rise to a violation of New York Penal Law § 245.11 (attached as Exhibit 4; see

also Exhibit 5 (New York Penal Law § 245.10 (definitions of terms))), as such provision may be amended, modified or supplemented from time to time.

- vii. The advertisement, or any information contained in it, is libelous or violates New York Civil Rights Law § 50 (attached as Exhibit 6), as such provision may be amended, modified or supplemented from time to time.
- viii. The advertisement proposes a commercial transaction, and promotes tobacco or tobacco-related products.
- ix. The advertisement contains an image of a person, who appears to be a minor, in sexually suggestive dress, pose, or context.
- x. The advertisement, or any information contained in it, is directly adverse to the commercial or administrative interests of the MTA or is harmful to the morale of MTA employees or contains material the display of which the MTA reasonably foresees would imminently incite or provoke violence or other immediate breach of the peace, and so harm, disrupt, or interfere with safe, efficient, and orderly transit operations.
- xi. The advertisement contains images or information that are so violent, frightening, or otherwise disturbing as to be harmful to minors.
- xii. The advertisement promotes an escort service, dating service, or sexually oriented business.

(b) Additional Provisions Relating to Advertisements. To avoid identification of MTA with messages or images contained within advertisements displayed on MTA properties and to avoid the appearance of MTA endorsement of products, services, events, or viewpoints promoted by advertisers, the following shall apply:

- i. Advertisements shall readily and unambiguously identify the person, corporation, or entity paying for the advertisement and an advertiser may be required to include in the advertisement a statement explicitly doing so.
- ii. An advertisement that primarily or predominately expresses or advocates a viewpoint on a political, moral, or religious issue or related matter shall include, the following statement: “This is a paid advertisement sponsored by []. The display of this advertisement does not imply MTA’s endorsement of any views expressed.”

- iii. MTA and its advertising contractors may require that an advertisement that promotes a commercial transaction also incorporate language to avoid the appearance of MTA endorsement.
- iv. The MTA Director of Real Estate shall adopt (and may amend from time to time) guidelines for the sizes, placements, and formats of each type of statement required to be included in advertisements pursuant to Sections (b)(i), (ii), and (iii) above.
- v. Notwithstanding Section (b)(i) above, MTA and the advertising contractor may permit the display of "Teaser ads" promoting a commercial transaction that do not readily and unambiguously identify the sponsor, provided a similar number of follow up advertisements that do readily and unambiguously identify the sponsor are posted within a time specified by MTA or the advertising contractor.

(c) Review of Advertisements. MTA advertising contractors shall review each advertisement submitted for installation, display and maintenance on MTA properties and facilities to determine whether the advertisement falls within, or may fall within, one or more of the categories set forth in Section (a) of these Standards or fails to comply with the additional provisions relating to advertisements set forth in Section (b) of these Standards. If an MTA advertising contractor determines that an advertisement falls within or may fall within one or more of the categories set forth in Section (a) of these Standards:

- i. The MTA advertising contractor shall promptly notify the MTA, through a designated MTA Contract Administrator, of its determination and the reason(s) for its determination.
- ii. Upon receipt of such notification, the MTA shall advise the advertising contractor whether the MTA concurs in the advertising contractor's determination concerning the advertisement.
- iii. In the event that the MTA concurs in the determination of the advertising contractor, the advertising contractor may, in consultation with the MTA Contract Administrator or his designee, discuss with the advertiser one or more revisions to the advertisement, in order to bring the advertisement into conformity with the Standards. The advertiser shall then have the option of submitting a revised advertisement for review in accordance with these procedures.

- iv. In the event that the advertising contractor and the advertiser do not reach agreement with regard to a revision of the advertisement, or in the event that the advertising contractor determines that no appropriate revision would bring the advertisement into conformity with the Standards, the advertiser may request that the advertising contractor obtain a formal determination from the MTA Contract Administrator or his designee. In reaching a formal determination, the MTA Contract Administrator or his designee may consider any materials submitted by the advertiser, and may consult with the advertising contractor, or with the MTA General Counsel, the Executive Director, the Chairman of the Board, or their respective designees.
- v. The MTA Contract Administrator shall promptly provide the advertising contractor with a written notice of the formal determination, and the advertising contractor shall relay the formal determination to the advertiser. The MTA's formal determination shall be final.