

PROMOTIONAL ADVERTISING POLICY **(Effective April 1, 2025)**

I. PURPOSE

The purpose of the Oklahoma City Airport Trust's ("OCAT") Promotional Advertising Policy ("Policy") is to establish a criteria through which printed, electronic, or verbal messages, or other mediums may be used to promote facilities, services, programs, and activities of the City of Oklahoma City ("City") and OCAT, to make the public and passengers aware of important information through public service announcements or other means, to bolster tourism through increased attendance of significant conventions or community or cultural events, as well as to increase awareness of the many cultural districts, local attractions or destinations, public art displays, architectural elements, and unique shopping, leisure activities, or dining experiences available in the Oklahoma City metropolitan area ("Promotional Advertising").

Promotional Advertising shall only be allowed in areas of the airport that are not utilized by and do not interfere with or take away from paid commercial advertising. Promotional Advertising is provided for the benefit of the traveling public and airport patrons without charge to the provider or any compensation to OCAT. Provided however, any non-OCAT or non-City Promotional Advertising provider must have an agreement or permit with OCAT to provide such Promotional Advertising consistent with this Policy.

II. SCOPE

This Policy will apply to all Promotional Advertising medium approved by OCAT, by and through OCAT's General Manager/Director of Airports ("Director") and displayed or communicated anywhere on any airport property and facilities, websites, social media accounts, and at locations designated by the Director. This may include, but is not limited to, communications messaging services, monitors, digital, static, hanging or such other similar displays, signs, banners, and billboards whether located in, on, or around a building, structure, roadway, or vehicle owned or operated by OCAT. Persons and entities providing Promotional Advertising on OCAT property, websites, and social media accounts are subject to compliance with, and acceptance of, this Policy unless specifically excluded herein. This Policy does not apply to Promotional Advertising in and on privately-owned buildings on OCAT property, private websites, or personal social media accounts and does not apply to Promotional Advertising of products or services by Airport concessionaire(s) on OCAT property and their websites and social media accounts. Concessionaire advertising shall be governed by the terms and conditions set forth in their agreement with OCAT.

III. NON-PUBLIC FORUM

OCAT does not intend to create a public forum by allowing Promotional Advertising, but rather to make the best use of OCAT's assets held in its proprietary capacity.

IV. **CRITERIA, EXCLUSIONS, AND LIMITATIONS**

OCAT, by and through the Director, has the sole and exclusive right to review Promotional Advertising to be displayed on any OCAT owned or operated airport property including its location and placement, or the verbal communication thereof and approve if it complies with the terms of the Policy.

At its sole discretion, OCAT, by and through the Director, shall reject and have the right to remove or to discontinue any Promotional Advertising that is not consistent with this Policy or where any space is needed for paid commercial advertising.

To be considered Promotional Advertising, the Director must agree that Promotional Advertising satisfies one of the following criteria:

1. Welcomes passengers who fly into OKC Will Rogers International Airport for major conventions and community or cultural events in the Oklahoma City metropolitan area; or
2. Encourages, promotes, and/or fosters tourism in the Oklahoma City metropolitan area for both leisure and business travelers flying into the OKC Will Rogers International Airport with images that are representative of:
 - a. A cultural district of the City of Oklahoma City identified by reference to the name of the district, or a unique characteristic or identifying element that makes the district easily identifiable;
 - b. A destination or attraction that is located in the Oklahoma City metropolitan area and is owned by the State of Oklahoma or a political subdivision thereof such as a city, town, or public trust;
 - c. A display of public art;
 - d. Local architecture or architectural elements;
 - e. Shopping, leisure activities, or dining without any promotion of an actual business name or logo; or
 - f. A major community or cultural event that meets the guidelines that have been approved by the City of Oklahoma City through its contract with the Oklahoma City Convention and Visitors Bureau. Major community or cultural events that have been recognized by the State or other political subdivision and occurring in the Oklahoma City metropolitan area may be promoted and displayed with Director approval.
3. Creates awareness and promotes the City or any of its or its public trusts' services, activities, facilities, or informational campaigns; or
4. Creates awareness and promotes OCAT, its airport(s), airport information, and public service messages such as safety, security, or law-enforcement issues, airport or terminal concession services, programs, or activities at OCAT operated airports.

Because Promotional Advertising is provided as a service and advertising space is provided without charge for the benefit of airport passengers and patrons, Promotional Advertising, including all images and text, should not be used primarily to promote a commercial business, or commercial enterprise (such as a professional photographer, social influencer, blog, blogger, etc.). Promotional Advertising shall refrain from the promotion of, or credit given, directly or indirectly, to businesses or commercial enterprises. Credits such as “Photo provided by: _____” with a name of the individual submitting the photo for use is acceptable but Twitter or Instagram types of handles whether for an individual, business, or commercial enterprises are not acceptable. Promotional Advertising images should primarily focus on the criteria provided herein. Except for Promotional Advertising for shopping, leisure activities and dining, Promotional Advertising may include indirect images, photos, representations, or signs of a commercial business or enterprise to the extent the commercial business or enterprise is not more than 10% of the overall image or text. If an image meets 2 or more of the above criteria, the specific category shall control the general category, and the Director shall have the sole discretion to determine which criteria the image will be considered for display.

Likewise, a convention, event promotion, or other welcoming messages may include the name of a commercial entity if such name is part of the official name of the event. Promotional Advertising may not provide promotion of an event sponsor’s products, slogan, tag lines, services, trademarks, symbols, or other commercial promotions of a sponsor. Promotional Advertising should avoid focusing on commercial entities and instead focus on the promotion of the convention, event, or attraction as it relates to this Policy. In this regard, no more than 10% of any Promotional Advertising space shall be used for an event sponsor’s name.

In addition, Promotional Advertisements shall not contain language, text, or images that:

- Contain nudity, obscene, pornographic, or sexually focused material;
- Contain images or depictions of violence, including but not limited to (1) the depiction of humans, animals, or property in a state of mutilation, dismemberment, decomposition, or disfigurement resulting from violence, and (2) the depiction of weapons, implements, or other devices in an act or acts of violence or harm to any person, animal, or property;
- Promote or market tobacco, tobacco products, e-cigarettes, THC, CBD, marijuana, paraphernalia, or byproducts of the same;
- Promote or market (1) contraceptives, (2) medications or treatments to enhance or alter sexual function or performance, (3) promotion of human trafficking, and (4) adult, sexually orientated products or services including but not limited to: films, video games, bookstores, video stores, dance clubs, telephone services, internet sites, escort services, or such similar products or services;
- Market any illegal substances, goods, or services;
- Contains lewd or profane language or images including lewd or profane advertising directed at another individual, entity, group, or organization;

- Advocate or induce unlawful or illegal action based on a person's sex, race, color, ethnicity, national origin, age, religion, disability, sexual orientation, genetic information, gender identity, or other legally protected characteristic;
- Contain, whether directly or indirectly, commentary, advocacy, or promotion of, whether in support of or against, any political candidate, political party, or political measure, including the display of a name, likeness, or logo of such a candidate, party, or measure; or
- Circumvent the goals and objectives of OCAT's Commercial Advertising Policy or primarily promotes a commercial entity, business, or enterprise.

Text, images, or verbal messages contained in Promotional Advertisements must be appropriate for all ages and audiences and shall foster a pleasant environment for all patrons, passengers, and employees. It may be necessary to exclude Promotional Advertising that is unsuitable to passengers, patrons, and employees because of age.

All Promotional Advertisements must be of high quality, professionally designed, and aesthetically consistent with the airport's overall design or architectural theme and preserve visual continuity that avoids clutter and message overload. Promotional Advertising should create an environment for the traveling public including families and children of all ages without being subject to offensive images or speech as described above.

V. ACCEPTANCE DOES NOT CONSTITUTE ENDORSEMENT

Acceptance of Promotional Advertisements does not constitute express or implied endorsement of the content or message of the advertisement, including any person, organization, product, service, information, or viewpoint contained (directly or indirectly) therein, or of the advertisement sponsor itself. This endorsement disclaimer and this Policy extends to and includes content that may be found via internet addresses, quick response ("QR") codes, and telephone numbers that may appear in posted advertisements and that direct viewers to external sources of information directly attributable from on-airport Promotional Advertisement.

VI. COMPLAINTS

Complaints regarding any Promotional Advertisement shall be directed to the Airport's Public Information and Marketing Manager.

VII. APPEALS

If a complaint cannot be resolved by the Airport's Public Information and Marketing Manager, a request may be made to the Director for reconsideration of a decision to reject, remove, or not to remove Promotional Advertising. If the Director's reconsideration of a request results in the affirmation of the prior decision, an appeal may be submitted in writing to the Secretary of OCAT within ten (10) business days after the reconsideration of the rejection or removal decision. The request must state why the complainant disagrees with the decision, in light of OCAT's policies and standards.

The appeal will be docketed for OCAT's review during its next available regularly scheduled meeting. OCAT will review the basis for the rejected or removed advertisement and will consider the basis for filing the appeal. The appealing party may appear at the meeting and provide comment. OCAT's decision is final and not subject to further appeal.

VIII. OCAT'S RIGHTS

OCAT reserves the right to modify this Policy as it deems necessary to comply with legal mandates, or to facilitate its primary transportation function, or to fulfill the purpose of the advertising program, or to achieve the objectives of the overall advertising program.