

AMTRAK ADVERTISING POLICY

1. This Policy applies to all advertisements in or on any station, property, or other facility or location owned, operated or controlled by the National Railroad Passenger Corporation or by any wholly-owned subsidiary of the National Railroad Passenger Corporation (collectively "Amtrak"), in which Amtrak permits the display of advertising¹.
2. This Policy does not apply to stations, property, or other facilities or locations in or on which Amtrak does not permit the display of advertising, and does not require that Amtrak permit the display of advertising in or on any particular station, property, or other facility or location.
3. It is Amtrak's policy that the display of advertising in or on stations, property or other facilities or locations in which advertising is permitted is limited to paid commercial advertising and unpaid public service advertising. Political advertising is prohibited. Advertising which combines a commercial or public service message with a political message is also prohibited.
4. As used in this Policy, the following terms have the following meanings (examples are by way of illustration and not limitation):
 - A "commercial" advertisement is one that promotes a good or a service made available in commerce.
 - A "public service" advertisement is one that addresses a matter of public interest or safety on which there is no discernible disagreement or debate. Examples include advertisements which advocate "don't litter," "stay in school," "wear your seat belt" and "don't drink and drive."
 - A "political" advertisement is one that takes a position, either expressly or implicitly, on a matter which is a subject of discernible controversy or debate. An advertisement need not involve a question of politics in the narrow sense of the term to be "political" under this Policy. For example, advertisements that address matters of government, legislation, public policy, morality, religion, philosophy, science or the arts may be "political" under this Policy. The determinative consideration is whether the advertisement takes, implicitly or explicitly, a position on a matter of discernible disagreement or debate. Under no circumstances will an advertisement be rejected because of disagreement with the viewpoint expressed.
5. An advertisement for a newspaper, magazine or other publication or medium is not prohibited under this Policy solely for the reason that the publication being advertised addresses political issues or contains political messages. Such advertisements may be accepted without regard to the publication's or medium's contents, provided that they comply with the remaining requirements of this Policy.
6. Advertisements that are obscene, indecent or defamatory, that depict graphically violent or graphically sexual material, or that are unlawful or legally actionable, are prohibited.
7. Amtrak reserves the right to place advertisements relating to its own services, or those of its tenants, in or on any station, property, or other facility or location, whether or not Amtrak permits the display of other advertising in such station, property, facility or location. The placement of advertisements publicizing Amtrak's own services or those of Amtrak's tenants does not indicate Amtrak's intent to open such station, property, or other facility or location to other advertising. Amtrak also reserves the right to decline advertisements for the products or services of Amtrak's direct competitors including, for example, airlines and intercity bus companies.
8. To insure consistency in the application of this Policy, all questions regarding its application should be referred to the General Counsel.
9. This Policy is subject to revision at any time.

¹ With respect to stations, property or other facilities or locations partly owned, operated or controlled by Amtrak in which Amtrak permits advertising, this Policy applies only to those portions of the station, property or other facility or location owned, operated or controlled by Amtrak.