



2011 HOME BASED BUSINESS OF THE YEAR

ADVERTISING POLICY

STREET OUTDOOR – OSCEOLA COUNTY, LLC desires to enhance the quality of life for all people who come into contact with our newsracks.

Newsracks play an integral role in every community. At STREET OUTDOOR, we are sensitive to reasonable concerns and community standards regarding advertisements displayed on our information centers. STREET OUTDOOR also recognizes that standards vary from community to community. For example, advertisements considered appropriate in certain areas of San Francisco or New York may be considered inappropriate in other areas of the country. Advertisements considered acceptable in tobacco producing areas of North Carolina or liquor producing areas of Kentucky or Tennessee may be unacceptable in other areas of the country. Therefore, the STREET OUTDOOR policy is based upon the specific standards of the community it serves. In Osceola County, no tobacco or negative advertisements will be allowed.

STREET OUTDOOR requires that each advertisement must include the name of the business/event/political candidate/cause.

In addition, STREET OUTDOOR will accept no advertising which is misleading; sexually exploits minors; is legally obscene or overly suggestive; advocates or supports criminal activity; attacks or demeans the character, integrity, or standing of any organization or individual; or that is, in the opinion of the STREET OUTDOOR management, morally reprehensible. Any disclaimer on a client's ad must be at least 20% of the size of the largest print on the poster. Notwithstanding the STREET OUTDOOR stated policies, STREET OUTDOOR will make no attempt to censor or restrict political speech.

STREET OUTDOOR supports the display of public service messages for worthy community causes by charging a reduced rate for such messages on a space available basis and will prioritize advertising for local merchants.

It is the policy of STREET OUTDOOR to never display an advertisement on any of its newsracks which offends the reasonable sensibilities of the citizens it seeks to serve.

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