
Public Advertising & Display Policy

Responsible Executives(s): Aviation & Transit Department Director

Aviation & Transit Department Assistant Director

Responsible Office: Aviation & Transit Department Office of Administration

Date Issued: May 5, 2022

Date Revised: June 18, 2025

PURPOSE OF POLICY

It is the objective of this policy to establish, define, and communicate standards of content neutrality for commercial advertising and other displays, assurance of compliance with all applicable Federal, State, and Local laws, codes, rules, regulations, resolutions, ordinances, and policies, for such displays or exhibits by individuals or entities working in cooperation with the City of Billings Aviation & Transit Department (hereafter the A&T Department) for placement in or on any facility, vehicle, equipment, or other asset or property owned or controlled the A&T Department.

STATEMENT OF POLICY

A&T Department facilities and amenities constitute non-public forums that are subject to reasonable and viewpoint-neutral limitations and restrictions as set forth in this policy. The primary purposes of these facilities, and any connected amenities, are to serve and facilitate the purposes of commercial advertising for revenue generation, to provide orderly operations of transportation services, and to conduct the A&T Department operations in an efficient and non-disruptive manner. The allowance of commercial advertising or paid displays, governmental public service advertising, government funded non-profit organization's public service advertising, and displays or exhibits of an artistic, cultural, or historic nature, is incidental to the purposes of the facilities and amenities and will be discontinued should they interfere with these primary purposes.

The limitations set forth in this policy allow advertisements that only propose a legitimate commercial transaction, or promote tourism, in a manner that meets the primary purposes of the A&T Department facilities and amenities. In accordance with Federal Grant Assurances, the advertising program revenues help the A&T Department to be as self-sustaining as possible, and assist in maintaining a safe, welcoming, and comfortable environment for the captive audience of passengers utilizing City provided transportation services, including minor, and those working at the facilities.

INDIVIDUALS AND ENTITIES AFFECTED BY THIS POLICY

This policy applies to all individuals, or entities, who place advertising, marketing, display, or exhibit content and materials in or on any facility, vehicle, equipment, or other asset or property owned or controlled by the A&T Department.

EXCLUSIONS AND EXCEPTIONS

There are no exclusions or exceptions to this policy for individuals or entities other than Federal, State or Local officials, who may ask to waive the approval procedures in the event of emergent public service announcement needs and at the sole discretion of the A&T Department.

If any portion of this policy shall be held by a court of competent jurisdiction to be unconstitutional or invalid, it is the intent of the A&T Department that the invalid portion, or specific requirement be considered eliminated and not affecting the validity of the remaining sections, or specific requirements, or guidelines that shall remain in full force and effect. The A&T Department reserves the right to update this policy at any time without prior notice.

RESPONSIBILITIES

The A&T Department assumes no responsibility for the preservation, protection or prevention of possible damage or theft of any item(s) displayed or exhibited in or on any facility, vehicle, equipment, or other asset or property owned or controlled by the A&T Department, unless otherwise expressly stated in an associated Advertising Amenity Lease and Service Agreement (hereafter Advertising Agreement).

The A&T Department maintains the responsibility to ensure compliance with applicable laws, ordinances, and policies for content to be displayed or exhibited in or on any facility, vehicle, equipment, or other asset or property owned or controlled by the A&T Department.

STANDARDS

The A&T Department has a public duty to protect public health and safety, particularly that of minors in accordance with any rule(s) established by the City Council and published in the Billings, Montana City Code (BMCC) and Code of Ordinances, as well as any other City policy or resolution, State or Federal law designed for the same purpose, and it is expected that anyone seeking inclusion or participation in the programs for advertising, marketing, display or exhibits will participate with the same spirit of consideration.

Permitted Advertising and Displays

Subject to the exceptions listed below, the following types of advertisement are permitted:

- Advertisements that only propose a legitimate commercial transaction.
- Tourism promotion.
- Nonprofit convention and visitors bureaus.
- Regional nonprofit tourism corporations.
- Museums recognized by the Museums Association of Montana.
- Public service announcements of a government agency or governmentally funded agency.
- Displays or exhibits of an artistic, cultural, or historical nature.
- Universities, colleges, trade schools, and other continuing education classes.

Advertising and Display Exceptions

The following are prohibited:

- Political advertisements.
- Election advertisements.
- Advertisements for age-restricted products and services, such as alcohol, tobacco, marijuana, or gambling establishments.
- False, misleading, or deceptive material.
- Depictions of, or references to, nudity, lude behavior, or sexual products.
- Religious advertisements.
- References to any implied endorsement of products or services by the City of Billings, its representatives, or agents.
- Advertisement which contains speech that is so objectionable under contemporary community standards as to be reasonably foreseeable that it will result in harm to, disruption of, or interference with the primary purposes of the A&T Department.
- Advertisement which promotes or opposes any group, whether based on race, religion, sex, gender identity, ethnicity, ability level, national origin, or other category.

The A&T Department retains the sole right to approve or decline any proposed content and materials as follows, utilizing the guidelines established herein:

- Content for advertising that is part of an Advertising Agreement will follow the approval process as outlined in said agreement, including compliance with specifications, installation, care requirements, file, document, or data types, and the delivery of any associated fees to the A&T Department.
- Marketing materials that are for free public display, such as brochures, flyers, magazines, and similar items must be submitted to the appropriate A&T Department Administrative Office and include a sample for review and approval prior to being displayed (Airport, 406-657-8495, or MET Transit, 406-657-8218).

Adverse decisions may be appealed to the A&T Department Director, who will review the case in its entirety, and provide a final determination and decision.

Art for display or exhibit within an A&T Department facility, will be approved, or declined through the A&T Department, or delegated entity, upon receipt and review of a fully completed Art Display & Exhibit Application. Approved submissions must complete an Advertising Agreement, including compliance with specifications, installation, and care requirements.