

ORDINANCE NO. 012-29

AN ORDINANCE REPEALING ORDINANCE  
NO. 99-117, AND ADOPTING NEW  
GUIDELINES GOVERNING THE  
AUTHORIZATION OF CO-PROMOTIONAL  
TRADE AGREEMENTS EFFECTIVE MAY 1,  
2012

WHEREAS, On August 9, 1999, the Chicago Transit Board adopted Ordinance Number 99-117 authorizing the Chicago Transit Authority ("Authority") to enter into co-promotional trade agreements, which allow the exchange of unused advertising space on the Authority's transit system (including both print and electronic visual displays) for equal or greater value to the Authority in in-kind trade in an amount not to exceed Fifty Thousand Dollars (\$50,000); and

WHEREAS, Co-promotions are intended to make use of unsold advertising space and increase ridership and at the same time, by allowing the Authority to advertise outside its transit system, enhance the Authority's community relations with its service area and have a positive effect on the Authority's customers; and

WHEREAS, Before entering into any co-promotional agreement, staff will continue to scrutinize the potential benefits of each co-promotion to ensure that the Authority is receiving value commensurate with the value of advertising space being provided; and

WHEREAS, Staff recommends that the revised guidelines limit unsold advertising space available for co-promotions to 11" x 17" interior car cards and electronic visual displays, and require that co-promotional partners other than government agencies be required to purchase advertising in an amount at least equal in value to the co-promotional value of the trade; and

WHEREAS, Staff further recommends that co-promotions be limited to not-for-profit, civic, charitable, community, governmental and other public agencies except that co-promotions with for-profit entities will be permitted for events or programs that may significantly affect transit service; and

WHEREAS, The Authority will procure promotional items under the requirements of the Purchase and Sales Regulations for the purchase of goods; now, therefore:

BE IT ORDAINED BY THE CHICAGO TRANSIT BOARD  
OF THE CHICAGO TRANSIT AUTHORITY:

SECTION 1. The Board hereby repeals Ordinance No. 99-117.

SECTION 2. The Board hereby authorizes the following co-promotional program:

- (a) Only unsold advertising space may be used for co-promotions, and the value provided to the Authority must equal or exceed the value of the co-promotion advertising provided to the co-promotional partner.
- (b) Unsold advertising offered by the Authority as part of a co-promotion shall be limited to use of 11" x 17" interior car cards and electronic visual displays.
- (c) All co-promotional partners, except government agencies, shall be required to purchase advertising at least equal to the amount of the co-promotional space provided to a partner by the Authority.
- (d) The co-promotional partner will be responsible for the production, at its cost, of the co-promotional advertisements.
- (e) Posting of co-promotional car cards is for one month unless the monetary/trade value permits additional time.
- (f) All co-promotional car cards must contain the Authority's logo and contact information as well as an Authority tagline if provided.
- (g) Co-promotional in-kind trade value may not exceed Fifty Thousand Dollars (\$50,000) in value without the Board's approval.
- (h) Co-promotional agreements with for-profit entities are limited to those events/programs that significantly impact transit service.

SECTION 3. The President, or his designee, is hereby authorized to enter into co-promotional trade agreements that do not exceed Fifty Thousand Dollars (\$50,000) in value.

SECTION 4. This ordinance shall be in full force and effect as of May 1, 2012.

APPROVED:

PASSED:

\_\_\_\_\_  
Chairman

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Assistant Secretary

March 14, 2012

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