

**Guidelines for Special Creative Advertising Proposals**

1. All special creative advertising proposals shall be submitted on the agreed-upon form and shall not proceed until there is written confirmation from the Street Furniture Unit, Transportation Services. Street Furniture Unit staff shall endeavour to respond as quickly as possible to requests.
  
2. The following guidelines are to be followed for all creative advertising design submissions:
  - a) proposal to include a colour rendering of the creative advertising campaign
  - b) proposal to include the proposed location and time frame (ex. one month)
  - c) no text or identifying logos are permitted beyond the caisson's ad face
  - d) full height wrapping is permitted, provided TTC patrons and drivers are able to view each other through the wrapping
  - e) if the wrap is dark, its height must not exceed 50 percent of the height of the glass (i.e. the No Smoking Line) to maintain visibility and public safety
  - f) roof tinting or other decorative features are permitted, provided they are anchored securely in place
  - g) support post and roof add-ons must not obstruct pedestrians and/or motorists
  - h) support post and roof add-ons must maintain a minimum 3-metre clearance from hydro and streetcar overhead wires
  - i) floor decals are not permitted unless they are non-slip and contain no text
  - j) solar panels must not be obstructed by the creative ad components
  - k) no scent emitting devices are permitted
  - l) no continuous audio or video enhancements are permitted. Interactive devices may be considered subject to field review.