

ADVERTISING CONTENT POLICY

At Azalea Outdoor, the advertising on our structures has two driving forces: (1) maintaining a high customer experience with respect to the advertisements we display on our out-of-home displays to help us drive better results for our advertisers and create a positive experience for the viewing public, and (2) ensuring that our consumers have a platform in which to exercise their First Amendment right to Freedom of Speech.

We do not see ourselves as moderators of truth, but instead, a reliable and effective platform that people of every race, sex, gender, and religion can use to spread their message. Advertising platforms, such as outdoor advertising, should be a way of sharing ideas, thoughts and opinions without a fear that those very ideas will be moderated for content. In this day and age when content moderation is such a divisive topic, we see our business as one in which people can reach the general public without a content moderator filtering what the public is told. This open policy must, however, be weighed against the dangers that lurk with outdoor advertising being visible to all citizens, young and old. We must balance these freedoms of speech with the protections we must hold true to the youth of our communities by ensuring what is placed on our sign structures is done with all readers in mind.

Accordingly, we have established an advertising content policy to help preserve and enhance the experience of both our advertisers and all readers in the general public. We want to ensure that all advertising appearing on our structures meets this criterion. Advertisers must be honest about the products, services, and the content that their ads promote and they must avoid content that misleads, deceives, or contains content intended to upset, disgust or shock viewers.. Advertisers are responsible for ensuring that their ads comply with all applicable laws, statutes, ordinances, rules, public order rules, industry codes, and regulations in each geographic area where the ads will run. Our policy is not intended as legal advice. We encourage you to consult with your legal advisor if you have questions about the laws and regulations concerning your ads. All ads are subject to review and approval by our Company to determine whether, in our opinion, the content is consistent with the Company's Content Policy. We reserve the right to reject or remove any ad in our sole discretion for any reason, including in response to viewer feedback. We may reject a proposed ad which we deem offensive to the general public, even if you do not believe it is. We also reserve the right to request modifications to any ad, to relocate an ad to different location, , to require factual substantiation for any claim made in an ad, or to require documents evidencing that you hold any license or authorization which may be required in connection with your ad. If you have contracted for our services in creating an ad, our creative department will help you develop an advertisement that meets our Content Policy. The views and opinions expressed in an advertisement are not necessarily the views and opinions of Azalea Outdoor.



The following is a list of prohibited content:

1. Ads must not promote content that is pornographic, sexualized, containing nudity or covered nudity, or promoting adult and casual dating or mail-order spouses.
2. Ads must not depict harm or sexualization of children.
3. Ads must not promote anything that is hateful, discriminatory, abusive, intolerant, or exploitative. For example: disparaging people of a certain religion.
4. Ads must not promote anything that is obscene or is intended to upset, disgust or shock viewers. For example: using images or making references based on a controversial topic.
5. Ads must not use profanity, vulgar language or obscene gestures. For example: curse words, racial, religious, or homophobic slurs, spelling variations of profane language, or use of foreign language profanity.
6. Ads must not violate third party rights including but not limited to copyright, trademark, privacy, publicity, other personal or proprietary rights.
7. Ads must not promote anything that is at significant risk of being fraudulent or intended to scam the audience out of money or information.
8. Ads must not exploit crises, controversies (e.g. political change), social issues or sensitive subjects (e.g. the death of a celebrity) to promote content, products, services or a group of people. We will seek to treat both sides of social issues equally, regardless of the personal views of our ownership group.
9. Ads must not promote content that encourages dangerous behavior or that is at significant risk of being dangerous to the viewer.
10. Ads must not promote the sale of illegal drugs or promote any illegal activity, conduct, behavior or enterprises.
11. Ads must not promote the sale of body parts, organs or seminal fluids.
12. Ads must not promote the sale of endangered, vulnerable, or threatened species.
13. Ads promoting healthcare products/services, legal services, investment services or other regulated industries must have

At Azalea Outdoor, we believe that this content policy not only provides a benefit to the advertiser and the viewing public, but it also displays our commitment to being a responsible corporate citizen that upholds the freedoms of speech that are granted to all citizens of our great country.

