

TRANSIT CREATIVE APPROVAL REQUIREMENTS

MediaWorks Outdoor Limited has contractual obligations with our bus operators and key concession partners, along with self regulatory adherence of the ASA, in which we are required to ensure that advertising meets the current Advertising Codes of Practice and does not represent, portray or promote:

- A contravention of any act of parliament or regulation made under act
- A message that demeans or discourages the use of public transport or demeans public transport users
- A message that promotes unacceptable behaviour to, or on the transport vehicle
- A message that poses either a danger or confusion to the traffic or a risk to the health & safety of the general public
- A message or language that can be deemed offensive or demeaning to specific community groups (i.e., religious, ethnic)
- A message that depicts direct or immediate violence to anyone shown in the advertisement. i.e., inclusion of assault rifle gun images in advertising creatives
- No imagery of Stop, Give Way or any other traffic signage
- Such further advertising restrictions specified by bus operators and/or key concession partners from time to time

Specific restrictions to bus advertising in the below regions applies as follows:

Location	Alcohol	Religion	Political	Gambling	Tobacco & Vaping	Gun & Weaponry
Auckland	x	Subject to Approval	x	x	x	x
Christchurch	x	x	x	x	x	x
Dunedin	x	Subject to Approval	Subject to Approval	x	x	Subject to Approval
Waikato	x	x	x	x	x	x
Napier	x	Subject to Approval	Subject to Approval	x	x	Subject to Approval
Rotorua	x	Subject to Approval	Subject to Approval	x	x	Subject to Approval
Queenstown	x	Subject to Approval	x	x	x	Subject to Approval
Timaru	x	Subject to Approval	x	x	x	Subject to Approval
Invercargill	x	Subject to Approval	x	x	x	Subject to Approval
Tauranga	x	Subject to Approval	x	x	x	Subject to Approval
Whangarei	x	Subject to Approval	Subject to Approval	x	x	Subject to Approval
Gisborne	x	Subject to Approval	x	x	x	Subject to Approval