

Retype	New	Revision
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**IDAHO DEPARTMENT OF PARKS AND RECREATION
POLICY AND PROCEDURES MANUAL**

PROCEDURE TITLE: Advertising

APPROVALS:


Director

ADMINISTRATION

Policy Owner

1.0 POLICY STATEMENT:

The Idaho Park and Recreation Board hereby adopts the following policies and guidelines for acceptance of advertising with Idaho State Parks.

2.0 PURPOSE: Generate revenue to enhance the operation of Idaho State Parks through advertising.

3.0 SCOPE:

This document can be referred to by staff and park managers when asked to consider any advertisement placements within state parks.

4.0 DEFINITIONS:

4.1 "Advertisement" is defined to include any message distributed by any means that promotes or markets a company's business, service, facility or product. Advertising messages are distinguished from sponsorship displays in that advertising messages may contain qualitative or comparative language, price information or other indications of savings or value, or an inducement to purchase or use the advertiser's service, facility or product.

5.0 DISPLAYS

IDPR will display advertisements only from purveyors of goods and services saleable in commerce. IDPR will not display political, religious, or public issue advertisements, or advertisements that are slanderous, obscene, risqué, vulgar, prurient, and/or offensive to the moral standards of the community, or contrary to good taste.

IDPR will not display ads that denigrate groups or individuals on the basis of gender, race, religion, ethnicity, national origin, disability, or political affiliation, or otherwise debase the dignity or stature of any individual or group of individuals.

Idaho State Parks are family-oriented and IDPR will not display advertising that depicts graphic violence, is intended to frighten children, or advertising that depicts or promotes the purchase or use of cigarettes, drugs, alcoholic beverages, or sex-related goods or services.

Advertisements may not state or imply in any manner that IDPR or the State of Idaho endorse or favor the advertised product, commodity, or service.

Advertisements are limited to locations approved and recommended by the corporate sponsorship committees outlined in the sponsorship guidelines.

NOTE: These advertising guidelines do not apply to the display of advertisements at facilities operated by concessionaires. Advertising displays by concessionaires are addressed in individual concession agreements.