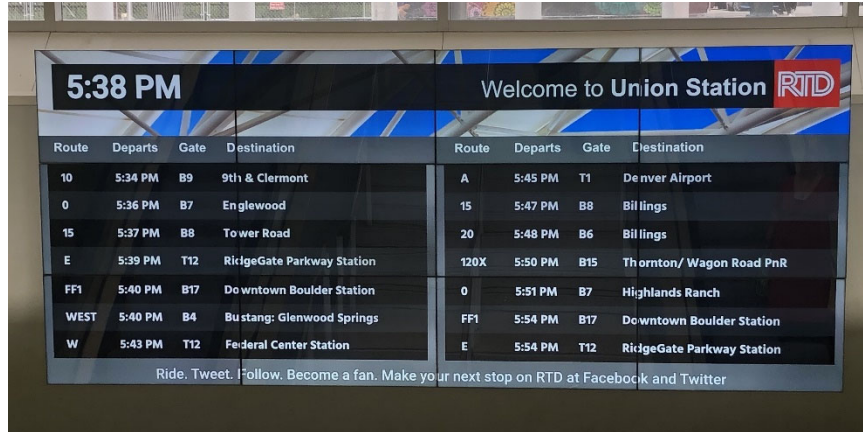


## Prioritize RTD Transit Information, not Advertising, on Displays



- Passenger information displays (PIDs) serve as an essential resource for wayfinding process. Because of this, please support the following restrictions on advertising:
  - PIDs must be 100% dedicated to transit information for at least 50% of the time.
  - Advertisements (or groups of them) are shown for no longer than 10 seconds at a time.
  - The next bus or train departure must always be shown while advertisements are.
  - Advertisements must not take up more than 80% of the display area.

## We request that RTD adopts a policy that restricts advertising on PIDs.

### We need your help!

Please support our campaign by:

- Filling out our online survey - just scan the QR code!
- Sending an email to the RTD Board at [RTD.BoardOffice@rtd-denver.com](mailto:RTD.BoardOffice@rtd-denver.com)
- Writing to the RTD Board & Staff at **Regional Transportation District**  
1660 Blake Street, Denver, CO 80202
- Posting at [@RideRTD](https://twitter.com/RideRTD) on social media with the tag [#RTDInfoDisplays](https://twitter.com/RTDInfoDisplays)



Please fill out our survey!