

Advertising on St. Catharines Transit Buses, Shelters and Benches

All advertising on SCTC buses, shelters and benches must:

- Comply with applicable laws, including but not limited to the Canadian Code of Advertising Standards and the Ontario Human Rights Code;
- Not discredit the business or service of public transit, the SCTC or its employees or have an adverse affect on the image of the SCTC or public transit, as a safe and reliable form of transportation.

Our contracted advertising companies are charged with ensuring that all advertising meets these standards. The Charter of Rights and Freedoms guarantees everyone the rights and freedoms set out in it, including the freedom of expression. In a 2009 court decision, the Supreme Court of Canada ruled that "...the transit authorities cannot, without infringing s.2(b) of the Charter, arbitrarily exclude a particular kind or category of expression that is otherwise permitted by law." Therefore, SCTC has limited legal ability to deny an advertisement under the Charter. Customers wishing to complain about an advertisement on SCTC property are advised to contact Advertising Standards Canada at www.adstandards.com or by mail to:

Advertising Standards Canada,
175 Bloor Street East, South Tower, Suite 1801,
Toronto, ON
M4W 3R8

Advertising Standards Canada is the national not-for-profit advertising self-regulatory body.