

Code of Acceptance

Network Rail reserves the right to amend or replace the conditions for approval at any time and from time to time by giving written notice of such changes to the Concessionaire.

An advertisement will not be approved, or permitted to remain on display, if:

1. It does not comply with the law or it incites people to break the law;
2. It does not comply with the Advertising Standards Authority's Advertising Codes, which are written by the Committee of Advertising Practice <https://www.asa.org.uk/codes-and-rulings/advertising-codes.html>;
3. The advertisement condones or provokes anti-social behaviour, even where this behaviour is technically legal;
4. It is likely to cause widespread or serious offence or fear to members of the public on account of the nature of the product or service being advertised, the wording or design of the advertisement, or by way of inference;
5. It is of a political nature calling for the support of a particular viewpoint, policy or action or attacking a member or policies of any legislative, central or local government authority;
6. It depicts or refers to indecency, obscenity, nudity, overt sexual activity or striptease;
7. It depicts or refers to indecency or obscenity, depicts bodily functions or uses obscene or distasteful language; For the avoidance of doubt medical advertisements for items relating to contraception, sexual health or erectile dysfunction are not considered sexual, unless overt sexual activity is depicted.
8. It advertises lap-dancing, gentlemen's clubs, escort agencies, or massage parlours;
9. It depicts murder, scenes of terror or acts of violence;
10. It promotes smoking, vaping, the use of e-cigarettes or nicotine replacement products such as nicotine pouches;
11. It uses handwriting or illustrations that may suggest the poster has been damaged, defaced, fly posted or subjected to graffiti;
12. It promotes films that have not been granted permission for public exhibition or which do not show the required certificate (except when the name of the cinema is not shown): films carrying an 18 certificate must also carry the Advertising Viewing Committee ('AVC') Logo;
13. It promotes electronic games that have not been allocated a PEGI rating;
14. It interferes in any way with the safe or efficient operation of any part of the rail network or station(s);
15. It may adversely affect the reputation of Network Rail or bring it into disrepute;

Updated June 2025

16. It may lead to unacceptable comment on or commercial damage to either Network Rail or one of its customers