

Wilson County Board of Education

Policy Description: Commercial Advertising on School Buses	Policy Number: 1.8061	Amended Date: 06/04/07
	Rescinds:	Reviewed: 06/10
		Issued: 10/07/97

1 Commercial advertising space shall be allotted on the exterior of Wilson County School Buses and leased
2 subject to the following restrictions and limitations:

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- 4 1. Advertising space shall be limited to the rear quarter panel of each school bus.
- 5 2. Advertising space shall not exceed sixteen inches (16") in height and sixty inches (60") in length on
6 each side of the bus.
- 7 3. All advertising shall be displayed in black lettering on a white background.
- 8 4. The allotted space may be leased as a single unit or may be subdivided into two units to allow for more
9 business participation.
- 10 5. There is an express prohibition on advertisement of tobacco products, alcohol, obscene materials, and
11 political or campaign advertising.
- 12 6. All space shall be allotted on a first-come, first-served basis. Lessees shall be allowed to choose the
13 number of buses on which their advertising is to appear and may be allowed to choose to place their
14 advertising on buses which run only on certain routes.
- 15 7. Costs for advertising space shall be determined on the number of advertisements placed and the space
16 requested.

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18 The chairman of the Board shall appoint a committee which shall be chaired by the school system director of
19 finance to set prices for the leased space and to accept and approve advertising requests. The prices to be set
20 by the committee shall differentiate between buses which are in daily, regular route usage and buses which are
21 used only for substitute and/or activity purposes. This committee shall also be vested with the authority to reject
22 requests for advertising. All requests which are denied shall be appealable to the Board which shall make the
23 final decision for the school system.

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