

**COMMISSION FOR ARKANSAS PUBLIC SCHOOL ACADEMIC FACILITIES AND  
TRANSPORTATION RULES GOVERNING ADVERTISING ON SCHOOL BUSES**  
December 2015

**1.00 REGULATORY AUTHORITY**

**1.01** These rules shall be known as the Commission for Arkansas Public School Academic Facilities and Transportation Rules Governing Advertising on School Buses.

**1.02** The Rules are enacted pursuant to the Commission's authority under Ark. Code Ann. §§ 6-19-101 and 25-15-201 *et seq.*, and Act 941 of 2015.

**2.00 PURPOSE**

The purpose of these Rules is to set forth requirements for those school districts that choose to allow advertising on its school buses.

**3.00 ADVERTISING REVENUE AND POLICY**

**3.01** A school district board of directors may elect to allow advertising on school buses.

**3.02** Any revenue generated from advertisements on school buses shall be used for school transportation purposes only, as determined by the school district board of directors.

**3.03** If a school district board of directors elects to allow advertising on school buses, it shall enact policy governing such advertising.

**4.00 LOCATION**

**4.01** Advertisements shall be limited to the exterior of the bus on the rear quarter-panels, beginning at least three inches behind the rear wheel and not closer than four inches from the lower edge of the window line.

**4.02** The maximum covered area allowed for advertising on each rear quarter-panel shall be contained within a block 30 inches in height and 60 inches in length.

**4.03** Advertisements shall be at least three inches from any required letter, lamp, wheel well, reflector, or emergency exit location.

**4.04** Any reflective tape between the floorline and beltline of the bus that is covered by an advertisement should be replaced above or below the advertisement.

**5.00 MATERIAL AND ATTACHMENT**

**5.01** Advertisements must be of a durable printed material.

**5.02** The advertisement shall not extend from the body intentionally or due to damage so as to allow a handhold or present a danger to pedestrians. No brackets or hardware shall be applied to the bus to hold advertisements.