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

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.