Hickman County Board of Education

Monitoring:	Descriptor Term:	Descriptor Code:	Issued Date:
Review: Annually, in October	**Commercial Advertising on School Buses**	**3.405**	
		Rescinds:	Issued:

Commercial advertising may be displayed on the exterior or interior of a school bus and is subject to the following:[1]

1. The size and location of the advertisement shall be in accordance with state law;[1]
2. The Director of Schools/designee shall be responsible for the sale and approval of the advertisement;
3. There shall be no advertising on school buses of tobacco products, alcohol products, political campaigns,[2] or individual food items that cannot be sold to students through vending machines;[3]
4. The Board shall decide annually as to the cost of commercial advertising per school bus;
5. If it is determined that the advertisement shall not be painted on the school bus, it will be attached directly to the bus and will be a premium outdoor-grade vinyl decal with a protective laminate overlay; and
6. All contracts for commercial advertising shall comply with state law and board policy, and any issues relating to these contracts shall be directed to the Director of Schools.

Legal References

1. TCA 49-6-2109(d); TRR/MS 0520-01-05-.01(7)
2. TCA 2-19-144
3. TCA 49-6-2307

Cross References

Student Transportation Management 3.400