

Advertising Inside School Buses

The placement of advertising signs inside school buses has been identified as a source of revenue for school districts and non-public schools. The following guidelines are considered best practice for Michigan school districts when considering locating signs inside school buses.

1. Signs will be allowed on the ceiling interior of the school bus above the side window area.
2. Signs painted or stenciled onto the allowed area are preferred, however, stick on signs are acceptable.
3. Magnetic signs are prohibited.
4. Signs must not be made of any material or attached in such a way as to present a possible hazard to the bus riders.
5. Signs must not cover, or interfere in any way, with any of the markings, lights, speakers, or other equipment in the bus interior that are placed there by the school bus manufacturer.
6. School personnel should study the issue of material flammability to assure for occupant safety.
7. It is recommended that signage messages promote academic excellence, safety, public service, and/or good character.
8. It is further recommended that local districts form a committee including parents as well as appropriate school personnel to approve and monitor advertising messages prior to their placement in school buses.

The Michigan Department of Education encourages all districts to adopt a policy regulating the issue of signs in school buses. Exterior advertising on school buses is prohibited by Section 33 of the Pupil Transportation Act 187 of 1990.

These guidelines have been recommended by the Pupil Transportation Advisory Committee.