

Title 6. Education

Chapter III. Division of Public School Academic Facilities and Transportation, Department of Education

Subchapter A. Generally

Part 336. Advertising on School Buses

Codification Notes. This part as promulgated prior to codification into the Code of Arkansas Rules provided as follows: "Regulatory Authority[.] These rules shall be known as the Commission for Arkansas Public School Academic Facilities and Transportation Rules Governing Advertising on School Buses. 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."

Subpart 1. Generally

6 CAR § 336-101. Purpose.

The purpose of this part is to set forth requirements for those school districts that choose to allow advertising on their school buses.

Authority. Arkansas Code § 6-19-129.

6 CAR § 336-102. Advertising revenue and policy.

(a) A school district board of directors may elect to allow advertising on school buses.

(b) 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.

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

Authority. Arkansas Code § 6-19-129.

6 CAR § 336-103. Location.

(a) Advertisements shall be limited to the exterior of the bus on the rear quarter-panels, beginning at least three inches (3") behind the rear wheel and not closer than four inches (4") from the lower edge of the window line.

(b) The maximum covered area allowed for advertising on each rear quarter-panel shall be contained within a block thirty inches (30") in height and sixty inches (60") in length.

(c) Advertisements shall be at least three inches (3") from any required letter, lamp, wheel well, reflector, or emergency exit location.

(d) Any reflective tape between the floor line and beltline of the bus that is covered by an advertisement should be replaced above or below the advertisement.

Authority. Arkansas Code § 6-19-129.

6 CAR § 336-104. Material and attachment.

(a) Advertisements must be of a durable printed material.

(b)(1) The advertisement shall not extend from the body intentionally or due to damage so as to:

(A) Allow a handhold; or

(B) Present a danger to pedestrians.

(2) No brackets or hardware shall be applied to the bus to hold advertisements.

Authority. Arkansas Code § 6-19-129.