



Interior School Bus Program



PROGRAM DETAILS AND OPTIONS

Exclusive to 17 advertisers. Signs are 12x24"

- 1-Year Program—\$24 per bus per year on 50 buses=\$1,200
- Installation fee for each new message is \$500.
- Production fee: \$500 for 50 (12 x 24") non-flammable bus signs.
- All messages are subject to Bus Advertising Committee approval.

For more information, please contact Nicole McGalla at 610-351-5630 or mcgallan@parklandsd.org.



Interior school bus advertising is a unique way to promote your business or services in front of an attentive audience, ages 8-18. We welcome a business that has a positive message to share with Parkland students. Examples of acceptable advertising include those geared toward: Health, Safety, Nutrition, Higher Education, Recreational opportunities, Recruitment

To ensure these guidelines are followed, all advertising will be reviewed and require approval by the Bus Advertising Committee at Parkland School District.

Number of buses: 46

Average Daily Ridership for all high school buses: 3,910.

Average Length of Ridership: 33 minutes in the morning and 27 minutes in the afternoon

Bonus: The numbers above do not include ridership for extra-curricular activities, field trips and late activity buses, so the addition of these bus runs would be bonus numbers in terms of reach. Please also note that elementary riders ride the high school buses daily during a separate bus run time.