

1 **ADVERTISEMENTS ON SCHOOL BUSES**

2 2010 GENERAL SESSION

3 STATE OF UTAH

4 **Chief Sponsor: Jim Bird**

5 Senate Sponsor: _____

7 **LONG TITLE**

8 **General Description:**

9 This bill authorizes the sale of advertising space on a school bus.

10 **Highlighted Provisions:**

11 This bill:

- 12 ▶ allows a local school board or charter school governing board to sell advertising
13 space on the exterior of a school bus;
- 14 ▶ requires a local school board or charter school governing board to adopt guidelines
15 for the type of advertising permitted on a school bus;
- 16 ▶ prohibits certain types of advertising on a school bus; and
- 17 ▶ requires the Department of Transportation to make rules governing the placement
18 and size of an advertisement on a school bus.

19 **Monies Appropriated in this Bill:**

20 None

21 **Other Special Clauses:**

22 None

23 **Utah Code Sections Affected:**

24 ENACTS:

25 **41-6a-1309**, Utah Code Annotated 1953

27 *Be it enacted by the Legislature of the state of Utah:*



28 Section 1. Section **41-6a-1309** is enacted to read:

29 **41-6a-1309. Advertising on a school bus.**

30 (1) A local school board or charter school governing board may sell advertising space
31 on the exterior of a school bus in accordance with this section.

32 (2) (a) A local school board or charter school governing board shall adopt guidelines
33 for the type of advertising that will be permitted.

34 (b) Advertising on a school bus:

35 (i) shall be age appropriate; and

36 (ii) may not contain:

37 (A) promotion of any substance that is illegal for minors, such as alcohol, tobacco,
38 drugs, or gambling; or

39 (B) sexual material.

40 (3) The Department of Transportation shall make and enforce rules pursuant to Section
41 41-6a-1304 governing the placement and size of an advertisement on a school bus.

42 (4) (a) A school bus advertisement shall be painted or affixed by decal on a school bus
43 in a manner that complies with rules adopted under Subsection (3).

44 (b) A commercial advertiser that contracts with a school district for the use of space for
45 an advertisement shall pay:

46 (i) the cost of placing the advertisement on a school bus; and

47 (ii) for the removal of the advertisement after the term of the contract has expired.

48 (5) A school district or charter school shall deposit revenue from the sale of advertising
49 space on a school bus into the school district's or charter school's general fund.

Legislative Review Note
as of 2-11-10 12:14 PM

Office of Legislative Research and General Counsel

H.B. 393 - Advertisements on School Buses

Fiscal Note

2010 General Session

State of Utah

State Impact

Enactment of this bill will not require additional appropriations.

Individual, Business and/or Local Impact

Enactment of this bill may generate some revenues for local school districts if they opt to utilize bus advertisements.
