

STROUDSBURG AND SCHOOL ADVERTISING POSSIBILITIES



The school districts in Pennsylvania are starting to hop on board the advertising train, as well as the students. Officials for the Parkland School District have recently approved advertisements that would be displayed inside dozens of their school buses, which is expected to help the school district generate revenue of about \$150,000 within the span of one year. This sounds promising for the school district, especially as they could use the extra revenue after having to deal with many budget cuts being made. In February, the advertisements were approved by Parkland and since then, a ton of other school districts have been calling in and asking about information on advertising policies. Other school districts are becoming interested in the possibility of generating revenue within their schools because it benefits everyone involved, especially the students. The Stroudsburg Area School District is now interested in possibly advertising along the school and on the inside of the school buses. A board member for the Stroudsburg School board, Robert Yarnall, said that with all of the budget cuts being made, a lot of cuts are taking place within programs that students need and because of that, he feels it is necessary to find different ways to generate revenue, basically as a way to make up for the losses that the school district has to suffer from when budget cuts are made. Stroudsburg has already allowed different advertisers to buy signs along its stadium, which is often used for football games. Yarnall learned about school bus advertising and believes that the district should have set policy in place for advertising, specifically before it could be placed on and inside of the buses. While the Pennsylvania Department of Transportation does not want advertisements to be placed on the exterior of the school buses, they are willing to allow advertisements to be placed on the interior, so students will still see them. The advertisements will only be allowed to be placed in certain areas, as they cannot block out windows or any of the exits on the bus. The Parkland School District is currently working alongside of The Factory, an Advertising and Design Company, which is headquartered in Schnecksville. The company has agreed to work on selling advertising for the school district so that they can begin generating revenue on an annual basis. There are no costs to Parkland for starting up and the school district will receive 75 percent of the amount earned from advertisements that are sold, while the company gets the final 25 percent. The advertisements are expected to be placed directly above the windows of the school buses and approximately seventeen advertisements can be placed on each different bus. The signs will be screwed in so that they will not be able to be removed throughout the year.

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