



Campaign for a Commercial-Free Childhood

School Bus Advertising Revenue

School District	Ad Vendor	Yearly Revenue	Number of Students	Yearly Revenue Per Student	Budget	% of Budget Covered from Ads
Paradise Valley USD (AZ)	Alpha Media	\$1,500	33,000	\$0.05	\$130,349,891	0.001%
Jordan School District (UT)	Alpha Media	\$26,666	51,733	\$0.51	\$389,235,595	0.007%
Eanes ISD (TX)	Steep Creek Media	\$21,996.29	7,803	\$2.82	\$114,001,379	0.019%
Pasadena ISD (TX)	Steep Creek Media	\$14,509.21	54,525	\$0.27	\$461,362,747	0.003%
Jackson School District (NJ)	EIRC (Educational Information & Resource Center)	\$17,056	7,837	\$2.18	\$130,283,224	0.013%
Clear Creek ISD (TX)	None	\$101,245	39,000	\$2.60	\$340,775,816	0.029%

* Data taken from email surveys and http://www.app.com/article/20131113/NJNEWS15/311130176/Advertising-begin-Jackson-school-buses?gcheck=1&nlick_check=1