

CCFC School Bus Ad Revenue Survey

District	State	Ad Broker	Bus Ad Revenue	Revenue Time Period (In Years)*	Revenue Per Year*	# of Students	\$ Earned Per Student Per Year	Source
Atlantic County Special Services	NJ	EIRC	\$ 7,000.00	4.5 (Sept 2011 - Jan 2016)	\$ 1,556	411	\$ 3.78	CCFC FOIA Request
Bordentown	NJ	EIRC	\$ 7,000.00	1.5 (June 2014 - Jan 2016)	\$ 4,667	2,561	\$ 1.82	CCFC FOIA Request
Central Regional	NJ	EIRC	\$ 6,250.00	2.8 (March 2013 - Jan 2016)	\$ 2,232	1,951	\$ 1.14	CCFC FOIA Request
Clear Creek Independent School District	TX	N/A	\$ 110,000	1 (Annual, 2010)	\$ 110,000	38,306	\$ 2.87	http://articles.orlandosentinel.com/2012-02-01/features/os-school-bus-advertising-florida-20120201_1_bus-ads-ad-space-greg-akin
Clearview Regional	NJ	EIRC	\$ 1,950	.8 (March 2015 - Jan 2016)	\$ 2,438	2,456	\$ 0.99	CCFC FOIA Request
Colorado Springs - District 11	CO	Brilliant Outdoor Media	\$ 15,000	1 (2012)	\$ 15,000	29,509	\$ 0.51	http://gazette.com/school-bus-ads-bring-needed-revenue-to-colorado-springs-area-districts/article/1505252
Glassboro	NJ	EIRC	\$ 3,120	.9 (Feb 2015 - Jan 2016)	\$ 3,467	2,126	\$ 1.63	CCFC FOIA Request
Hunterdon	NJ	EIRC	\$ 8,977	2 (Jan 2014 - Jan 2016)	\$ 4,489	2,935	\$ 1.53	CCFC FOIA Request
Jackson	NJ	EIRC	\$ 37,000	2.6 (May 2013 - Jan 2016)	\$ 14,231	8,746	\$ 1.63	CCFC FOIA Request
Jordan School District	UT	Alpha Media	\$ 40,000	1 (April 2012-April 2013)	\$ 40,000	51,733	\$ 0.77	http://www.deseretnews.com/article/865586869/Davis-seeks-to-boost-revenue-by-putting-ads-on-school-buses.html?pg=all
Maple Shade	NJ	EIRC	\$ 10,977	2 (Jan 2014 - Jan 2016)	\$ 5,489	2,226	\$ 2.47	CCFC FOIA Request
Marlboro	NJ	EIRC	\$ 4,730	3.3 (Oct 2012 - Jan 2016)	\$ 1,433	5,092	\$ 0.28	CCFC FOIA Request
Morris Hills	NJ	EIRC	\$ 2,730	.7 (May 2015 - Jan 2016)	\$ 3,900	2,762	\$ 1.41	CCFC FOIA Request

Mt Laurel	NJ	EIRC	\$ 18,496	1 (Jan 2015 - Jan 2016)	\$ 18,496	4,215	\$ 4.39	CCFC FOIA Request
Ringwood	NJ	EIRC	\$ 520	.8 (March 2015 - Jan 2016)	\$ 650	1,220	\$ 0.53	CCFC FOIA Request
Spotswood	NJ	EIRC	\$ 2,174	.8 (March 2015 - Jan 2016)	\$ 2,718	1,766	\$ 1.54	CCFC FOIA Request
Sumner County School District	TN	1st Class Marketing	\$ 28,297	1 (School year 2010-2011)	\$ 28,297	27,369	\$ 1.03	http://commercialfreechildhood.blogspot.com/2011/07/economics-of-school-bus-advertising.html
Thompson School District	CO	N/A	\$ 3,000	1 (Annual, 2010)	\$ 3,000	15,350	\$ 0.20	http://www.stnbeta.com/news/industry-releases/item/3124-colorado-school-district-evolves-school-bus-advertising-program-to-offset-operation-costs
West Milford	NJ	EIRC	\$ 1,200	3 (Jan 2013 - Jan 2016)	\$ 400	3,782	\$ 0.11	CCFC FOIA Request
Winslow	NJ	EIRC	\$ 4,875	1.5 (Aug 2014 - Jan 2016)	\$ 3,250	4,867	\$ 0.67	CCFC FOIA Request

* Using a 10 month calendar

Average Earned Per District Per Year \$ 9,436.62
Average Earned Per Student Per Year \$ 0.90