

## Frequently Asked Questions

---

**Q: What is the Montgomery ISD-Steep Creek School Bus Advertising Program?**

**A:** It is a opportunity for local businesses to put business advertisements on the side of school buses in the Montgomery Independent School District. These full color ads are available in two sizes: 30” X 90” and 18” X 108”.

---

**Q: Why is Montgomery ISD using this program to generate funds?**

**A.** Montgomery ISD, like nearly all school districts in Texas, is facing a potential budget deficit that could result in a reduction of staff, as well as a reduction in services and programs for children. It contracted with Steep Creek Media to sell advertising in a variety of venues. Steep Creek projects that the venture could mean thousands of dollars annually for Montgomery ISD. Funding is a major issue facing school districts throughout Texas. Montgomery ISD seeks to generate its own revenue to partially solve potential budget problems through this innovative program.

---

**Q: What does it do?**

**A:** The School Bus Advertising Program helps businesses build brand awareness, while providing much needed funding for local schools. The ads are seen every day by thousands of people as the buses travel around the 231 square mile school district. All ads must be approved by the Montgomery ISD. Ads must be appropriate for a school setting, as well as child and community sensitive.

---

**Q: What is the sign made of and does it harm the bus?**

**A:** The signs are made of a porous material that is durable and vinyl coated with a special laminate. The signs adhere to the bus like a bumper sticker and are weather and fade resistant. A special process is used to remove the signs and will not harm the outside of the bus. State law is specific about the location and size of the signs.

---

**Q: How much revenue will Montgomery ISD receive?**

**A:** The revenue will be dependent on the number of advertisers and other factors, but the potential from the school bus program alone is estimated, at its peak, to generate thousands of dollars annually. Steep Creek provides a complete turnkey service: selling the signs, installation, billing, etc.

---

**Q: How much does it cost?**

**A:** Prices depend on the size of ad, number of buses to be used, and the length of commitment.

---

**Q: How much area does the program cover?**

**A:** The bus advertising program covers the entire geographic area of Montgomery ISD. There are dozens of buses in the fleet which generate thousands of daily impressions per bus.

---

---

**Q: Who would be the typical client?**

**A:** Any local or national company that wants to promote its business and strengthen its image while helping to fund local public schools will be considered. Ads must be appropriate for a school setting, as well as child and community sensitive.

---

---

**Q: Are there any restrictions on the types of ads that can run?**

**A:** Yes. All ads must be in the form of an age-appropriate positive message. Montgomery ISD has an advertising committee that approves all advertisements and messages.

---

---

**Q: Who do I call for more information?**

**A:** For more information please call Cynthia Calvert, president of Steep Creek Media, at 281-962-4390.

---

---

**Q: Who is Steep Creek Media?**

**A:** Steep Creek Media is a highly specialized advertising agency located in Houston. It is the pre-eminent company in Texas and specializes in managing advertising for school districts and nonprofit agencies.

---

---

**Q: Why would a business want to advertise on a school bus?**

**A:** When a company joins the School Bus Program, not only does it advertise the business, it also gives back to the community and school system.

---

---

**Q: Are school bus ads the only advertising project of the District?**

**A:** Steep Creek Media secures advertising for Montgomery ISD in many venues, including website advertising, sponsorship of athletic facilities, as well as banners, signage and commercials for stadiums, gyms, other athletic facilities and equipment.