

# Ads will remain on school buses for another year

Despite a year of disappointing sales, both York Region school boards have decided to keep allowing ads on school buses.

But the public and separate boards have hired a new advertising agency, The Gaylord Group Ltd., and their expectations for 1998 are much lower.

Expected revenue from ads inside and outside the buses is \$400,000, said a spokesperson for the Toronto-based agency.

When they launched the experiment last year, the boards estimated the ad pro-

gram, once "fully operational" could raise \$1.3 million a year.

In a press release, David Martin, manager of the joint board Student Transportation Services, called the first-year results "promising" even though only about \$60,000 was raised.

Another York Region Roman Catholic Separate School Board project, one selling sponsorships for photocopy paper, is still confined to a few test schools, trustees heard recently.

- Mike Adler



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