

## **Nationwide Vehicle Wraps Manufacturer, JMR Graphics, Comments on Whether a Massachusetts School District Should Implement a Transportation Fee or School Bus Advertising**

*JMR Graphics, Nationwide Vehicle Wraps Manufacturer, responds to an article asking Westborough locals whether they feel school bus advertising would be a better route to increasing funds than implementing a transportation fee.*

Central Islip, NY ([PRWEB](#)) January 03, 2013 -- On January 3, 2013, Nationwide [Vehicle Wraps](#) Manufacturer, JMR Graphics, comments on Westborough, MA's School District's proposition to implement a school transportation fee in the fall of 2013 and how it prompted a Westborough local to suggest utilizing the community's fleet of school buses as advertising space.

According to an article on [westborough.patch.com](#), Westborough school officials are seeking a budget proposal that will not burden the town's taxpayers and that will keep "the schools strong" since state and federal funding have decreased while unfunded mandates are on the rise.

The transportation fee option discussed by the school committee is projected to cost "\$200 per student, with a \$500 family cap," reports the article. According to the article, some parents have asked the board to consider other options, "citing safety issues" with a transportation fee. In addition, one community member suggested that "Westborough public schools allow advertising on school buses to defray the cost of a transportation fee."

"It's very telling that a community member suggested using the school buses as moving billboards in order to increase Westborough School District's revenue," states TJ Pannell, a JMR Graphics representative. "In this economy not everyone can afford an extra \$200 to \$500 a year. Parents and guardians don't want to see a huge tax-increase, and the school district stands to make a profit if they move forward with this option." TJ goes on, "It's a cost-effective way to offset the increasing unfunded mandates mentioned. If a company is targeting children, families, single parents, or education professionals, they will leap at the chance to purchase ad space on a school bus."

[JMR Graphics](#) is an award winning Nationwide 3M Certified Manufacturer of Graphics for over a quarter of a century. They specialize in branding companies through Fleet Graphics, Vehicle Wraps, Architectural Wall Graphics, Promotional Window Clings, Floor Graphics, Event Signage and much more. They offer a variety of 3M Graphics Films, which are specially designed for most surfaces that require a changeable, short and long-term application. Their exceptional "Turn Key Service" is backed with a 3M MCS Warranty to give you peace of mind, when you need optimum performance for the intended life of your graphics. With their state of the art, cutting edge facility they inspire our clients by providing creative design, custom printed graphics and handle a network of nationwide installers. JMR Graphics provides expert capabilities and capacities needed to meet any graphic challenge.

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