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The Next Niche: School Bus Ads Mass. Firm's Radio Program Promises Sales With Safer Ride

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Soon, school children may be singing new lyrics to the classic "Wheels on the Bus."
"The ads on the bus go on and on, on and on . . ."

BusRadio, a start-up company in Massachusetts, wants to pipe into school buses around the country a private radio network that plays music, public-service announcements, contests and, of course, ads, aimed at kids as they travel to and from school.

As BusRadio's Web site (<http://www.busradio.net/>) explains: "Every morning and every afternoon on their way to and from school, kids across the country will be listening to the dynamic programming of BusRadio providing advertiser's [sic] with a unique and effective way to reach the highly sought after teen and tween market."

BusRadio, the Web site adds, "will take targeted student marketing to the next level." Marketers can advertise and sponsor contests or provide a celebrity deejay (perhaps to promote that next CD or movie). They can also use BusRadio's Web site to conduct surveys and test songs, CD covers, packaging and ads.

According to its Web site, BusRadio plans to operate in Massachusetts this fall, broadcasting to more than 102,000 students. By September 2007 it plans to take its programs national, reaching a million students. On the Web site, BusRadio listed Hagerstown, Md., as one of the areas it plans to serve. However, Chris Carter, director of public school transportation for Washington County (which includes Hagerstown), said he had never heard of BusRadio.

The company is the brainchild of Michael Yanoff and Steven Shulman, the same two executives who created Cover Concepts, a company that has provided schools with millions of free book covers -- full of bold, colorful ads for Kellogg's, [McDonald's](#), Calvin Klein, Nike and other major national advertisers. Now owned by comic-book king [Marvel Enterprises](#), Cover Concepts says it reaches 30 million school-age children in 43,000 U.S. public schools, which receive no funding for distributing the products...