

License Plate Frames Are Still Legal in Kansas Under New Senate Bill 403 Guidelines

Automotive Advertising Associates unveils a new dealer license plate frame built to meet Kansas's updated visibility rules.

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EINPresswire.com/ -- The Kansas license plate frame law is officially in effect, and dealerships across the state now have a clear standard to follow for their branded frame programs. Senate Bill 403 went into effect on July 1, 2026, confirming that [license plate frames](#) are legal in Kansas as long as they meet a few specific visibility stipulations. Automotive Advertising Associates has already rolled out a frame design built around those requirements for Kansas dealerships.

Are License Plate Frames Legal in Kansas?

Yes. Under Senate Bill 403, license plate frames are legal in Kansas provided they do not block the name of the state, the vehicle's registration numbers, or the vehicle's expiration date decal. The law also stipulates the allowable size of the frame itself, so dealerships have a clear, specific standard rather than a vague guideline to interpret.



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What a Compliant Frame Looks Like



Compliant License Plate Frame

For dealerships that have relied on license plate frames as a branding tool for years, this gives a

straightforward checklist to work from rather than any real change in strategy. As long as those three elements stay visible, a dealership's frame can still carry its logo, website address, and contact information exactly as it always has.

Why This Matters for Dealership Marketing

A license plate frame is one of the few marketing tools that keeps working long after a customer drives off the lot. It travels with the vehicle to the grocery store, the office parking lot, and every stoplight in between, quietly putting a dealership's name and website in front of new eyes every single day. For dealerships trying to stretch their marketing budgets further, a frame program is one of the lowest-cost ways to generate that kind of ongoing exposure.

That is exactly why Automotive Advertising Associates built its new Kansas-compliant frame the way it did. The company has spent years working with [automotive dealerships on license plate frame programs](#) across a range of industries, and rather than asking dealers to choose between strong branding and being in compliance with the new visibility rule, they designed a frame that does both from the start.

A Dealer License Plate Frame Built Around the New Rule

Automotive Advertising Associates has created a license plate frame designed specifically for use in Kansas and built to comply with the rules stipulated by Senate Bill 403. The frame can be imprinted with a dealership's logo, website address, and contact information, giving dealers a compliant option without having to redesign their branding from scratch or second-guess whether an older frame design still meets the standard.

A well-designed, imprinted license plate frame gives a dealership exposure and free advertising for years after a vehicle leaves the lot. Every time the vehicle is parked, driven, or simply glanced at by a passerby, the frame reconnects the owner with the dealership and puts the store's website in front of anyone who sees it, from neighbors to fellow drivers waiting at a light.

What a Compliant Frame Looks Like

The new design keeps a dealership's branding front and center while leaving the state name, registration numbers, and expiration decal fully visible, exactly as Senate Bill 403 requires. Dealerships that have used frames in the past will notice the layout is familiar; the difference is that it has been built from the ground up with the new Kansas rule in mind, so there is no guesswork involved in confirming compliance.

Why Kansas Dealerships Should Take a Look Now

With the new law already in effect, Kansas dealerships have an opportunity to update their current frame program or launch one for the first time, knowing the design already accounts for the state's visibility requirements. This is especially useful for dealerships that want their branding to keep working long after the sale is complete, without needing to revisit the design later.

Automotive Advertising Associates' art department is able to prepare a sample license plate and frame proof for any Kansas dealership that wants to see how its own logo and information would look on the new compliant design before placing an order. There is no obligation to move forward after requesting a proof, making it an easy first step for dealerships that are simply curious about the option.

Getting Started

Kansas dealerships interested in a proof, sample, or more information about the new [compliant license plate frames](#) are welcome to call 1-855-453-6500 or email fstangle@automotiveadvertisingassociates.com to start the conversation. Sample frames and potential designs can also be viewed on the company's website for dealerships that want to browse options first.

About Automotive Advertising Associates

Automotive Advertising Associates, headquartered in Cooper City, Florida, works with automotive dealerships across the country to design and produce branded license plate frames that turn a required piece of vehicle hardware into ongoing, low-cost advertising. With license plate frames still legal in Kansas under Senate Bill 403, the company is inviting dealerships to review their current frame program and see how a compliant, imprinted design can keep promoting their business for years to come.

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