Shuttle-UM Interior Advertising Guidelines

External Organizations to which the following terms and conditions apply are defined as any organization that does not have an account recognized by the University’s financial accounting system.

I. Ordering Advertising Space

Submit the online advertising application/payment form.

*Applications and payment must be received before space can be reserved.*

Obtain advertisement approval from Transportation Services prior to printing. If there are several versions of the banners, all versions must be approved. Fill out the online form for ad approval prior to print. Ads must be submitted for approval at least 2 weeks prior to posting. *Please wait for confirmation email before printing.*

Deliver 30 printed and laminated ads to

University of Maryland
Department of Transportation Services
Attn: Marketing
Regents Drive Garage
College Park, MD 20742

**Deadline:** Advertisements must be delivered by 3:00 pm 2 working days prior to the start date.

Any advertisements not received by the deadline (see above for posting dates) will not be posted the first reserved week of advertising and instead must wait until the next available week for posting. It will be considered a no-show. Two no-shows over the course of one year will result in the forfeiture of the opportunity to advertise for one year. *Refunds will not be issued for missed postings.*

- The advertiser must post their advertisements for at least two weeks a time.
- Advertising space/date will be reserved on a first-come, first-served basis.
- Due to bus rotation on routes, Transportation Services is unable to accept requests to advertise on certain routes only.

II. Advertisement Size, Composition, and Content

**Size and Composition**

- Finished products should measure either 8 ½” x 11” (portrait only) or 11” x 17” (landscape only).
- Please leave a ½” margin to on the top and bottom of your ad for the tracks which hold advertisements.
- Posters cannot exceed 11” in height and need to be laminated.

*Advertisements that do not meet these size requirements will not be posted.*
Content—Transportation Services reserves the right to reject any advertisement that promotes illegal activity, attacks an individual’s race, nationality, ethnic group, religion, sexual orientation, or gender or which is detrimental or damaging to the University and its educations, research and public service mission. Advertisements for the sale of alcohol, tobacco, and firearms will not be accepted. In addition, advertisements containing social content (i.e. abortion, politics, etc.) will not be accepted. Advertisements that contain the University’s logos, trademarks, or image without the written permission of University of Maryland Communications will not be accepted. We further reserve the right to reject any advertisement for any reason.

III. Payment

Please refer to the payment scale to view the advertising costs.

Making Payment

Advertiser will pay online during the application/reservation process. Payment must be made by credit card.

Payments must be received before advertisements are placed on the buses.

Please note: due to traffic delays, construction, and other unscheduled events, there are times when the Shuttle-UM system may be unable to provide full service on some routes for unspecified time periods. An advertisement refund will not be granted if such an event occurs.