



ADVERTISING

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2023 | TRANSPORTATION SERVICES

ADVERTISING MEDIA KIT



TRANSPORTATION
SERVICES

GO THE DISTANCE WITH TRANSPORTATION SERVICES

Advertise with the University of Maryland's Department of Transportation Services (DOTS) to reach UMD's diverse community of over 41,000 students and 14,000 employees. Major university events such as Maryland Day, Homecoming and athletics games welcome thousands of guests to campus every year.

DID YOU KNOW?

Transit & parking advertising reaches more people, per dollar, than any other medium. Shuttle-UM advertising is less expensive than radio, newspaper and magazine advertising. We've expanded our options so you have more advertising choices.

CIRCULATION

Bus advertisements will reach over 3.5 million riders per year, over 85,000 per week and 15,000 daily. Our 20+ different route schedules are printed and available at Stamp Student Union and the DOTS office in Regents Drive Garage. They can also be viewed and downloaded from the DOTS website. University parking garages are visited by thousands of guests throughout the year from major events on campus such as Maryland Day, Homecoming and sporting events.



SUBMIT A MARKETING REQUEST FORM:

GO.UMD.EDU/ADVERTISE





SHUTTLE-UM | DOWNLOADABLE & PRINTED SCHEDULES

Bus schedules for our 20+ routes show route maps, bus arrival times and stop locations. They can be found at The Stamp Student Union and the DOTS office in Regents Drive Garage. Digital versions are available on the DOTS website.



PARKING GARAGE INTERIOR

Place ads in our five campus garages to reach your target audience: students, faculty, staff, football fans, arts patrons and prospective students, to name a few.

ON-CAMPUS GROUPS ONLY



PARKING GARAGE EXTERIOR BANNERS

Exterior garage banner ads are ideal for sharing your message with a broad audience. The banners are positioned in highly visible locations on garage exteriors for maximum impact.

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INTERIOR & EXTERIOR PARKING GARAGE PACKAGE (CONT.)



EXTERIOR (CONT.)

GARAGES	MONTHS	PRICES
UNION LANE	1	\$1,575.00
	2	\$2,730.00
	3	\$3,518.00
	Semester	\$3,990.00
	Year	\$7,770.00

INTERIOR

GARAGES	MONTHS	PRICES
REGENTS (INCLUDES 8 AD LOCATIONS)	1	\$1,229
	2	\$1,754
	3	\$2,095
	Semester	\$2,279
	Year	\$4,379
	UNION LANE (INCLUDES 1 TOP LEVEL AD LOCATIONS)	1
2		\$1,323
3		\$1,743
Semester		\$1,953
Year		\$3,948
UNION LANE (INCLUDES 1 LOWER LEVEL AD LOCATIONS)		1
	2	\$1,166
	3	\$1,507
	Semester	\$1,701
	Year	\$3,507
	TERRAPIN (INCLUDES 5 AD LOCATIONS)	1
2		\$1,203
3		\$1,523
Semester		\$1,696
Year		\$3,271
MOWATT (INCLUDES 4 AD LOCATIONS)		1
	2	\$1,250
	3	\$1,570
	Semester	\$1,743
	Year	\$3,318
	STADIUM (INCLUDES 3 AD LOCATIONS)	1
2		\$987
3		\$1,260
Semester		\$1,407
Year		\$3,024



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(301) 314-7270