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MARKET
HABIT B
BURTONS GRILL
JERSEY MIKE'S
DENIZENS
@THESTATIONRP

2025 | 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:

WWW.DOTSUMD.FYI/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.



SHUTTLE-UM BUS SHELTERS

Bus shelters are strategically placed across campus at major stops and high-traffic hubs. These locations are among the most frequently used on campus, situated in areas with heavy pedestrian flow. Whether students are waiting for the bus or simply walking by, your ads are guaranteed to get noticed.



**TRANSPORTATION
SERVICES**

**WWW.DOTSUMD.FYI/ADVERTISE
(301) 314-7270
DOTSMARKETING@UMD.EDU**

INTERIOR & EXTERIOR PARKING GARAGE PACKAGE



INTERIOR



EXTERIOR

GARAGES	MONTHS	PRICES
REGENTS (INCLUDES 8 AD LOCATIONS)	1	\$1,290
	2	\$1,841
	3	\$2,199
	Semester	\$2,392
	Year	\$4,597
UNION LANE (INCLUDES 1 TOP LEVEL AD LOCATIONS)	1	\$838
	2	\$1,389
	3	\$1,830
	Semester	\$2,051
	Year	\$4,145
UNION LANE (INCLUDES 1 LOWER LEVEL AD LOCATIONS)	1	\$728
	2	\$1,224
	3	\$1,582
	Semester	\$1,786
	Year	\$3,682
TERRAPIN (INCLUDES 5 AD LOCATIONS)	1	\$871
	2	\$1,263
	3	\$1,523
	Semester	\$1,781
	Year	\$3,434
MOWATT (INCLUDES 4 AD LOCATIONS)	1	\$921
	2	\$1,312
	3	\$1,648
	Semester	\$1,830
	Year	\$3,484
STADIUM (INCLUDES 3 AD LOCATIONS)	1	\$673
	2	\$1,036
	3	\$1,323
	Semester	\$1,477
	Year	\$3,175

GARAGES	MONTHS	PRICES
STADIUM	1	\$2,068
	2	\$3,170
	3	\$4,052
	Semester	\$4,714
	Year	\$8,947
REGENTS	1	\$1,511
	2	\$2,448
	3	\$3,138
	Semester	\$3,550
	Year	\$6,858
UNION LANE	1	\$1,654
	2	\$2,867
	3	\$3,694
	Semester	\$4,190
	Year	\$8,159