



ADVERTISING

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.



SUBMIT A MARKETING REQUEST FORM:

WWW.DOTSUMD.FYI/ADVERTISE

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.



ADVERTISING OPTIONS AVAILABLE FOR EVERYONE

Shuttle-UM Bus Interior

Shuttle-UM Downloadable & Printed Schedules

Parking Garage Interior

ADDITIONAL ADVERTISING OPTIONS AVAILABLE FOR ON-CAMPUS GROUPS ONLY

Parking Garage Exterior Banners

Shuttle-UM Bus Shelters

ADVERTISING OPTIONS LISTED FOR EVERYONE ARE ALSO AVAILABLE TO ON-CAMPUS GROUPS



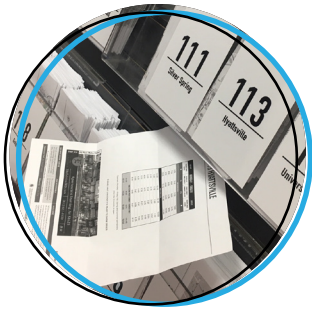
SHUTTLE-UM | BUS INTERIOR

The university's Shuttle-UM transit service sees an annual ridership of 3.5 million. Our 20+ routes serve campus and the surrounding communities such as Adelphi, Greenbelt, New Carrollton, Shady Grove and Silver Spring. Residents of College Park, Greenbelt and Hyattsville may also ride Shuttle-UM. Put your ad in motion by placing 30 ads on 30 buses.

*FOR MORE INFORMATION, VISIT US AT **[DOTSUMD.FYI/ADVERTISE](https://dotsumd.fyi/advertise)***

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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.

T U S I N G

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SERVICES

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

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SHUTTLE-UM IN BUS ADVERTISING



| WEEKS | 8.5" X 11" | 11" X 17" |
|----------|------------|-----------|
| 2 | \$216 | \$250 |
| 4 | \$304 | \$370 |
| 6 | \$370 | \$470 |
| 8 | \$415 | \$547 |
| 10 | \$492 | \$603 |
| 12 | \$569 | \$701 |
| 14 | \$647 | \$801 |
| Semester | \$706 | \$811 |
| Year | \$1,424 | \$1,711 |

Printing services available for additional cost.

SHUTTLE-UM BUS SCHEDULES - PRINT AND ONLINE



| # OF ROUTES | PRICE PER SEMESTER |
|-------------|--------------------|
| 1 | \$ 441.00 |
| 2 | \$ 772.00 |
| 3 | \$ 993.00 |
| 4 | \$ 1,102.00 |

SHUTTLE-UM BUS SHELTER ADVERTISING



| WEEKS | 22" X 34" | 22" X 22" |
|----------|-----------|-----------|
| 2 | \$610 | \$500 |
| 4 | \$910 | \$740 |
| 6 | \$1,150 | \$920 |
| 8 | \$1,330 | \$1,040 |
| 10 | \$1,600 | \$1,250 |
| 12 | \$1,870 | \$1,460 |
| 14 | \$2,140 | \$1,670 |
| Semester | \$2,314 | \$1,784 |
| Year | \$4,628 | \$3,568 |

INTERIOR & EXTERIOR PARKING GARAGE PACKAGE



INTERIOR

| 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 |



EXTERIOR

| 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 |