Shuttle-UM Interior Advertising Guidelines

University organizations to which the following terms and conditions apply are defined as any organization that has an account recognized by the University’s financial accounting system.

I. Ordering Advertising Space

Submit the online advertising application/payment form.

*Applications 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 20 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.

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.
- All ads must be laminated or printed on heavy card stock.
- Regular paper fliers will NOT be accepted.

*Advertisements that do not meet these size requirements will not be posted.*
Content

- All fliers should include name or logo of university department/group
- Fliers should also include contact information, for example: website, phone number, address or any other useful information

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.

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.