



TOWSON
UNIVERSITY™

BUS SHELTER ADVERTISING

Towson University

Media Format: Bus Shelters 47" w x 68" h

Location: Towson, MD (DMA: 24)

School Size: 22,567

Number of Panels: 14

Repeated Exposure: 24 hours a day, 7 days a week

Target Demographic: College Students, Faculty, and Staff

Format Location: High traffic areas on campus serving city and campus transit

Lowest cost per 1,000 impressions versus Radio and TV



MSSmedia ■■

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media that turns heads!