



Pittsburgh Media Kit 2026



Intersection

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DILWORTH PARK DIGITAL

Reach diverse audiences in America's Top Cities

From New York to LA and everywhere in between, people are on the go, experiencing the best of their cities. Wherever their journey takes them, our media is in high-traffic locations, connecting your brand with the right audience. Whether they're commuting, exploring their neighborhoods, or traveling farther, Intersection meets them there.

With advertising in the country's largest, busiest cities—like New York, Chicago, and Philadelphia—Intersection delivers scale and access to valuable audiences that other media can't match.

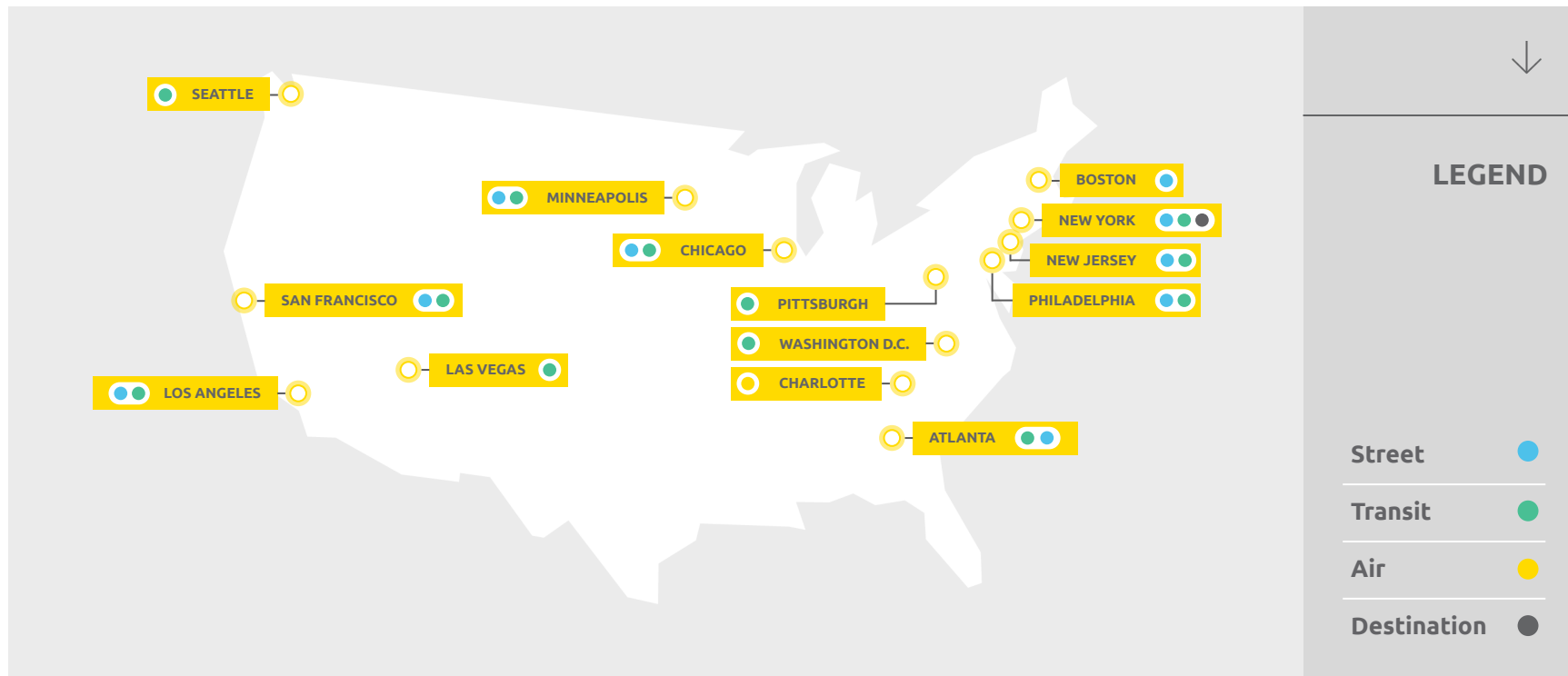
The Intersection Difference Pittsburgh

- In 2023, PRT saw over 40 million annual riders, with ongoing plans for BRT expansion, electric buses, and improved accessibility, making public transit more sustainable and reliable for Pittsburgh's residents, commuters, and visitors
- Pittsburgh Regional Transit fleet includes more than 700 buses servicing over 7,000 stops in Allegheny County

Source: PRT



Premium products, national scale.



Pittsburgh Regional Transit

Serving Allegheny County

- Downtown Pittsburgh has a free fare zone for its “T” Light Rail system, allowing passengers to ride between select stations without paying a fare
- PRT operates one of the most extensive bus rapid transit (BRT) networks in the U.S., featuring three dedicated busways that provide faster, more efficient service across the city

Source: SEPTA



Bus Media



With the largest bus network in the U.S., Intersection delivers unbeatable, eye-level coverage in the heart of the country's largest cities and DMAs.





Bus Kings

Bus Kings successfully reach pedestrians throughout urban areas and beyond. A high reach format, this media quickly builds awareness for your ad amongst key audiences.

Specs

Bus King

30" H x 144" W

Bus Queens

Targeting both pedestrians and commuters, Bus Queen displays deliver for advertisers that want extensive market penetration and coverage.



Specs

Bus Queens

30" H x 88" W

Bus Ultra Super Kings

Bus Ultra Super Kings maximize exposure for your brand by combining the feel of a roadside billboard with eye-level impact, and the ability to move throughout the neighborhoods most important to your brand.



Specs

Bus Ultra Super King Custom Install

Bus Tails

Tail displays command the attention of drivers as they sit behind the bus in dense traffic. Tails are available throughout Philadelphia and can be purchased for general market or specific garages.



Specs

Bus Tails

21" H x 58" W



Bus Fullbacks

Fullback Bus Posters project your brand in a way no one can miss. These bold displays leave a lasting impression as they maneuver through dense city traffic.

Specs

Bus Fullbacks

Custom Install



Bus Wraps

Bus Wraps create a can't-miss moment, covering the perimeter of the bus and capturing the attention of both drivers and pedestrians on the street.

Specs

Bus Wrap

Custom Install

Interior Bus Cards

Interior Bus Cards allow you to reach a captive audience of commuters every day during their multi-block rides.



Specs

Interior Car
Cards

11" H x 28" W

Pittsburgh

PRT Bus Coverage

Legend

Collier



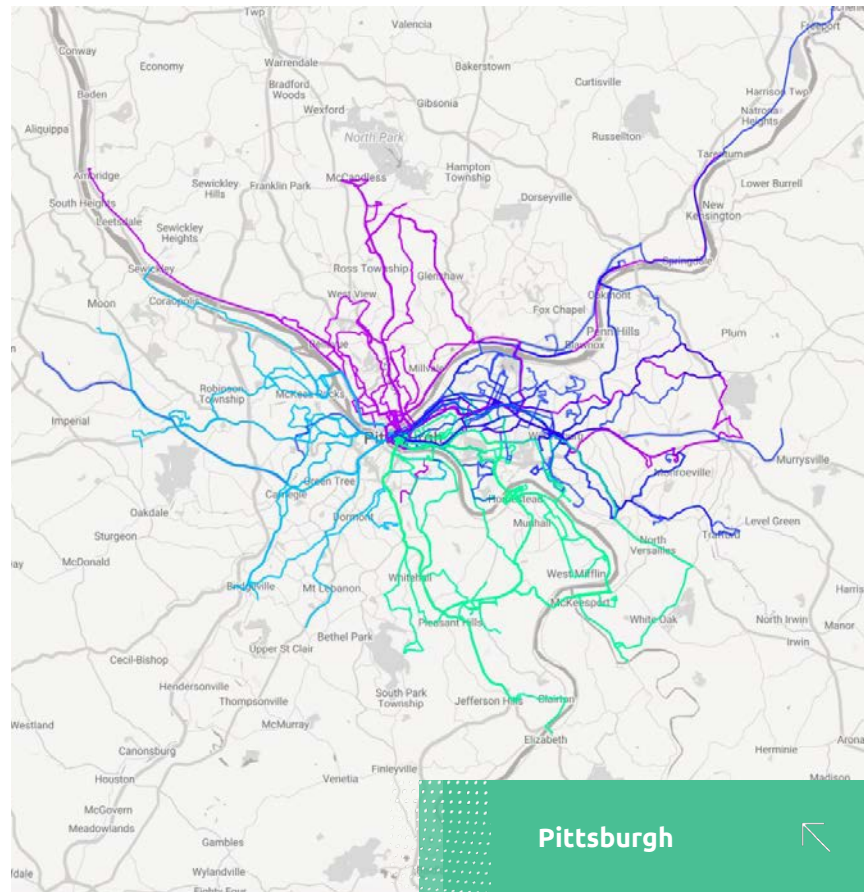
East Liberty



Ross



West Mifflin



Rail Media

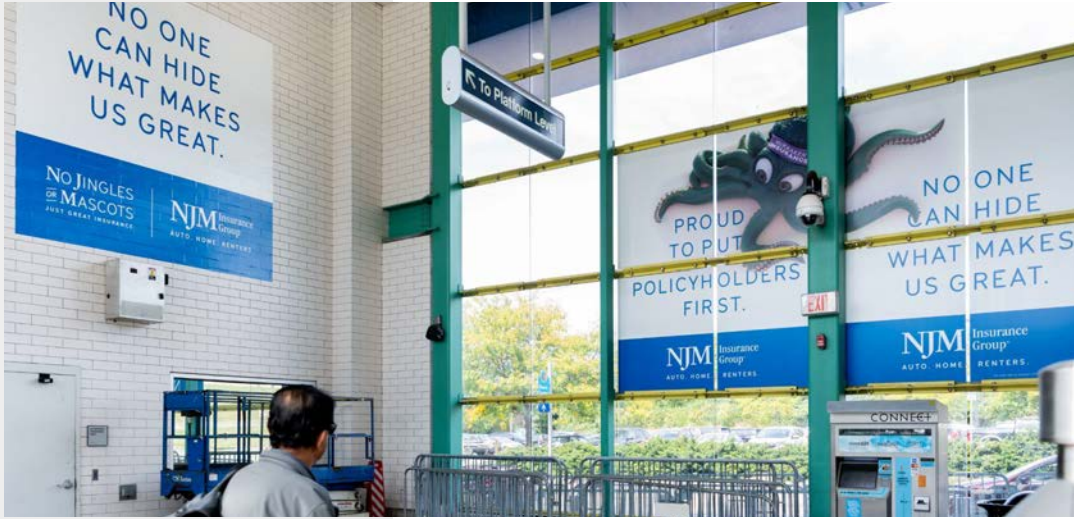


Rail media allows brands to target on-the-go customers and daily commuters with vibrant displays placed strategically throughout rail cars, major transit hubs, and on station platforms.



Station Dominations

Station Dominations enable a brand to own an entire station with a combination of static, digital, and direct-application media that can't be missed.



Specs

Station Domination

Custom Install



Interior Rail Cards

Light Rail Interiors allow you to reach a captive audience of commuters every day during their multi-block rides.

Specs

Interior Car Cards

20" H x 17" W

Interior Train Cards

Light Rail Interiors allow you to reach a captive audience of commuters every day during their multi-block rides.



Specs

Interior Car Cards

20" H x 17" W

Train Wraps

Full Wrap Train advertising covers the entire exterior of a train car and 50% of the windows. These huge ads provide the space for larger-than-life creative, turning heads as they roll through cities and rail stations.



Specs

Train Wrap

Custom Install



Rail Ultra Super King

Catch captive and attentive commuters waiting for their train with high-impact Rail Ultra Super Kings.

Specs

Rail Ultra Super King Custom Install

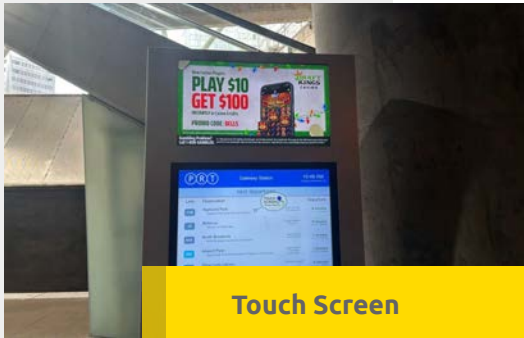
Pittsburgh Digital Network

Pittsburgh has added twelve 50" platform screens and 4 touch screens to their rail network. All screens deliver six 10 second spots.

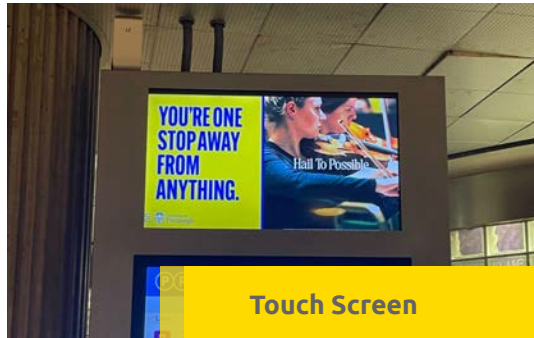
Screens are located at key downtown stations and reach both daytime commuters in Pittsburgh's business district and residents/visitors partaking in the city's eclectic dining and entertainment scene at night



Platform Screen



Touch Screen



Touch Screen

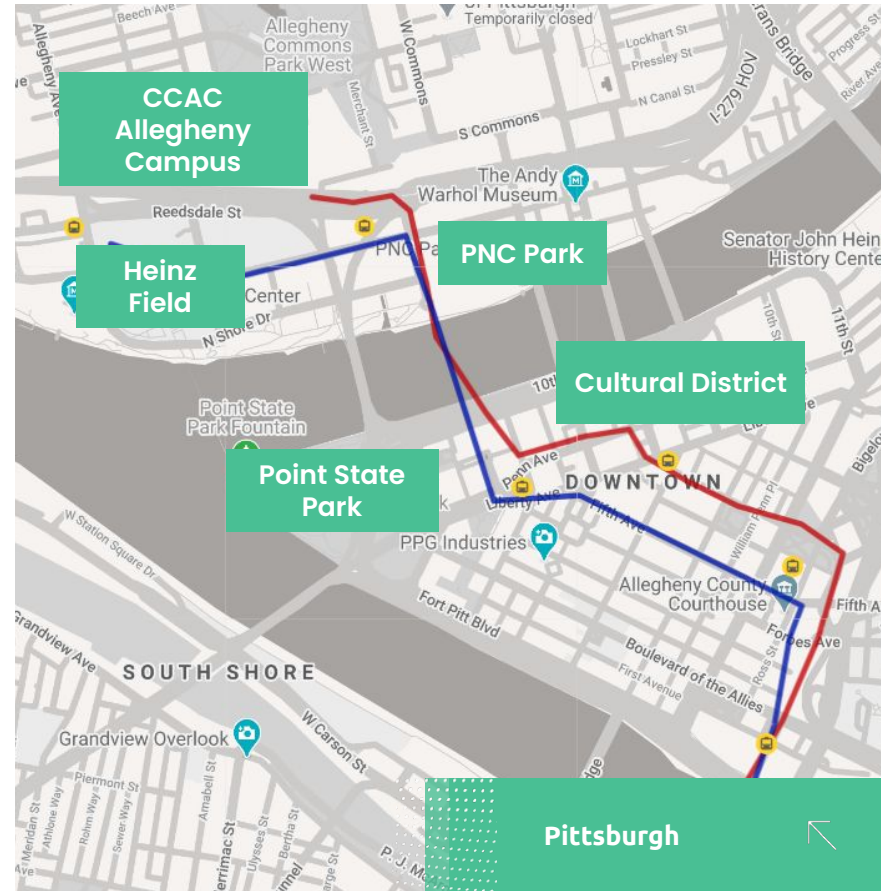
Pittsburgh Rail Coverage

Legend

PRT Light Rail Lines



Stations



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