New York Media Kit 2026

Intersection

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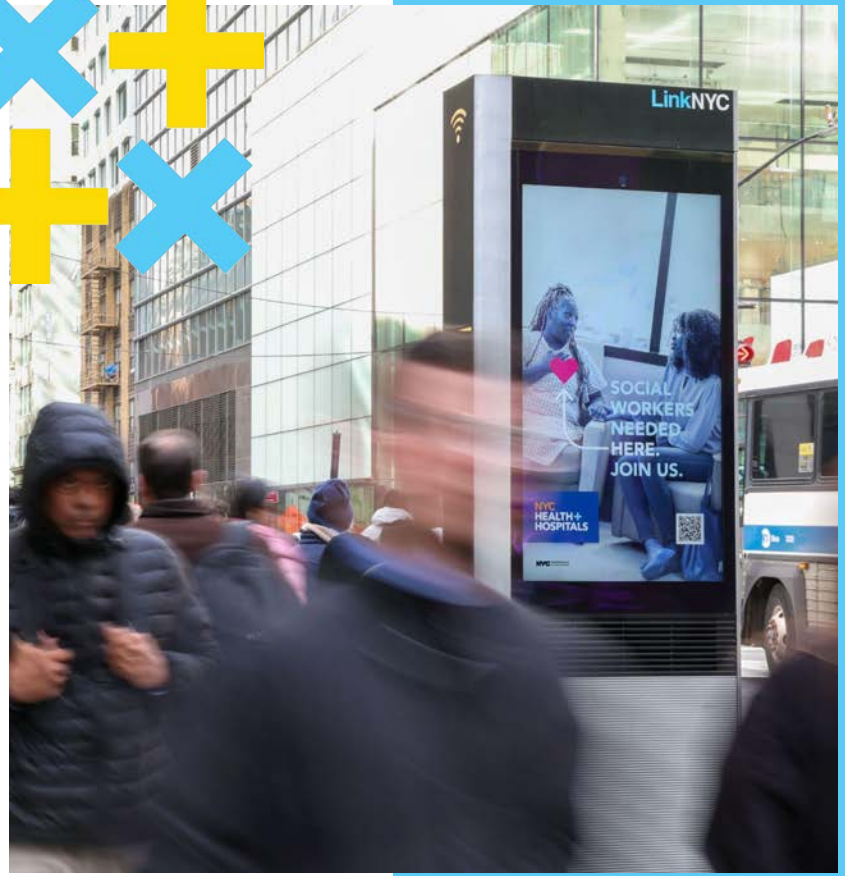


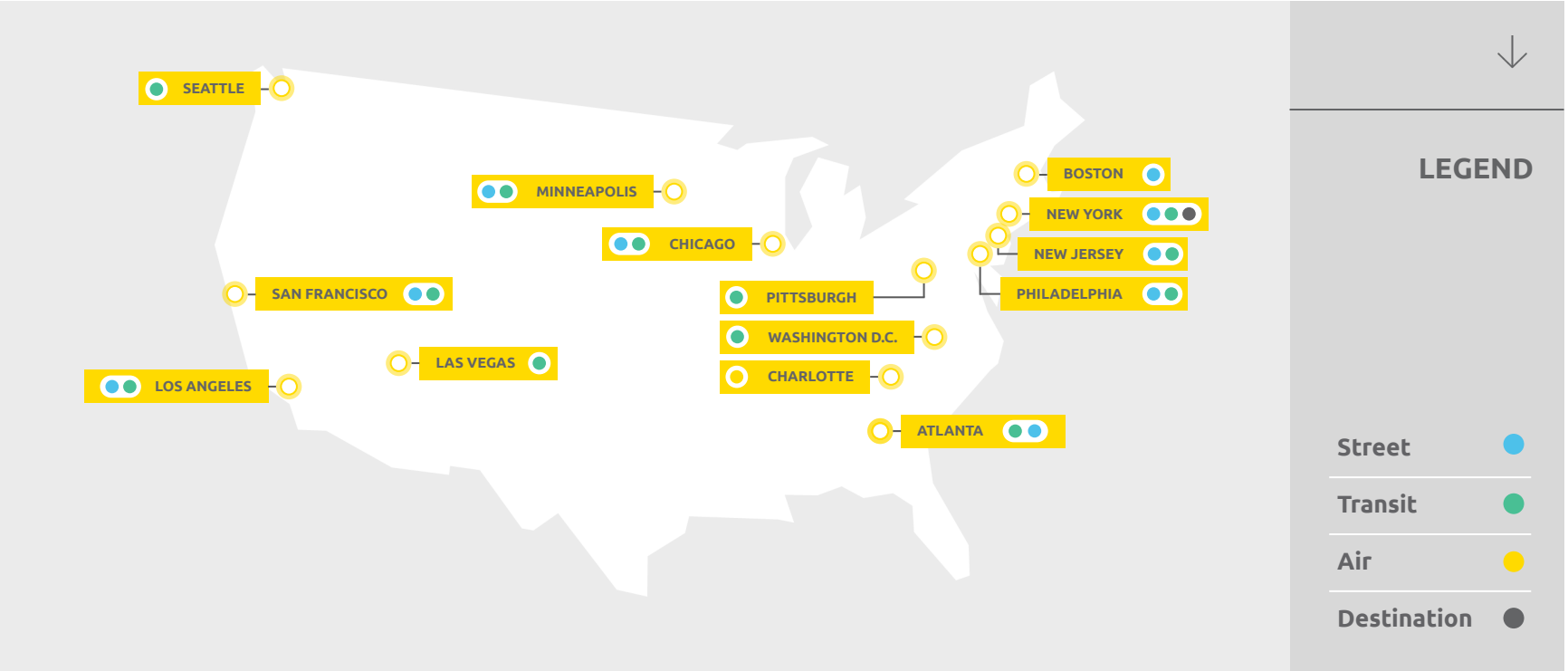
LINKNYC

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.

Covering key markets from coast to coast



The Intersection Difference
New York City

The most comprehensive and targeted media solutions in New York City

- In New York, we reach 6.3 million people, or over 90% of the market, every single month
- 2.9 million New Yorkers live less than a 5 minute walk from a LinkNYC kiosk
- Largest streetside digital OOH network in NYC with over 4,000 screens

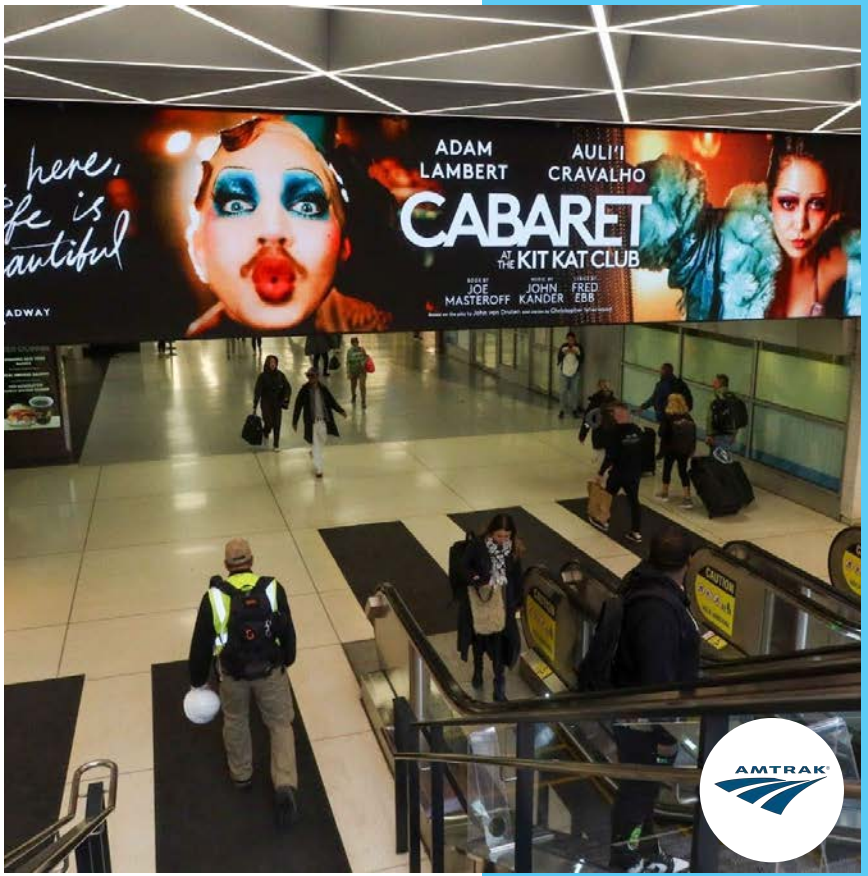
Source: Geopath, LinkNYC

AMTRAK

Access to thousands of travelers & suburban commuters at New York Penn Station

- New York Penn Station is the largest and busiest Amtrak station in the Northeast Corridor.
- Amtrak's Northeast Corridor is the nation's busiest rail line. It spans 363 miles, connecting Boston, NY, and Washington, D.C.

Source: NJ TRANSIT 2024, njtransit.com



PATH

PATH provides direct access between New Jersey and Manhattan, keeping commuters moving

- 21MM+ passenger trips monthly
- Covers a service area of 5,300+ square miles
- 255 bus routes, 12 commuter rail lines, 3 light rail lines

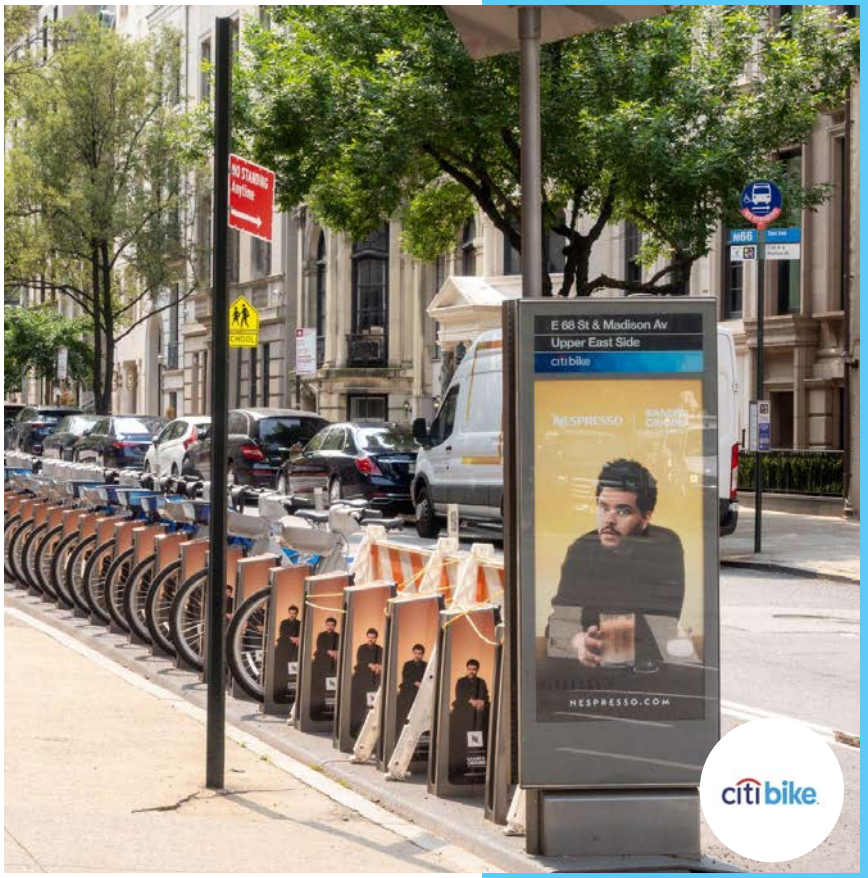
Source: PATH 2024

Citi Bike®

Citi Bike® is the nation's largest bikeshare program and offers an unparalleled opportunity to engage active, on-the-go New Yorkers

- 25,000 bikes and over 1,800 stations across Manhattan, Brooklyn, Queens, and the Bronx
- Delivers over 330 million monthly impressions across their vast network of stations, with 95% monthly reach in Manhattan

Source: Geopath, Lyft



Street Media

With static and dynamic digital formats, Intersection's street-level media is strategically placed throughout a consumer's daily route. From LinkNYC and digital urban panels to street banners, creative and messaging is always prominent, eye catching, and on-target.

Link

LinkNYC is NYC's largest street-level digital network, with 4,000+ screens city-wide that let you target specific locations or audiences, schedule dayparts around commute or retail hours, and swap creative instantly for high-impact, measurable results.

Specs

Screen Size	55"
Resolution	1920 H x 1080 W

Link Wraps

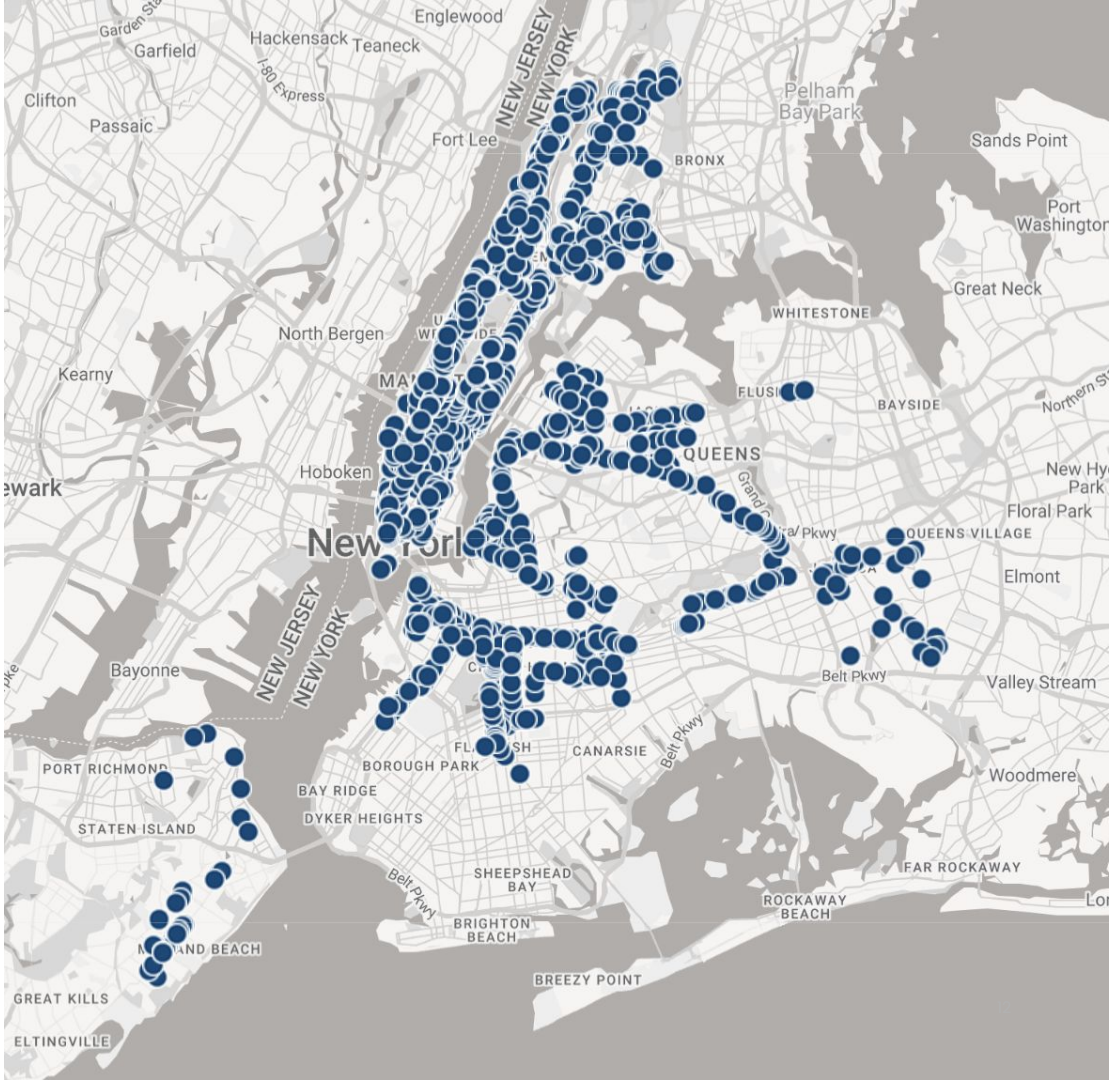
Link Wraps turn city sidewalks into your brand's exclusive, high-impact stage. This activation lets you dominate popular pedestrian corridors with a hand-selected network of 10 fully wrapped kiosks, delivering 100% SOV accompanying screens with static wraps. These takeovers capture attention in real time and are designed to leave an impression.

*All creative is subject to city approval

Specs

Screen Size	55"
Resolution	1920 H x 1080 W

New York
LinkNYC Coverage



Legend

LinkNYC

Citi Bike®
Stations

Citi Bike offers an unparalleled opportunity to engage active, on-the-go New Yorkers across 1,880 locations - from Midtown to Brooklyn, and everywhere in between. Reach consumers with branded dock wraps and panels on each station.

Specs

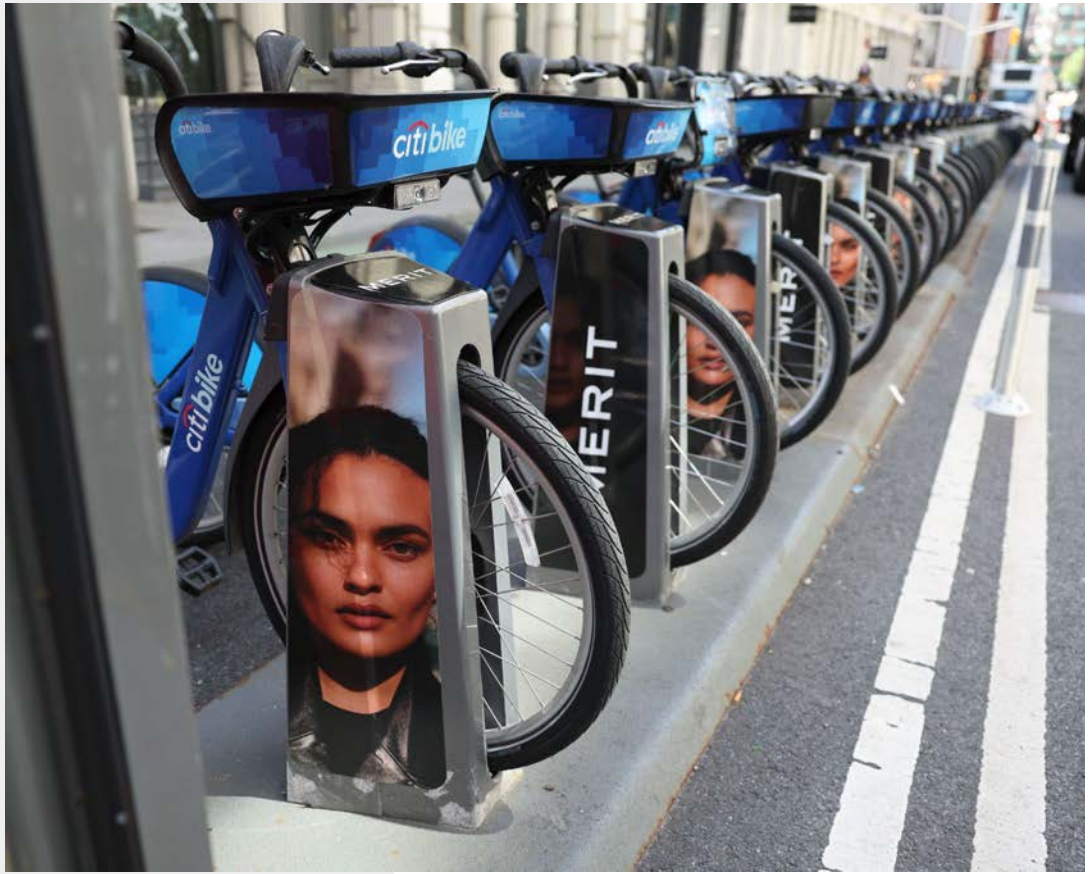
Poster Size	50" H x 25" W
Dock Wrap Size	Sides: 28.2" H x 9.47" W Top: 7.125" H x 8.25" W

Citi Bike®
Posters

Vertical posters showcase your brand front and center at stations across Manhattan and the outer boroughs. Position your message for those who love to travel quickly around the city.

Specs

Poster Size	50" H x 25" W



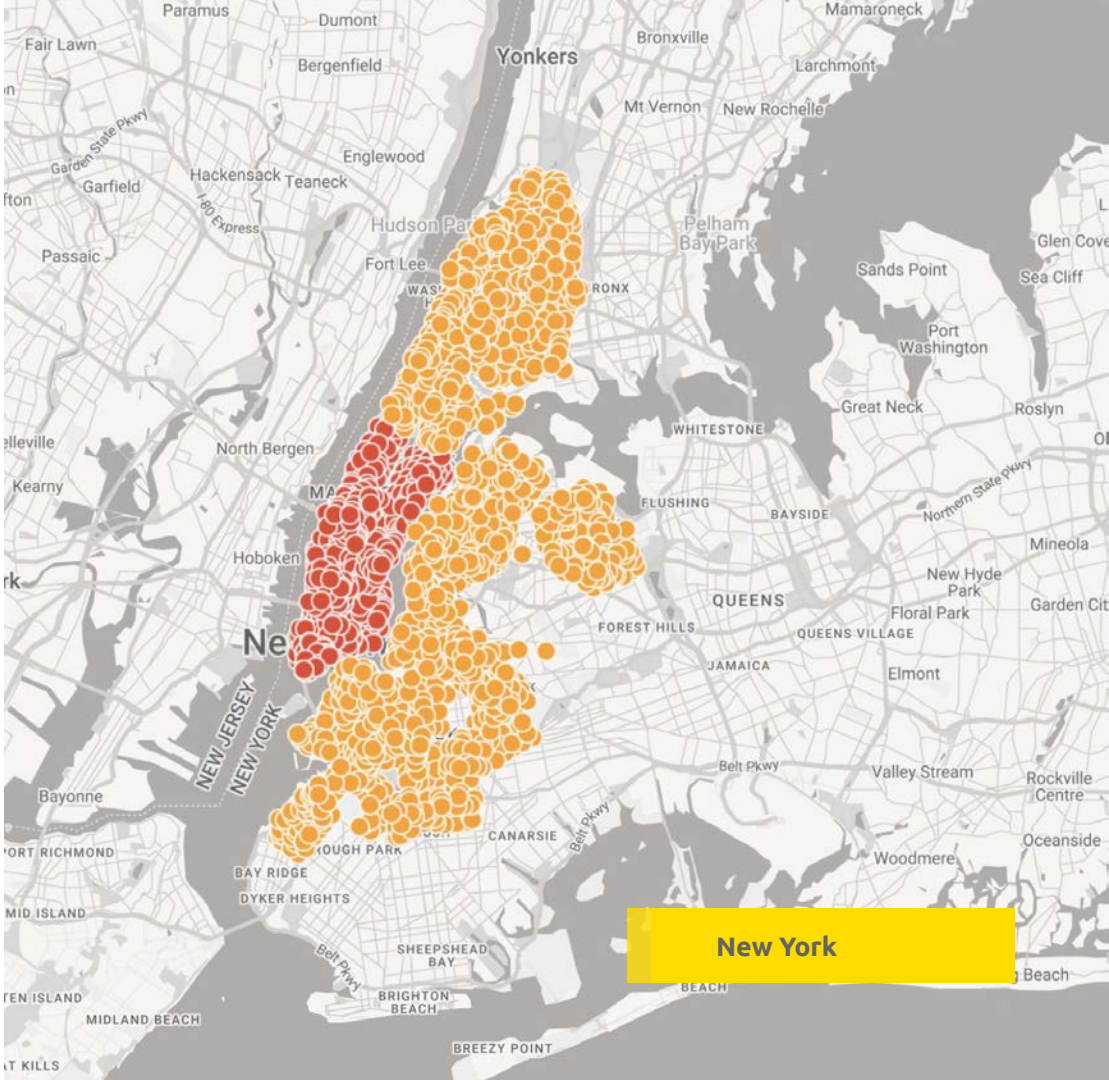
Citi Bike®
Dock Wraps

Reach commuters and tourists on the go during the beginning and at the end of their trip with dock wraps that host 20 - 40 bikes on average throughout the city.

Specs

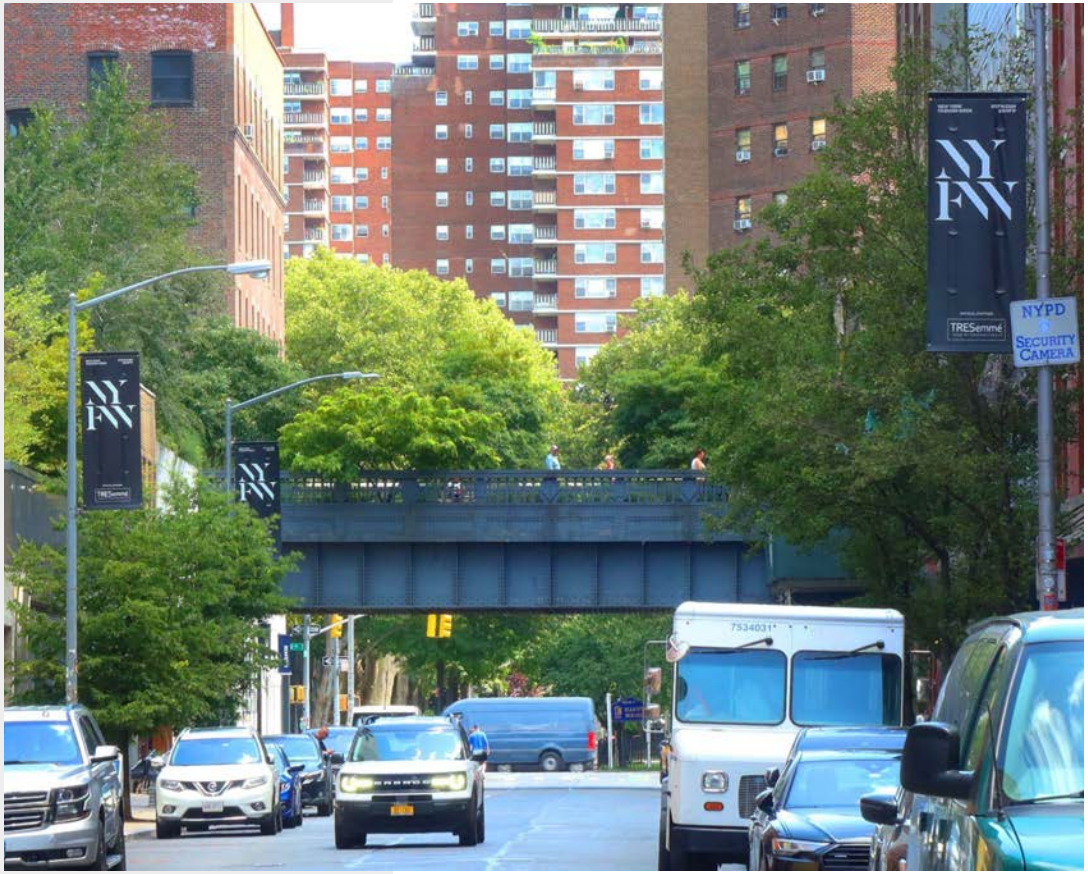
Dock Wrap Size	Sides: 28.2" H x 9.47" W Top: 7.125" H x 8.25" W

New York
Citi Bike Coverage



Legend

- Bikeshare Core Stations
- Bikeshare Non-Core Stations



Street Banners

As a partner to New York City Tourism + Conventions and prominent Business Improvement Districts like the Grand Central Partnership and Union Square, Intersection can help brands create a visible and impactful affiliation with New York City. Intersection has access to over 220,000 Street Banners.

Specs

Street Banner	96” H x 36” W

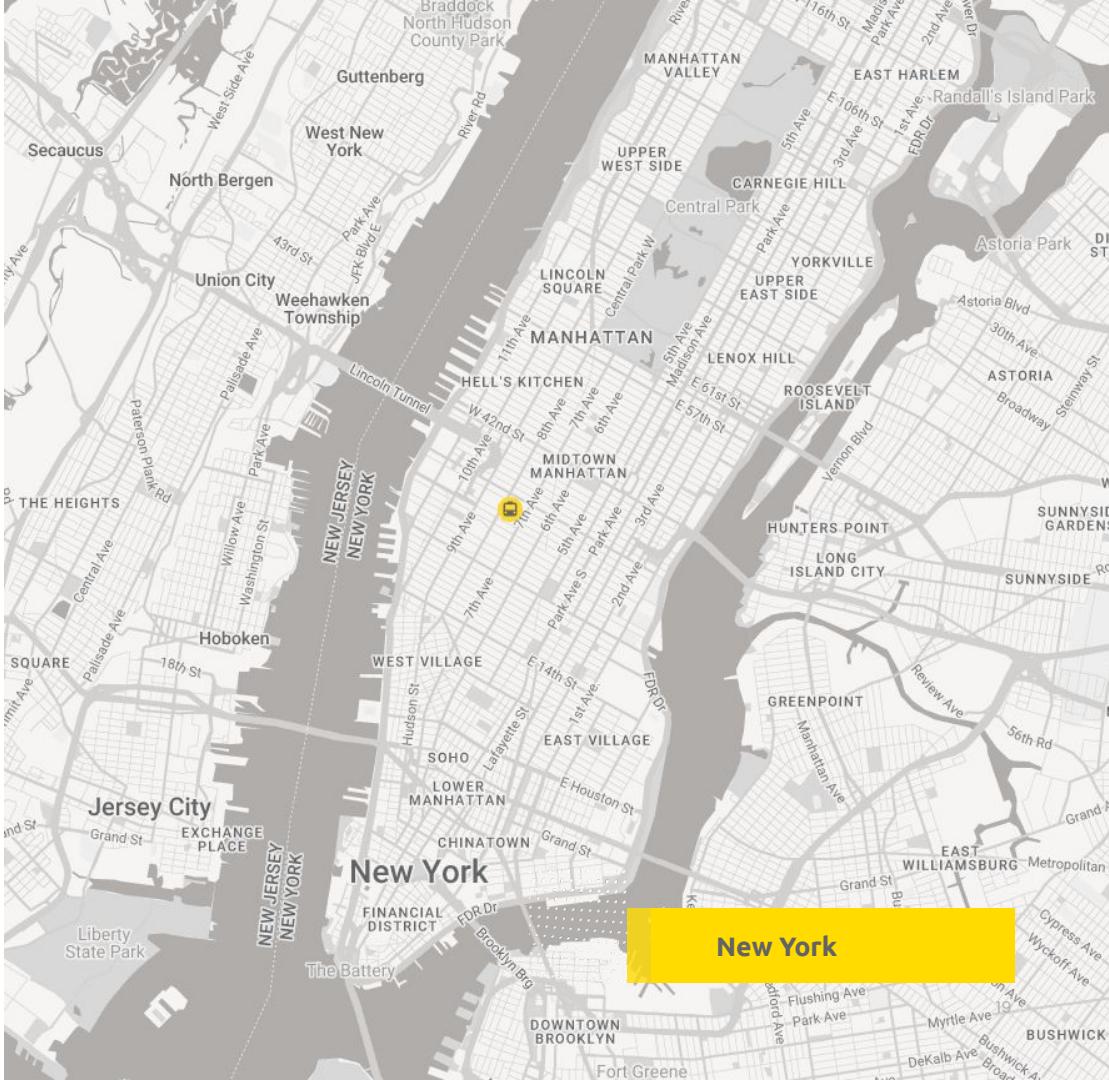
Rail Media

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.

New York
Amtrak Rail Coverage

Legend

New York Penn Station



Station Dominations

Station Dominations at Penn Station in New York City 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

AMTRAK Digital Screens

Place your ad on screens where consumer engagement is high. Screens provide departure and arrival information, and relevant transit content, drawing consistent attention from commuters.

Specs

Screen Size	Varies
Frame Rate	30 FPS
Resolution	3840 H x 2160 W
Spot Length	15 Seconds

NJT Gateboards

Place your ad on screens where consumer engagement is high. Screens provide departure and arrival information, and relevant transit content, drawing consistent attention from commuters.

Specs	
Screen Size	40"H x 22.5"W
Frame Rate	30 FPS
Resolution	1920 H x 1080 W
Spot Length	15 Seconds

Amtrak Video Wall

Video Walls display premium, relevant content and provide advertisers with a large-format digital asset to reach a captive commuter audience.

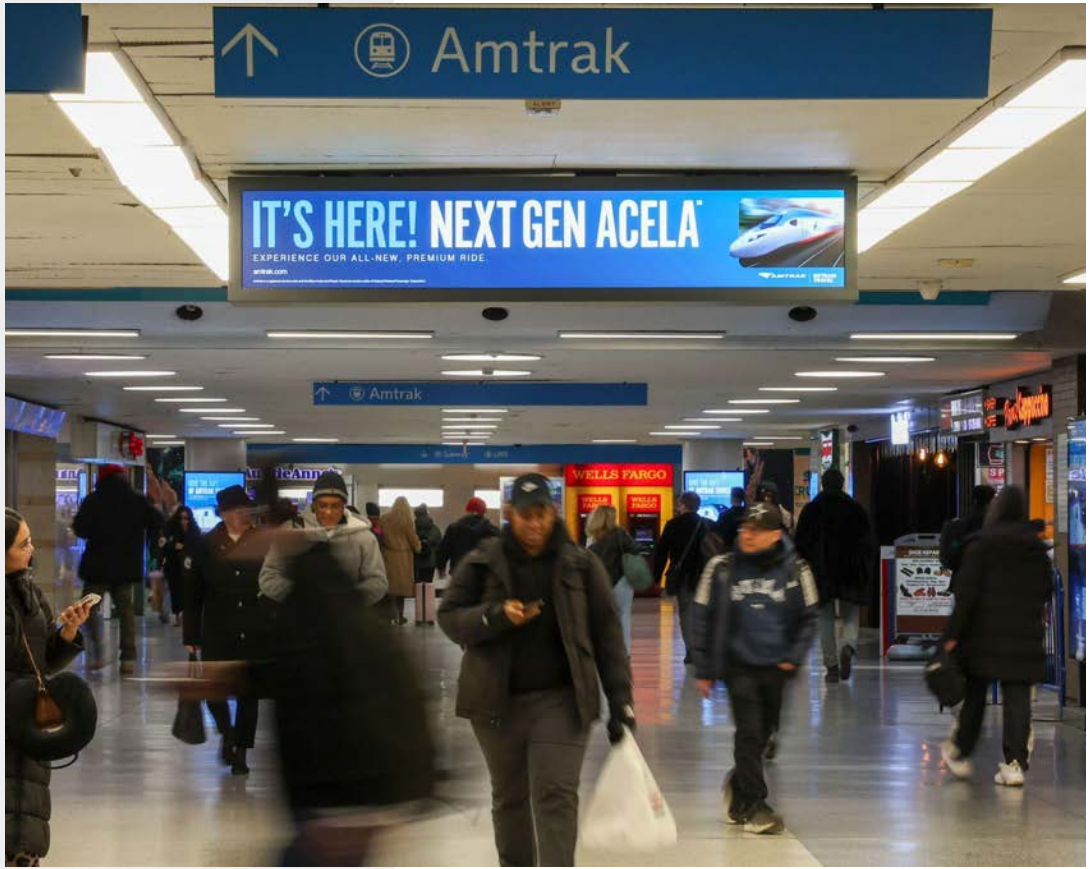
Specs	
Screen Size	~ 444" W x 84 H
Ad Dimension	7168 W x 1296 H
File Type	jpeg/png/mp4 /mov
Dynamic Content	Yes

NJT Digital Video Wall

Located at the street level entrance of the station at 7th Ave & W. 31st Street, the NJT NY Penn Digital Wall reaches the crush of commuters who frequent NJ TRANSIT, LIRR, Amtrak, and NYC subways.

Specs

Screen Size	~ 120” W x 71” H
Resolution	640’ W x 384’ H
Frame Rate	30 FPS
File Type	MPEG-4/MOV/JPEG
Spot Length	7.5 seconds



Penn Station Digital Marquees

Elevated above the concourse and impossible to miss, Penn Station's ceiling-mounted digital marquees deliver high-frequency visibility at the heart of commuter movement. Positioned directly within sightlines as travelers navigate platforms and corridors, these displays ensure repeated exposure during key dwell moments.

Specs

Resolution	1680 W x 270 H
Screen Size	82.68" W x 13.27" H

PATH Rail Media

PATH rail media reaches commuters on-the-go at major transit hubs across New Jersey and New York City.

Headhouses

Located at Hoboken and Grove Street PATH entrances, Headhouses allow for bold, memorable executions, creating the perfect opportunity for social buzz.

Specs

Headhouse	Custom Install

Station Dominations

PATH 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

Train Wraps

PATH Exterior Rail Wraps deliver an unparalleled canvas, allowing advertisers to reach a unique audience. Connect with commuters at buzzing transit hubs in NJ as well as NYC.

Specs

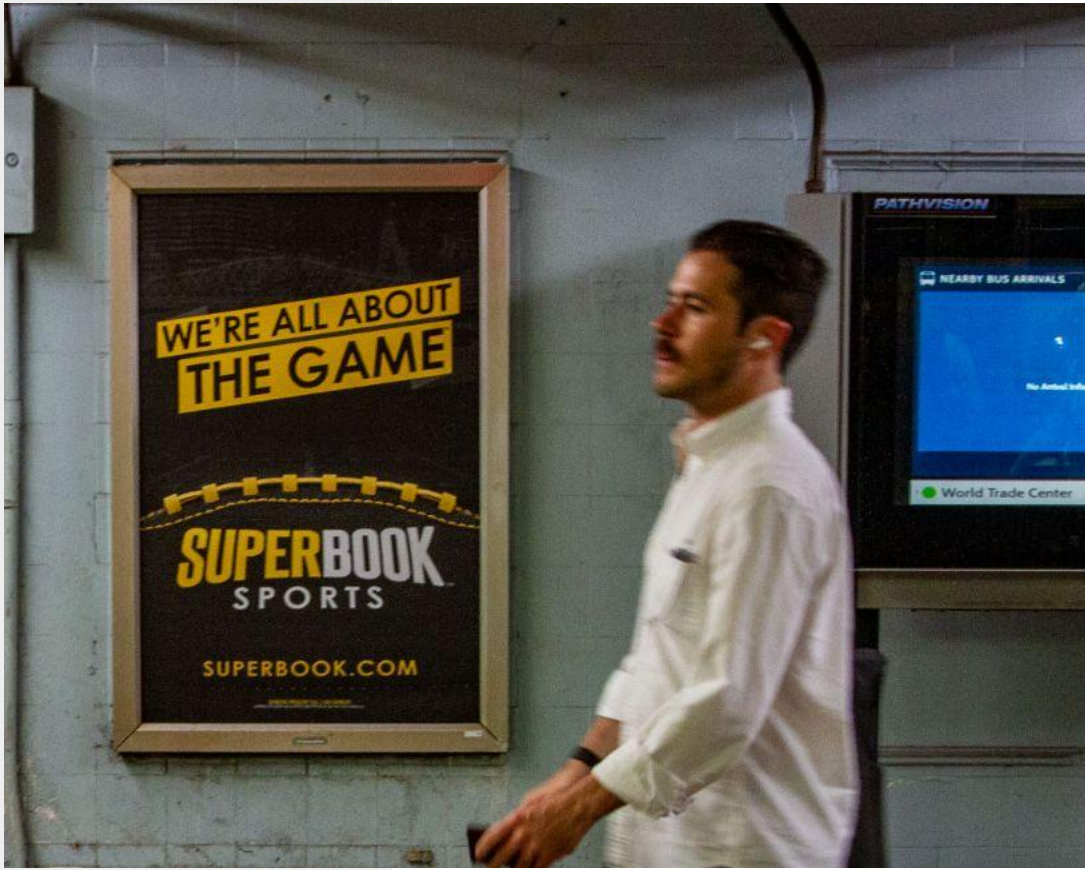
Train Wrap	Custom Install

Interior Brand Trains

Capture PATH passengers where there are no distractions and share your message without interruption. Own all of the interior media and the riding experience.

Specs

Interior Cards	10.875″ H x 43.5″ W
	33.25″ H x 21″ W



One Sheet Rail Platforms

With an extended dwell time while waiting for trains, PATH platform media formats give your brand quality time with key consumers, in all the right locations.

Specs

1-Sheet	46” H x 30” W

Two Sheet Rail Platforms

With an extended dwell time while waiting for trains, PATH platform media formats give your brand quality time with key consumers, in all the right locations.

Specs

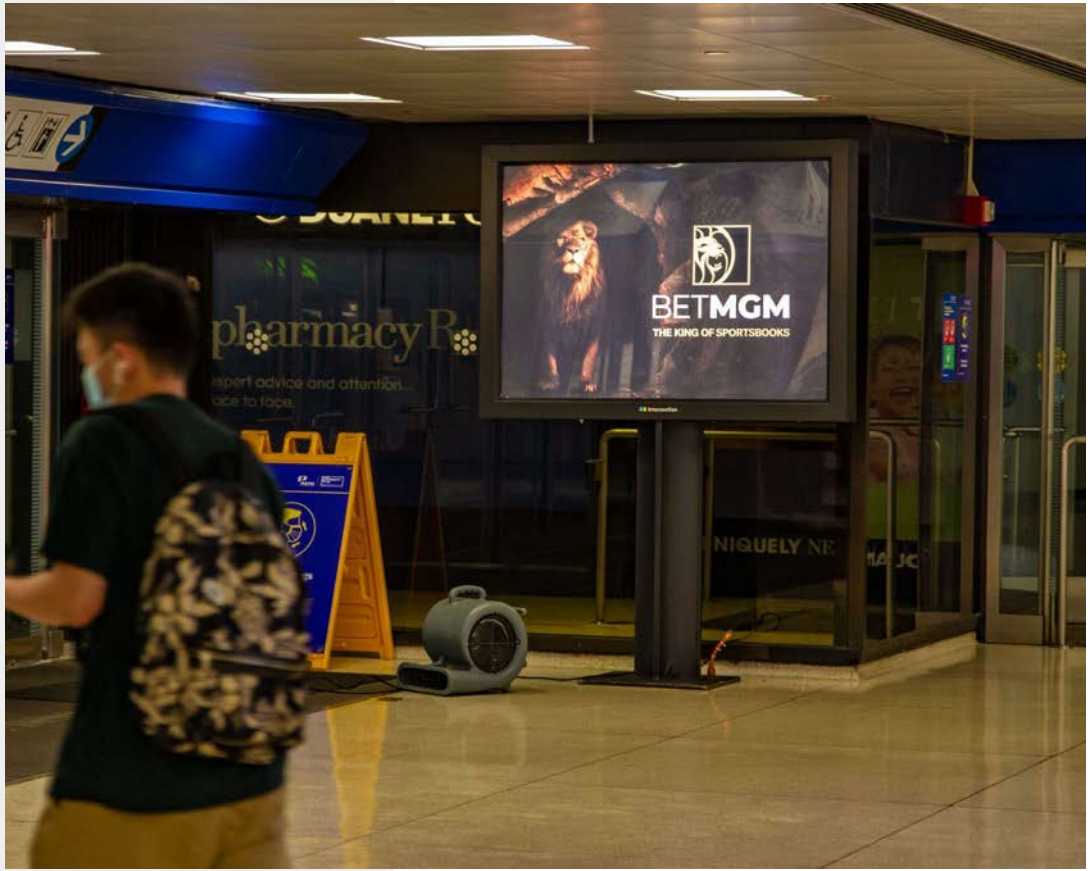
2-Sheet	46” H x 60” W

Three Sheet Rail Platforms

With an extended dwell time while waiting for trains, PATH platform media formats give your brand quality time with key consumers, in all the right locations.

Specs

3-Sheet	82” H x 42” W



Backlit Diorama

Backlit Dioramas are located in high-traffic areas at the Journal Square PATH station. Their bright illumination captures commuter attention and makes brands appear vibrant and fresh.

Specs

Diorama	43” H x 62” W

Rail Interiors

PATH Rail Interiors place your ad directly in front of passengers, providing the perfect way to communicate with this captive audience.

Specs

Interior Cards	10.875″ H x 43.5″ W
	33.25″ H x 21″ W

Video Walls

Generate massive reach with PATH large-format video walls at Journal Square, Hoboken, and 33rd Street.

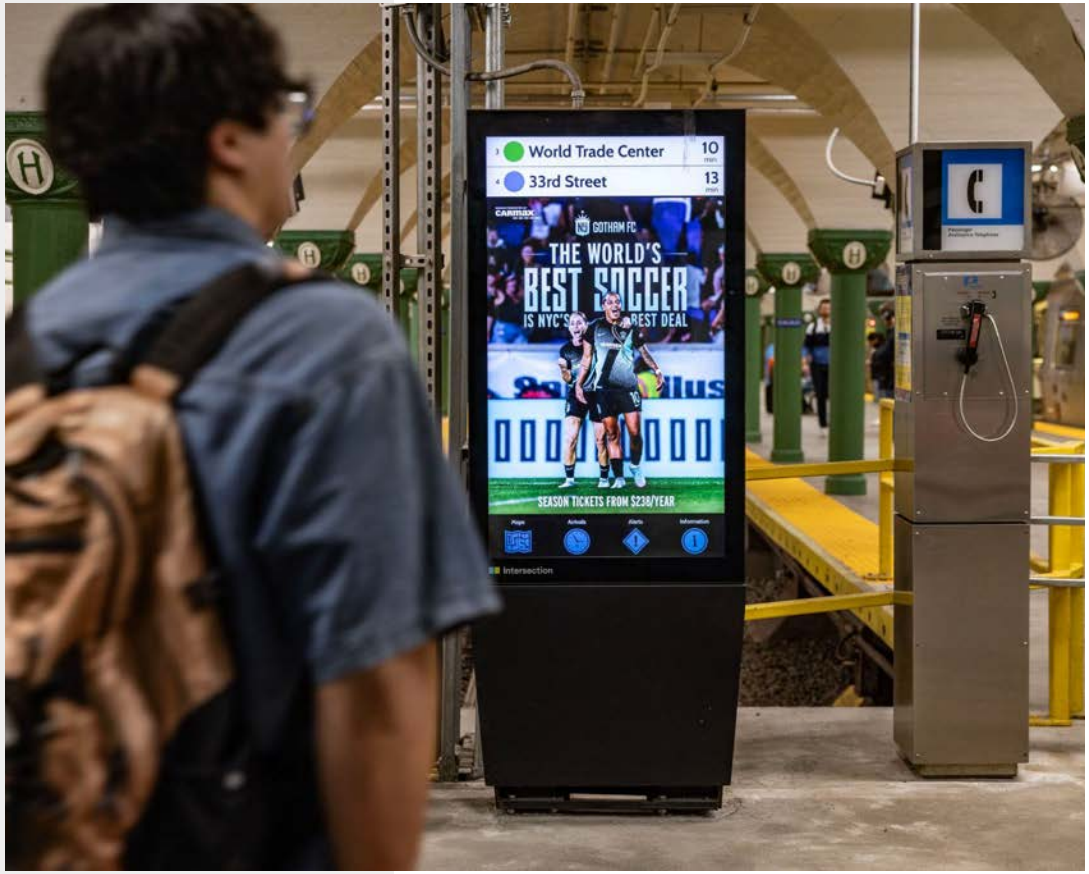
Specs

Screen Size	80.5” H x 143” W
Resolution	1080 H x 1920 W
Frame Rate	30 FPS
Spot Length	7.5 Seconds

75” Digital Platforms

PATH large-format digital platforms provide advertisers with eye-level assets to reach a commuter audience at key stations.

Specs	
Screen Size	75”
Resolution	3840 H x 2160 W
Frame Rate	30 FPS
Spot Length	15 Seconds



Interactive Transit Kiosks

PATH Interactive Transit Kiosks connect commuters to valuable information while engaging them with custom-branded experiences. Featuring premium HD digital displays, they provide real-time transit updates, commuter mapping, and directions. Touch-enabled advertising enhances interaction, and full kiosk branding options offer additional visibility.

Specs

Resolution	1440 H x 1080 W
Animation	Full

New York & New Jersey PATH Rail Coverage

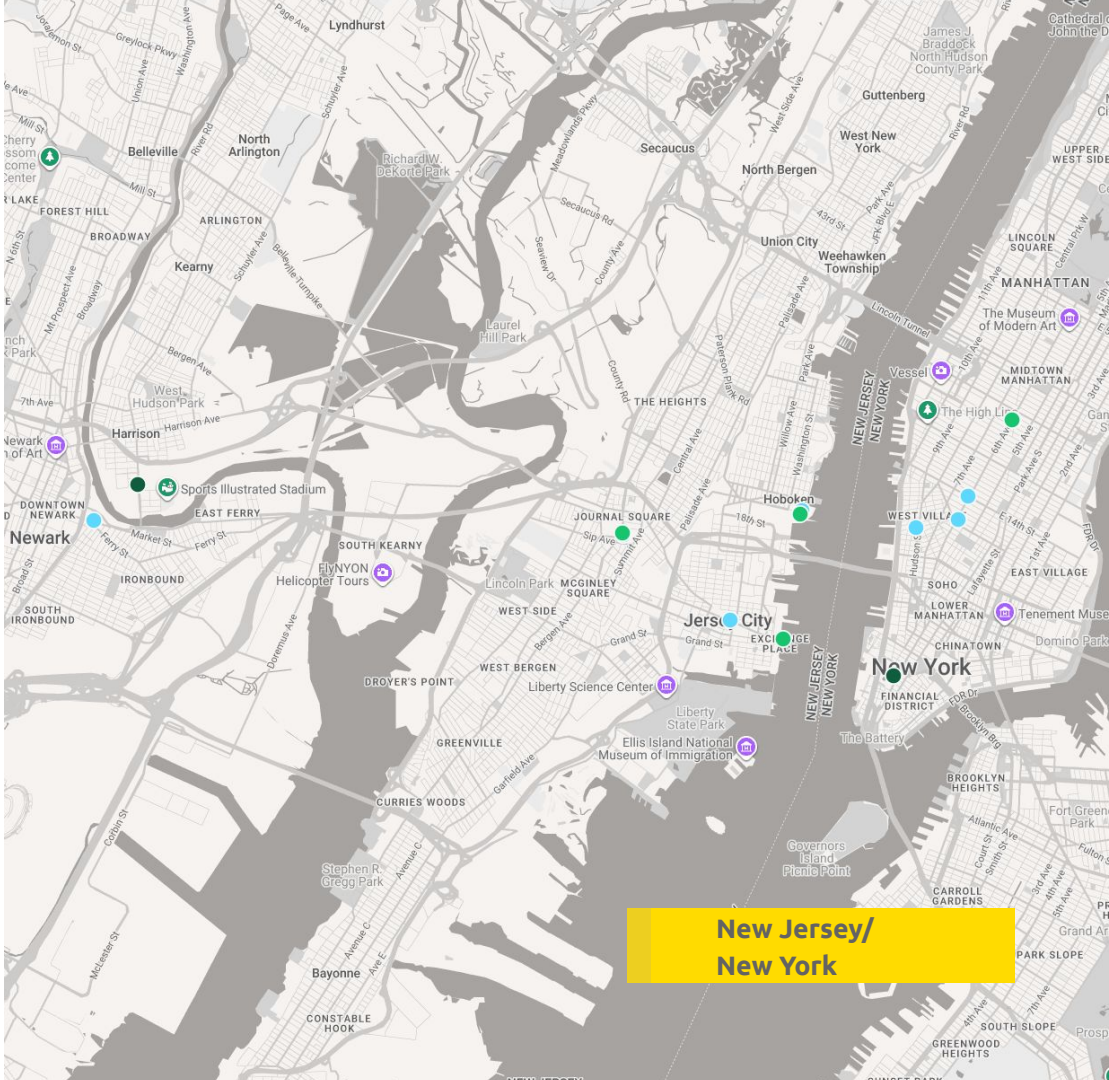
Legend

PATH Rail Routes	
PATH Stations	

New York & New Jersey
PATH Digital

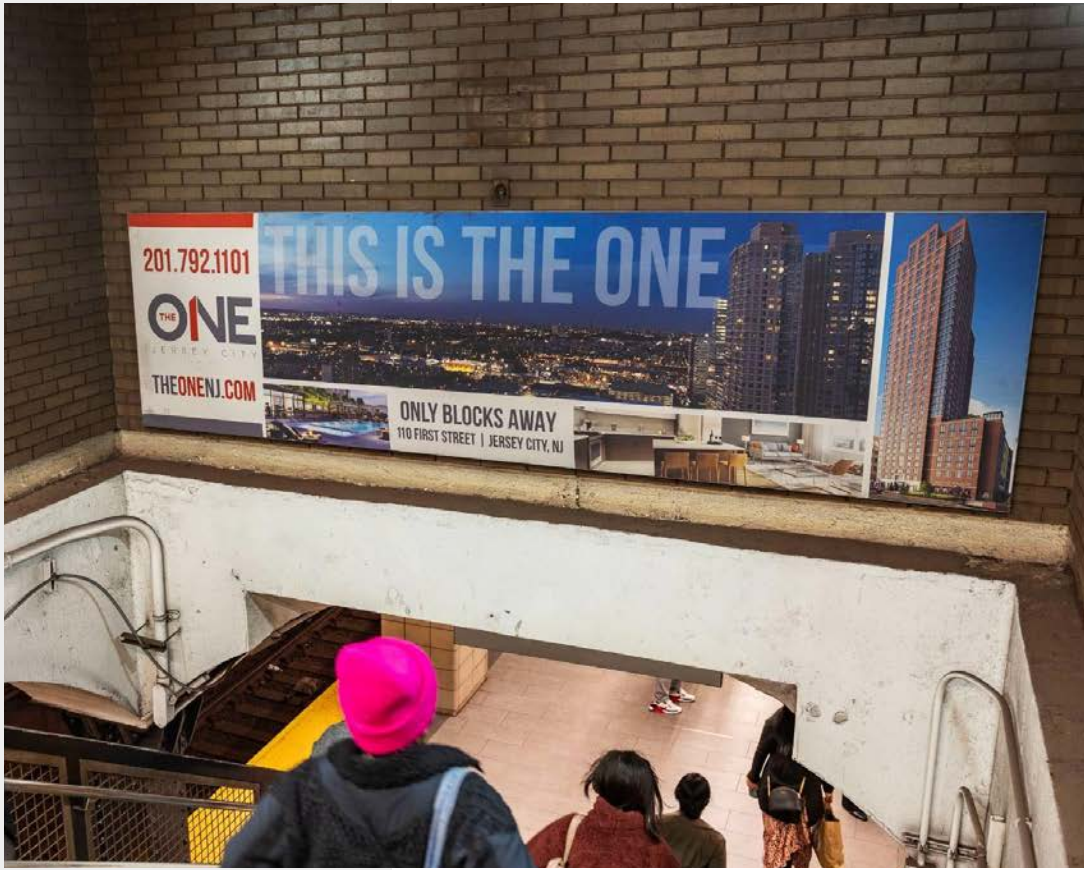
Legend

- 75” Digital Platforms
- Interactive Transit Kiosks
- Digital Video Walls



Specialty Media

For powerful and lasting impact, Intersection offers advertisers large-format specialty media formats at major PATH stations throughout the system.



Banners

PATH Overhead banners draws eyes upwards as commuters move throughout the station.

Available at: 33rd Street, Exchange Place, Grove Street, Hoboken

Specs	
Banner	Custom Install

Column Panels

PATH Column Panels cover the surface of structural elements in highly-trafficked areas of the station, creating a continuous canvas.

Available at: Journal Square, World Trade Center

Specs

Column Panels	Custom Install

Destination Media

Media opportunities in private districts, real estate developments, and retail centers.

Hudson Yards, NYC

Hudson Yards is the single largest private real estate development in the history of the United States. Changing the face of New York City, this project brings thousands of new amenities and experiences—along with top stores, restaurants and businesses—to NYC residents, employees and tourists.

Tap into advertising opportunities at Hudson Yards with Intersection—the only partner bringing unique digital products into this brand new space.

Note: media formats are sold as a package and not as individual units

HUDSON YARDS

Digital Kiosks Exterior

Kiosks located throughout Hudson Yards will enable wayfinding and interactivity with retail information. Outdoor locations selected to maximize exposure amongst tourists, shoppers and tenants alike, and represent the only media on The Highline.

Specs	
Resolution	1080 W x 1920 H (portrait)
Frame Rate	30 FPS
Spot Length	15 Seconds

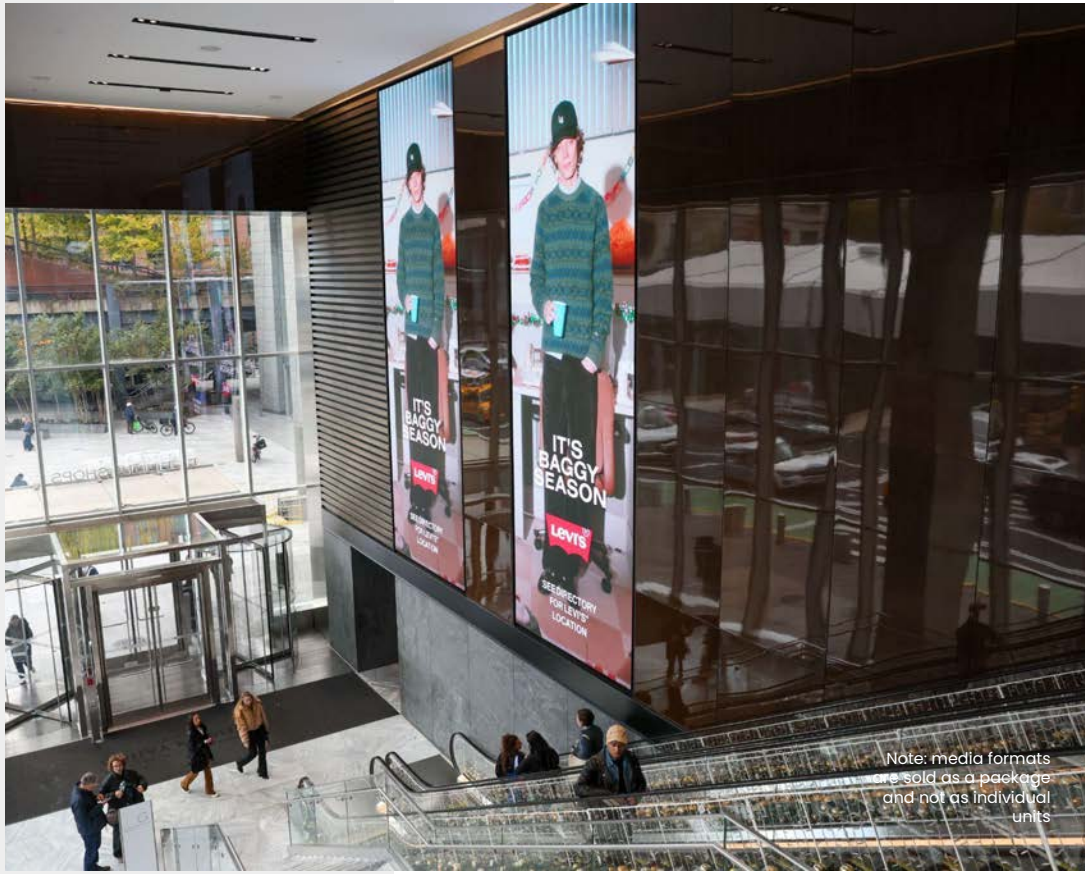
Note: media formats are sold as a package and not as individual units

HUDSON YARDS

Digital Kiosks Interior

Placed strategically through retail and office spaces, these touch-enabled units provide wayfinding and interactivity and allow consumers to engage with custom branded experiences. Indoor locations selected to maximize exposure amongst shoppers and tenants.

Specs	
Resolution	2160w x 2880h (portrait)
Frame Rate	30 FPS
Spot Length	15 Seconds



Note: media formats are sold as a package and not as individual units

HUDSON YARDS

South East Large Format Digital Walls

Make an impact with two 113.39" x 272.13" digital walls located at the SE entrance of Hudson Yards. Creative is synced across these two screens and must be delivered as one file. Static, dynamic, animated or full-motion video creative will capture consumers' attention as soon as they enter.

Specs	
Resolution	(2) 1152w x 3456h
Frame Rate	30 FPS
Spot Length	15 Seconds

Note: media formats are sold as a package and not as individual units

HUDSON YARDS

North East Large Format Digital Wall

This 176.38" x 382.68"digital wall located at the NE entrance of Hudson Yards will deliver static, dynamic, animated or full-motion video creative.

Specs	
Resolution	288 W x 1792 H
Frame Rate	30 FPS
Spot Length	15 Seconds

Note: media formats are sold as a package and not as individual units

HUDSON YARDS

Digital Walls

Placed in high-traffic corridors, these five units will increase branding opportunities throughout Hudson Yards.

Specs

Location	Resolution
SE & SW	3840 W x 4320 H
NW	3840 W x 2160 H
Concierge	5760 W x 2160 H
Frame Rate	30 FPS
Spot Length	15 Seconds

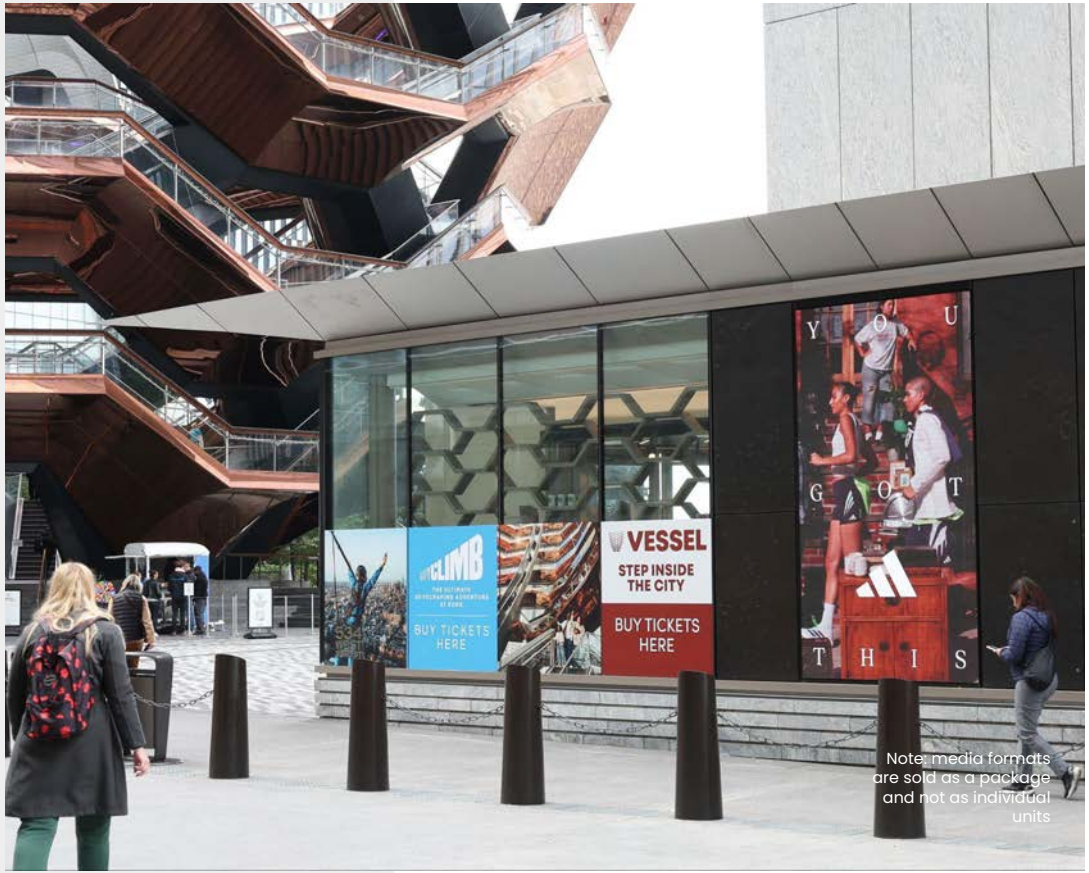
Note: media formats are sold as a package and not as individual units

HUDSON YARDS

Interior Elevator Screens

Create a can't miss moment with high-definition elevator screens at high traffic areas throughout Hudson Yards. Creative is synced across the screens for a seamless effect, allowing brands to dominate the area.

Specs	
Resolution	3840 H x 2160W
Frame Rate	30 FPS
Spot Length	15 Seconds



Note: media formats are sold as a package and not as individual units

HUDSON YARDS

Outdoor Plaza LED

Transform outdoor spaces into dynamic environments with the outdoor plaza LED wall, perfect for reaching both pedestrian and vehicular traffic in and around Hudson Yards.

Specs	
Resolution	1248H x 672W
Frame Rate	30 FPS
Spot Length	15 Seconds

Outdoor Plaza Static Media

Note: media formats are sold as a package and not as individual units

HUDSON YARDS

Take over the exterior static media and entry signage, capturing in and outbound traffic, that will help reach streetside audiences at Hudson Yards.

Available Formats

10 Ave. Vitrines (14)	33rd Street Vitrines (6)
Great Room Banners (2)	

Additional Offerings

1 Sponsorship

For powerful and lasting impact, Intersection offers advertisers naming rights for select venues, executing exclusive sponsorships along with station dominations.

2 Experiential

Intersection crafts custom brand activations and experiences that take consumer engagement beyond advertising alone.

3 Measurement

We offer measurement and attribution strategies including case studies, data integrations, and custom research insights.

Contact Us

Intersection
New York

470 Park Ave South
10th Floor
New York, NY, 10016
212-644-6200

Intersection

Appendix

Intersection's campaign impact measurement solutions deliver actionable metrics that matter most:

- Website Visitation
- Conversions & Digital Events
- Foot Traffic
- Brand Awareness
- Brand Affinity & Health
- CPG/Retail Sales Lift
- Script Lift
- Custom Data Integrations

Our measurement studies deliver a direct relationship with Intersection's measurement team and best-in-class 3rd party research partners:

Study Type	Research Partner
Website Visitation	KOCHAVA, StreetMetrics
Conversions & Digital Events	KOCHAVA, StreetMetrics
Foot Traffic	FOURSQUARE, cuebiq, StreetMetrics
Brand Awareness	mfour
Brand Affinity & Health	mfour
CPG / Retail Sales Lift	CATALINA
Script Lift	CROSSIX

Our measurement studies deliver a direct relationship with Intersection's measurement team and best-in-class 3rd party research partners:

Study Type	Research Partner
Website Visitation	KOCHAVA
Conversions & Digital Events	KOCHAVA
Foot Traffic	FOURSQUARE, cuebiq
Brand Awareness	mfour
Brand Affinity & Health	mfour

Crossix, Catalina, StreetMetrics

Three ways to develop attribution strategies:

1 CLIENT SUPPORT & CASE STUDIES

- Intersection provides case examples on how our media works for client's industry and use case
- While these studies don't measure client specific performance, they can show indicative performance

Ideal for: Smaller Campaigns, Limited Budgets

2 DATA INTEGRATIONS

- Intersection provides full report of ad play logs including timestamps, unit latitude/longitude data for client's use with their existing attribution partner
- Partners can also buy programmatically through a DSP and PlaceExchange

Ideal for: Clients with existing attribution partners or who can also buy via a DSP

3 CUSTOM RESEARCH STUDIES

- Intersection reviews clients needs and creates a comprehensive research study opportunities with a preferred partner
- Intersection coordinates, designs, executes, and analyzes research from partner and presents to advertiser

Ideal for: Large or complex campaigns, comprehensive research, agencies

Pharmaceutical audience segmentation & targeting can accurately pinpoint healthcare consumer audiences

*Crossix connects health, non-health and media data with sources spanning Rx, clinical, claims, consumer, media and more. The Crossix Data Platform covers 90% of people in the US and 99% of HCPs.

Ailments & Conditions

examples: allergies, asthma, diabetes, fibromyalgia, hemophilia, lactose intolerance, migraines, etc.

Medications

examples: allergies, asthma, diabetes, fibromyalgia, hemophilia, lactose intolerance, migraines, etc.

Attributes & Consumption

examples: allergies, asthma, diabetes, fibromyalgia, hemophilia, lactose intolerance, migraines, etc.

Crossix* Audience Segments are HIPAA and NAI-compliant, developed from analysis of the following consumer information variables:

SHOPPING BEHAVIOR | GEOGRAPHY | HOME OWNERSHIP | AUTO OWNERSHIP | HOBBIES