San Francisco Media Kit 2026

Intersection

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BUS ULTRA SUPER KING

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
San Francisco

The most comprehensive and targeted media solutions in San Francisco

- In San Francisco, Intersection reaches over 4M people monthly across the bus and train systems.
- In 2023, San Francisco welcomed over 23M visitors with visitor spending hitting $8.8B
- Over 1K service vehicles across 90 transit routes, with bus routes covering every neighborhood in the city

Premium products, national scale.

Join our mission to support public transit and improve the lives of consumers in San Francisco

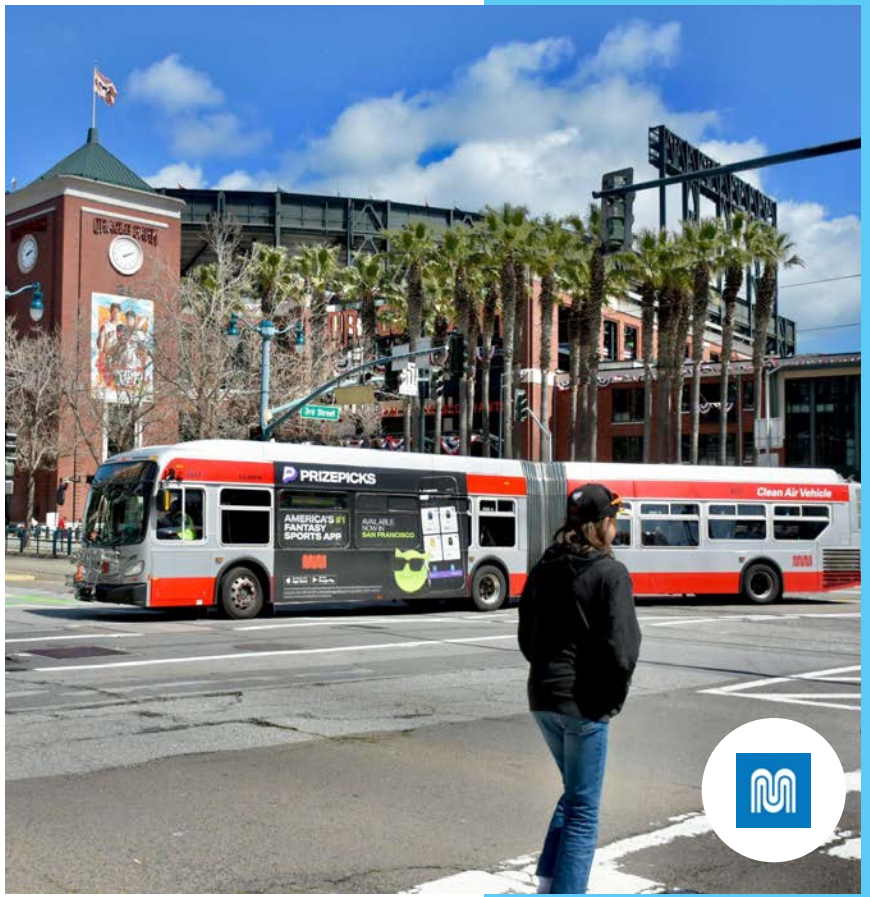
SFMTA is San Francisco's public transportation corporation. Its mission is to move San Francisco by providing safe, reliable and affordable public transportation that connects people around the city, one trip at a time.

We support our transit partners by generating revenue - **totaling over $1B in payments to municipalities over the last 10 years** - largely to support public mobility.

SFMTA
Connecting the tech mecca of the US

SFMTA plays a vital role in keeping San Francisco connected and moving.

- SFMTA comprises buses, the rail network, cable cars, and trolleys across the densest city in country
- As of 2024, SF's Muni system, sees an average of 521K weekday riders and weekend ridership has reached 92% of pre-pandemic levels
- Ranked amongst the top 20 largest bus fleets in the US



Street Media

Intersection's San Francisco street-level media is strategically placed throughout a consumer's daily route. Create a memorable presence in some of Downtown San Francisco's busiest areas with parking garage media.

San Francisco
Parking Garage

Legend

Parking Garages

Parking Garage Media

SFMTA Parking Garage media offers a unique opportunity for brands to reach a captive audience as they enter and exit high-traffic garages in Downtown San Francisco.

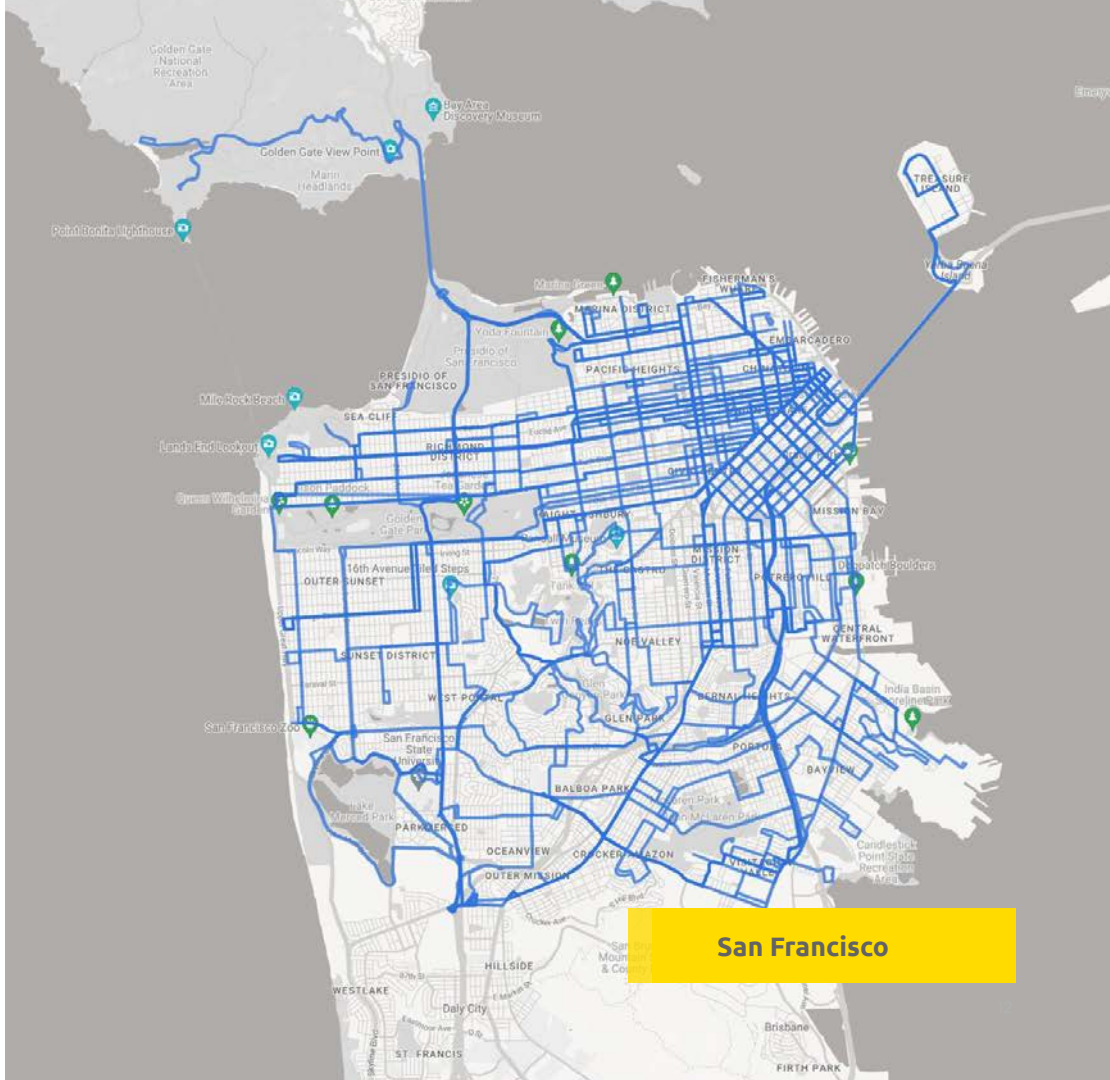
Specs

Sutter & Stockton	Moscone Center
Fifth & Mission	Ellis & O'Farrell

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.

San Francisco
Bus Coverage



Legend

SFMTA Bus Routes

Bus Wraps – 40’

Bus Wraps provide full exterior coverage of San Francisco MTA Buses, offering high-visibility advertising that reaches a diverse audience as the buses travel through key neighborhoods and busy transit corridors.

Specs

Bus Wraps	Custom Install

Bus Wraps – 60’

Bus Wraps provide full exterior coverage of San Francisco MTA Buses, offering high-visibility advertising that reaches a diverse audience as the buses travel through key neighborhoods and busy transit corridors.

Specs

Bus Wraps	Custom Install

Bus Ultra Super King

Bus Ultra Super Kings maximize exposure for your brand by combining the feel of a roadside billboard with eye-level impact throughout San Francisco.

Specs

Bus Ultra Super King	Custom Install

Bus Kongs

Bus Kongs are impossible to miss, with an extra-large format that accommodates robust creative treatments and stands out on San Francisco streets.

Specs

Bus Kongs	Custom Install

Bus Kings

Bus King units reach pedestrians throughout San Francisco's urban areas. Designed to be a high reach format, this media quickly builds awareness for your brand amongst key audiences.

Specs

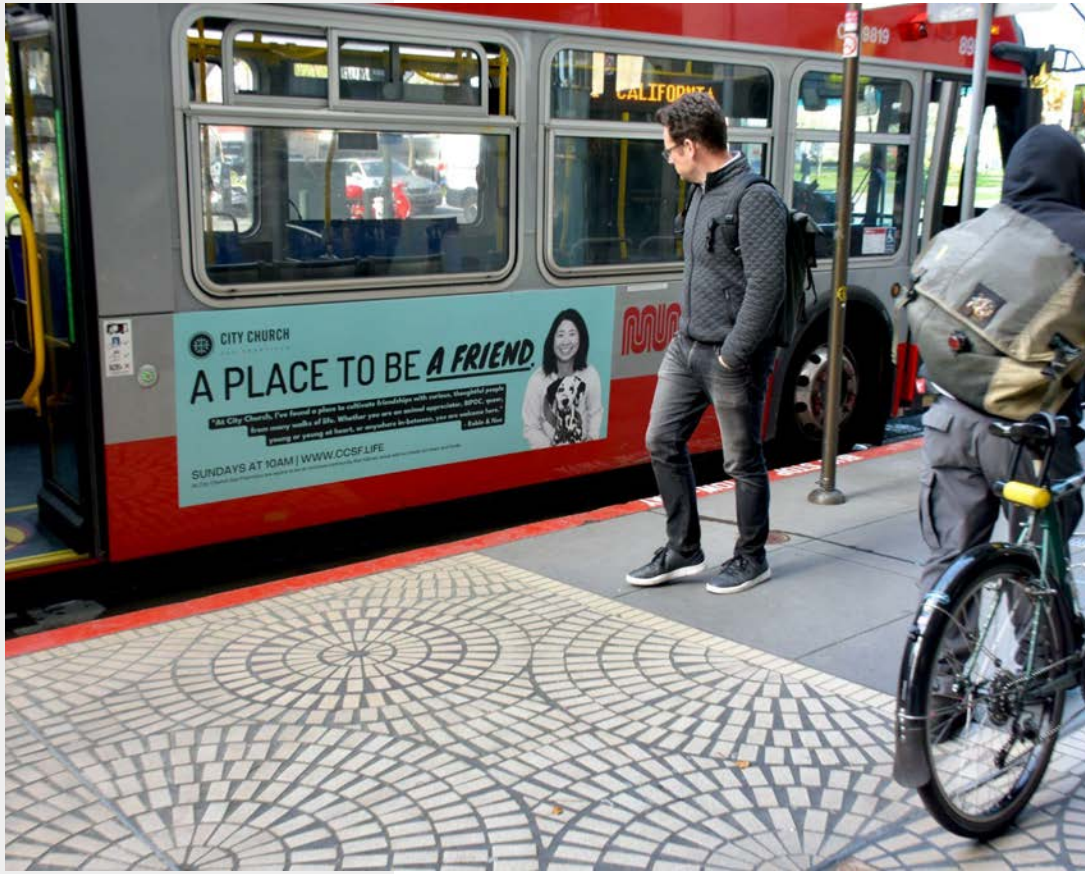
Bus Kings	30"H x 144"W

Bus Headliners

Typically paired with Bus Kongs, Headliners create top-of-mind awareness and amplify brand messaging on San Francisco streets.

Specs

Bus Headliners	Custom Install



Bus Queens

Bus Queen placements offer brands a prime opportunity to reach commuters and pedestrians with eye-catching units placed on the side of buses in high-traffic areas in San Francisco.

Specs

Bus Queens	30”H x 88”W

Bus Fullbacks

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

Specs

Bus Fullbacks	Custom Install

Bus Tails

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

Specs	
Tails	21”H x 70”W

Bus Super Tail

Super Tails capture driver attention with a larger, more high-impact display across the back of the bus. They're available across San Francisco and can be booked for broad reach or targeted areas.

Specs

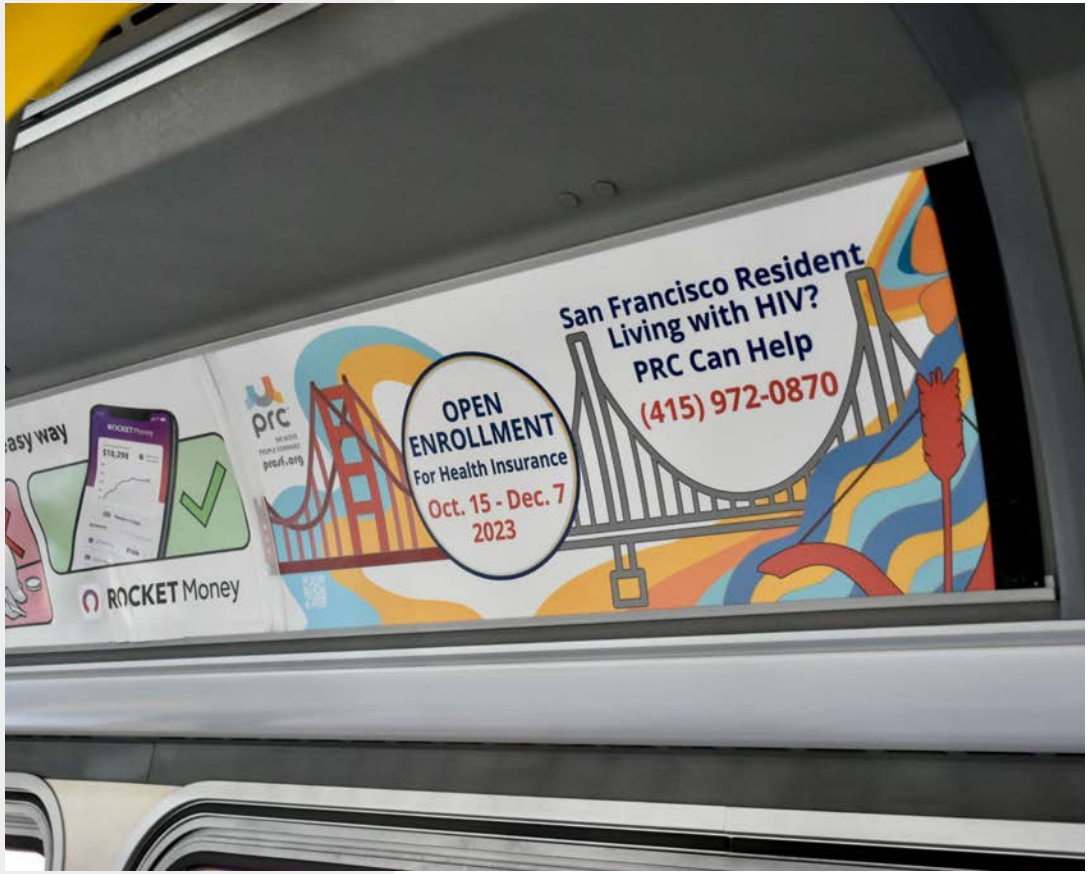
Super Tails	Custom Install

Brand Bus

Brand Buses in San Francisco allow one advertiser to dominate the interior space with multiple messages, a variety of creative executions, or impactful repetition.

Specs

Bus Interior Car Cards	11”H x 28”W
Bus Michelangelos	Custom Install



Bus Interiors

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

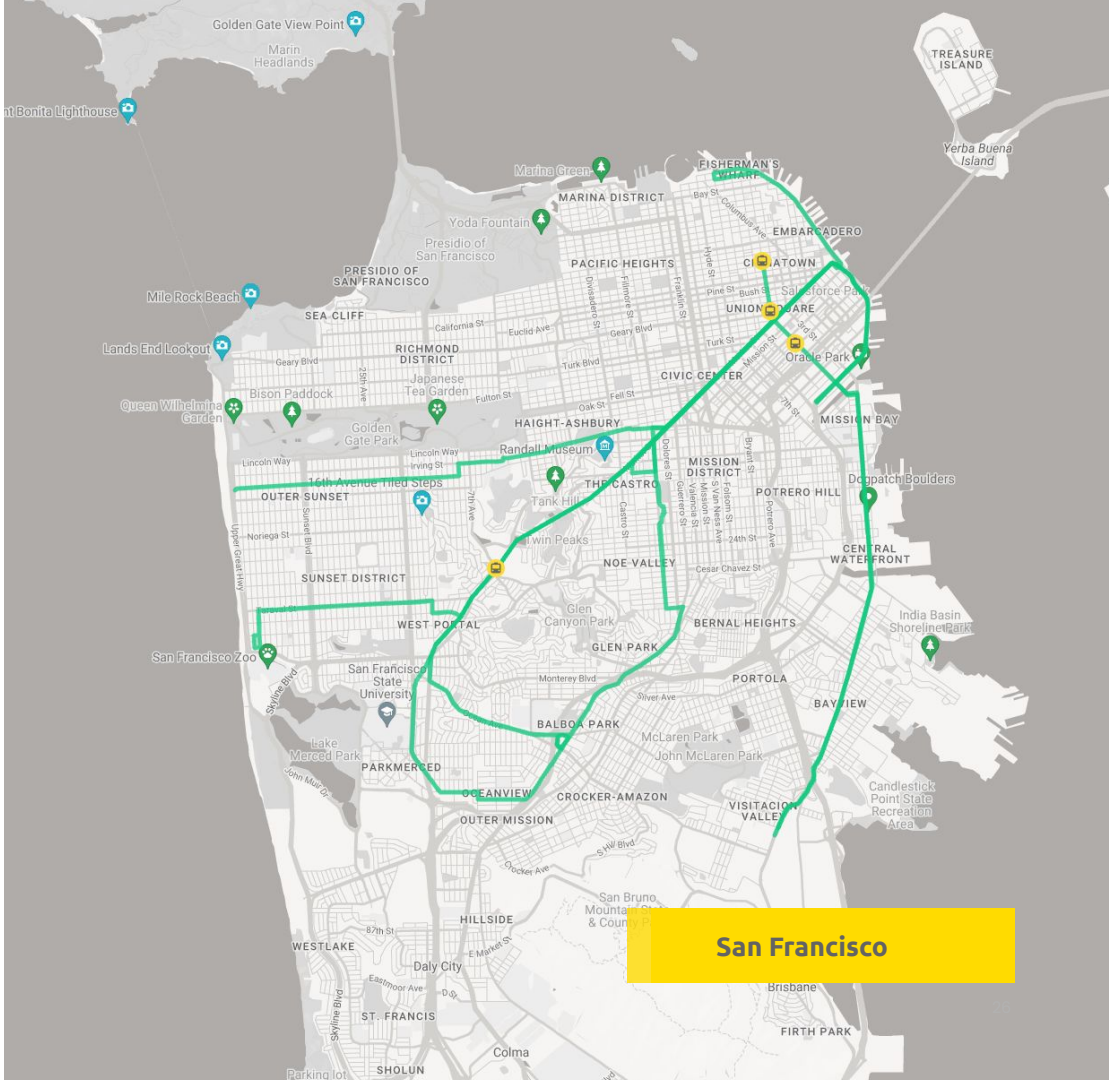
Specs

Bus Interior Car Cards	11”H x 28”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.

San Francisco
Rail Coverage



Legend

SFMTA Rail Routes	
SFMTA Rail Stations	

Station Dominations

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

Specs

Station Dominations	Custom Install

Union Square Tunnel Wrap

The Union Square Tunnel Wrap provides a dramatic showcase in a high-trafficked area of San Francisco, creating a fully immersive experience for commuters passing through.

Specs

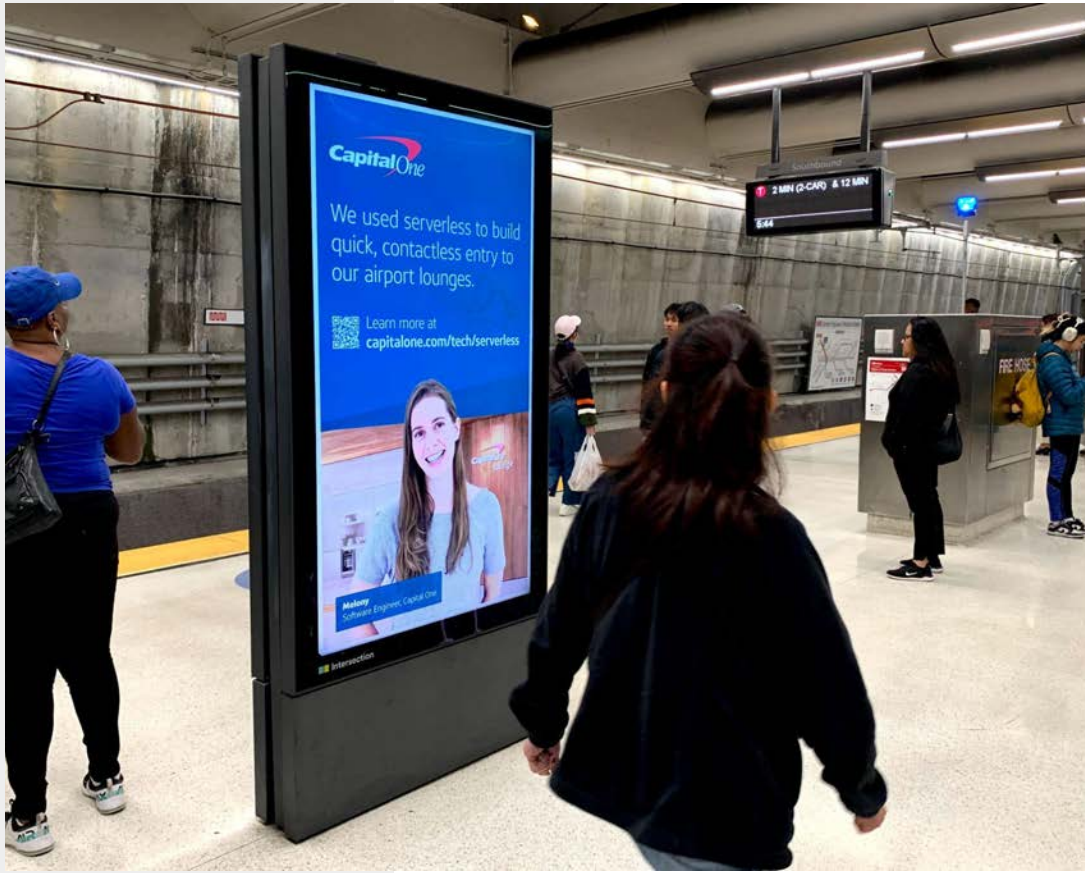
Tunnel Wrap	Custom Install

Two-Sheets

Two-Sheets are available at the Forest Hill Station and San Francisco MTA Parking Garages, providing brand visibility in high-traffic areas of each location with long dwell times.

Specs

Two-Sheets	46”H x 60”W



Digital Platforms

Digital Platforms are interactive high-impact units located along San Francisco's central subway stations, providing train arrivals alongside vivid digital media.

Specs

Screen Size	55"
Frame Rate	30 FPS
Resolution	3840H x 2160W
Spot Length	15 Sec

8 Advertiser Spot/ 150 Sec loop

Digital Video Walls

Positioned in high traffic stations, the Digital Video Walls provide an impactful way to connect with riders as they pass through bustling San Francisco transit hubs.

Specs

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

8 Advertiser Spot/ 150 Sec loop

Rail Wraps

Full Train Wraps transform an entire train into a dynamic and highly visible advertising space, ensuring maximum exposure across multiple stations, street-level cars and key transit corridors throughout San Francisco.

Specs

Rail Wraps	Custom Install

Rail Ultra Super Kings

Rail Ultra Super Kings provide an ideal canvas for bold, eye-catching creative, designed to make a statement for San Francisco MTA riders.

Specs

Rail Ultra Super Kings	Custom Installs

Interior Brand Trains

Capture passengers' attention where they are and without distractions in San Francisco, with an Interior Brand Train featuring 24 interior car cards.

Specs

Rail Interior Car Cards	8.5H x 24W

Interior Brand Train w/ Ceiling Wrap

Captivate San Francisco commuters with total interior coverage, with a ceiling wrap for the ultimate impact. Once the train doors close, your brand message is impossible to miss.

Specs

Interior Car Cards	Varies
Ceiling Wrap	Custom Install

Branded Cable Cars

Branded Cable Cars allow one brand to own a San Francisco icon as it rides through some of the city's most populated areas. The mix of exterior and interior media reaches a highly desirable audience of locals year-round, as well as millions of annual tourists.

Specs

Headlights(Powell Only)	21"H x 19"W
Interior Car Cards	11"H x 28"W
Queen	21"H x 88"W

Historic Trolley Interiors

Trolley Interiors carry your message to both locals traveling from the Castro to Union Square, and tourists heading from Union Square to Fisherman's Wharf across San Francisco.

Specs

Interiors (PPC)	11"H x 28"W
Interiors (Milan)	9.6"H x 27.5"W

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

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