

Los Angeles Media Kit 2023



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1. About Intersection

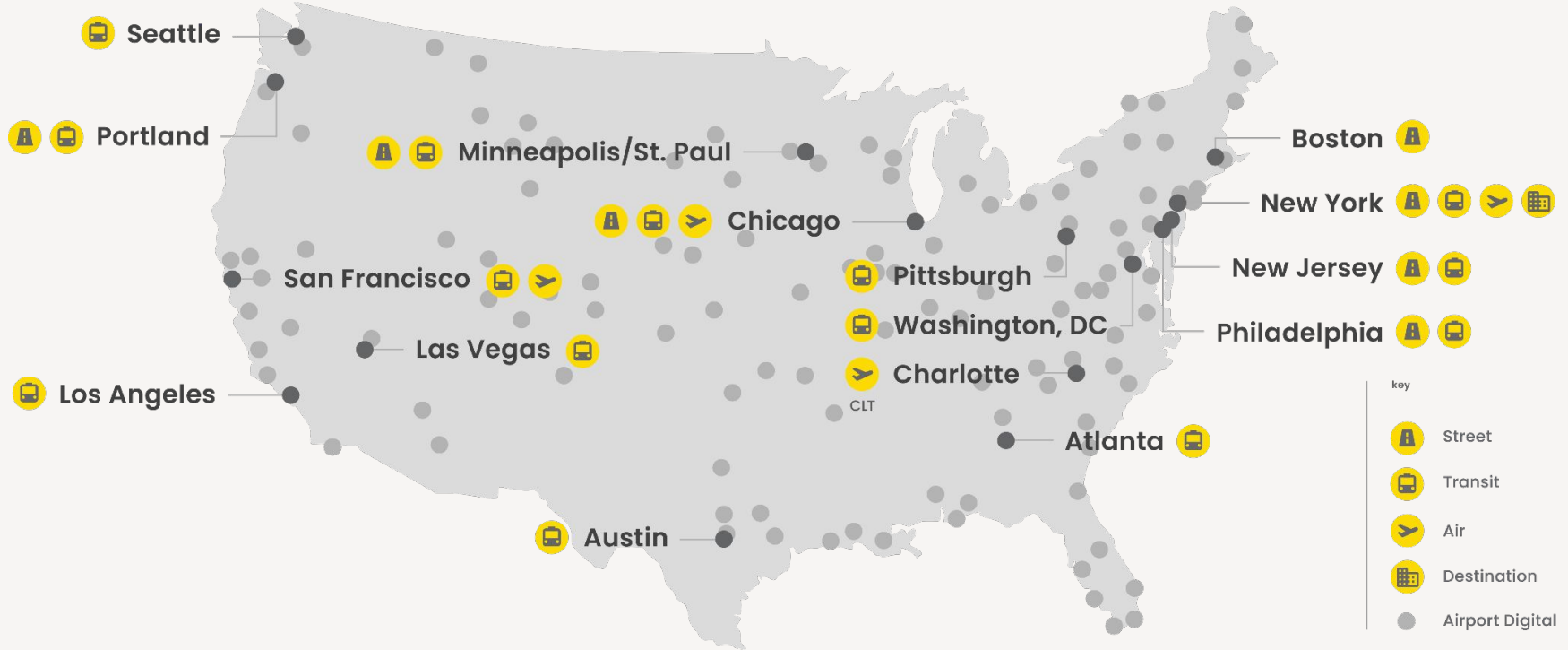
Reach diverse audiences in America's top cities

From New York to Los Angeles, and everywhere in-between, we know people are on the go, enjoying the best of what these great cities have to offer. Regardless of their journey, our media is located in well-traveled locations, and can connect your brand with the right audience. Whether they're moving through their home neighborhoods, commuting to the office, or traveling a little farther, Intersection's media meets them there.

With advertising partnerships across some of the country's largest and busiest cities—including New York, Chicago, Philadelphia, and other major metros—Intersection provides scale among valuable audiences that other media can't offer.

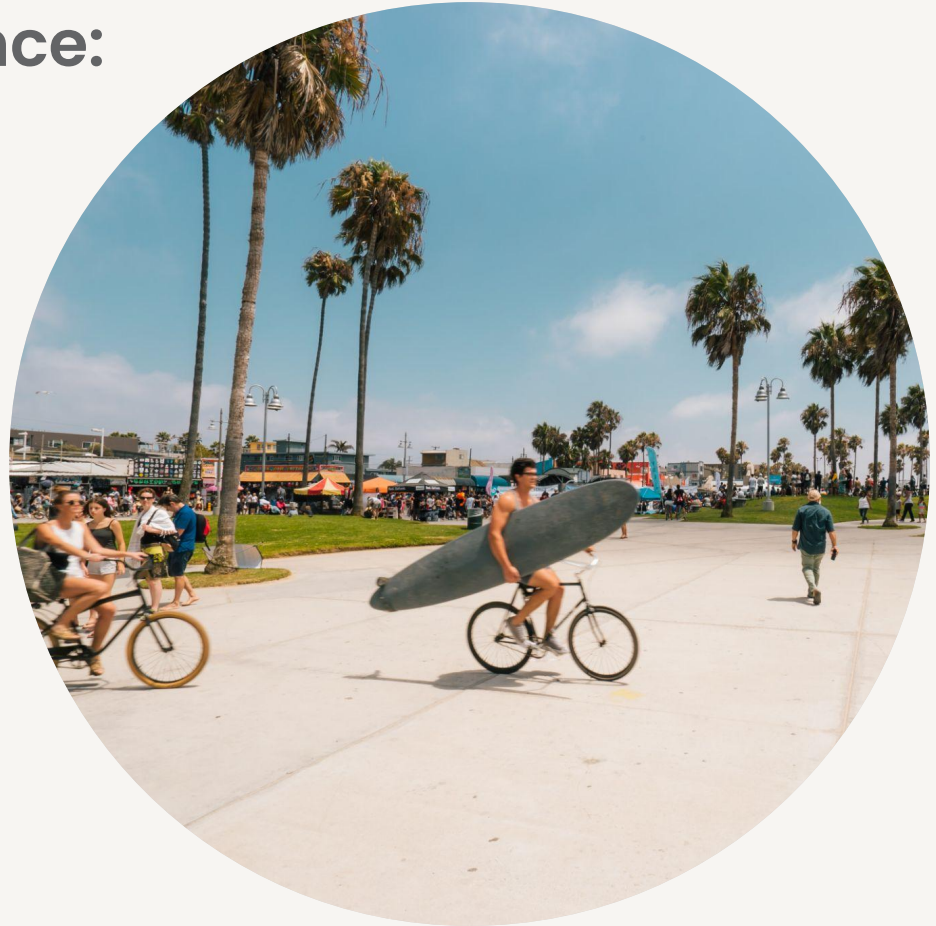


Premium products, national scale.



The Intersection Difference: Los Angeles

- **Los Angeles County is the most populous county in the U.S., with a population of over 10 MM residents.**
- Our media spans 110 miles of rail, 100 stations, and 7 different rail lines, covering most of Los Angeles County ¹
- Our total footprint covers over 800 square miles of geography





LA Metro

The future of transportation in the City of Angels

- LA Metro's rail system is undergoing the most ambitious expansion plan in the country, with several new lines in development
- 7 rail lines (5 light rail, 2 subway) with 350+ rail cars
- 1.2MM+ weekly rail riders

2. Products

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 Domination

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. Dominations create buzz and generate recall with out-of-the-box executions that stop people in their tracks.



Dioramas

Backlit for high visibility, dioramas are framed and positioned within high-traffic areas of transit stations to pop through crowds and deliver brand messaging.

Specs

Dioramas

47"H x 47"W



Two-Sheets

Two-Sheets in LA Metro stations provide advertising visibility in high-traffic and long dwell-time areas of each station.

Specs

Two-Sheets

47"H x 60"W





Train Wraps

Fully wrapped trains deliver an unparalleled canvas with coverage spanning underground, buzzing transit stations, congested city streets, and broad highway overpass visibility.

Specs

Train Fullwrap

Custom Install





Rail Kings

Rail Kings offer roadside and pedestrian targeting in addition to reaching the riders of LA Metro Rail traveling to places like Santa Monica and Downtown L.A.

Specs

Rail Kings

30"H x 144"W



Rail Ultra Super Kings

Ultra Super Kings (USKs) feature dual massive canvases for brands to impact the greater Los Angeles region.

Specs

Rail USK

Custom Install

Pictured is one media unit, comprising two canvases.

Rail Interiors

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

Specs

Interior Car Cards

22"H x 21"W



Note: Specs vary slightly from listed dimensions depending on the rail line. Please see spec sheet for details.



Interior Brand Trains

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

Specs

Interior Car Cards 22"H x 21"W

Michelangelo* 48"H x 24"W



Note: Specs vary slightly from listed dimensions depending on the rail line. Please see spec sheet for details. Michelangelos included only on light rail brand trains



Rail Michelangelos

Michelangelos are positioned overhead in light rail train cars, drawing eyes and attention upwards as commuters board and ride trains.

Specs

Michelangelo

48"H x 24"W



Note: Only available on light rail train cars. Subway train cars do not carry this product.





Digital Transit Kiosks

Digital Kiosks connect commuters to valued information, and engage them with custom branded experiences.

- Premium, HD digital displays
- Display, video, and dynamic advertising capabilities
- Real-time transit information

Video Walls

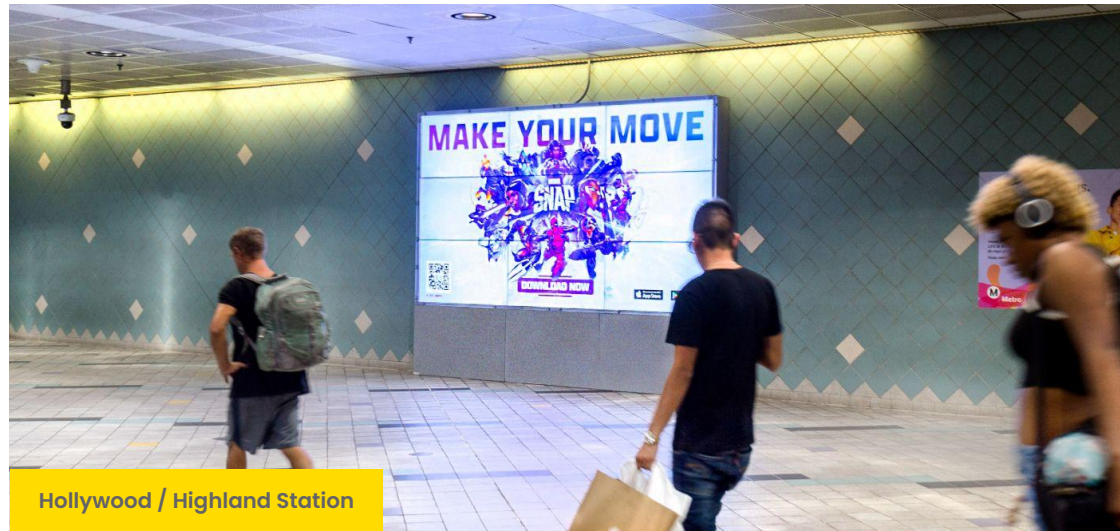
Positioned in the highest traffic volume area of LA Metro transit stations, Video Walls boasts massive digital impact with unmissable clarity and vibrance.

Specs

Resolution 3840w x 2160h

Frame Rate 30 fps

Spot Length :7.5 sec



Video Wall Wrap

Creating an extended canvas off a massive Video Wall, the Video Wall Wrap product allows advertisers to “go big” with a massive speciality execution in two of Los Angeles’ biggest stations.

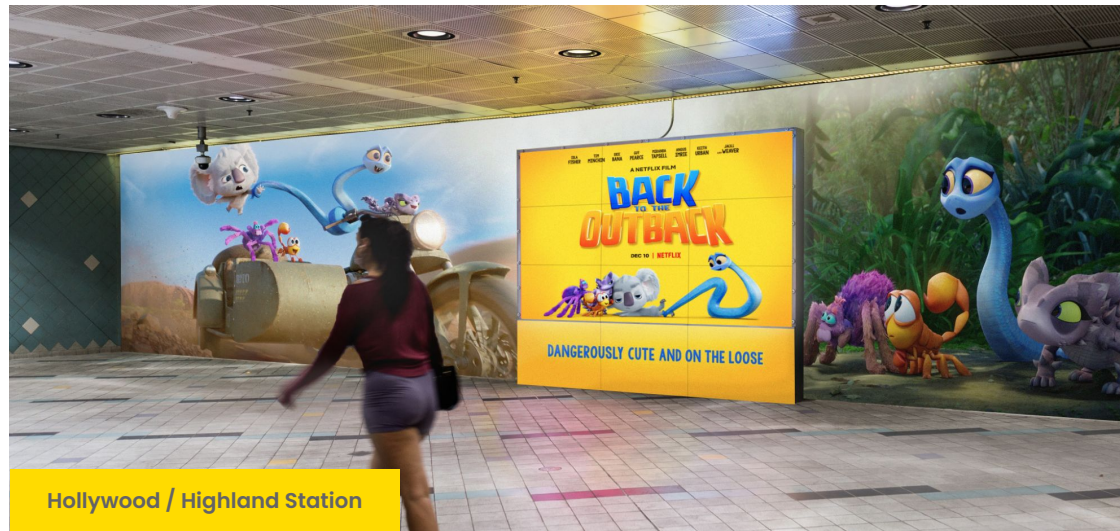
Specs

Video Wall 114" H x 147" W

Video Wall Resolution 3840w x 2160h

Video Wall Wrap - 7th/Metro 134" H x 393" W

Video Wall Wrap -
Hollywood/Highland 132" H x 844" W



Wallscapes

The Santa Monica Wallscope, a south-facing unit facing 5th Street in Downtown Santa Monica, reaches vehicular traffic exiting Interstate 10 with massive scale.



Specs

Wallscope







11'H x 44'W

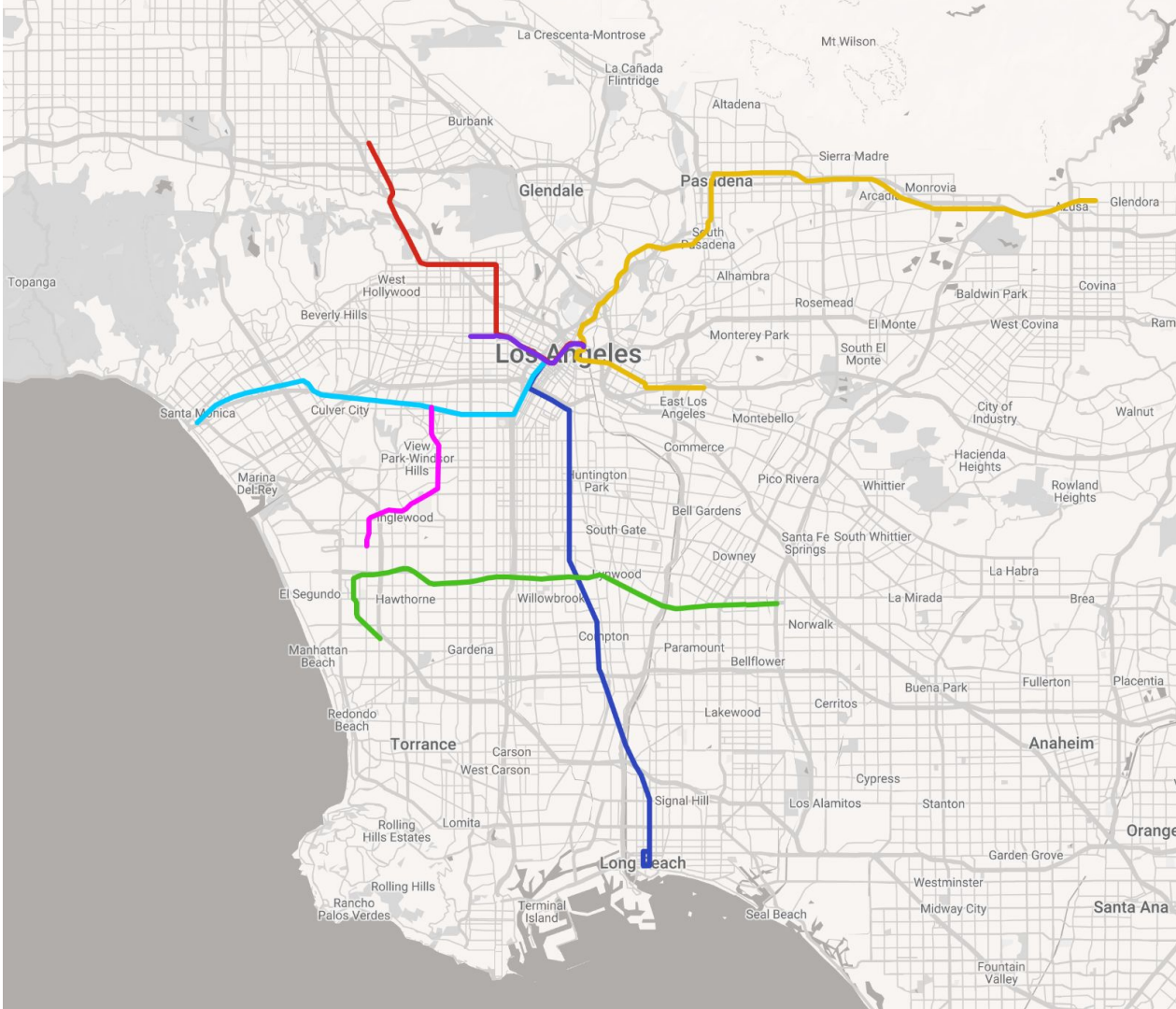


Los Angeles

LA Metro Rail

Legend

Red Line	
Purple Line	
Gold Line	
Blue Line	
Green Line	
Expo Line	
Crenshaw Line	



Los Angeles

LA Metro

Stations

Legend

Station with media



Red Line



Purple Line



Gold Line



Blue Line



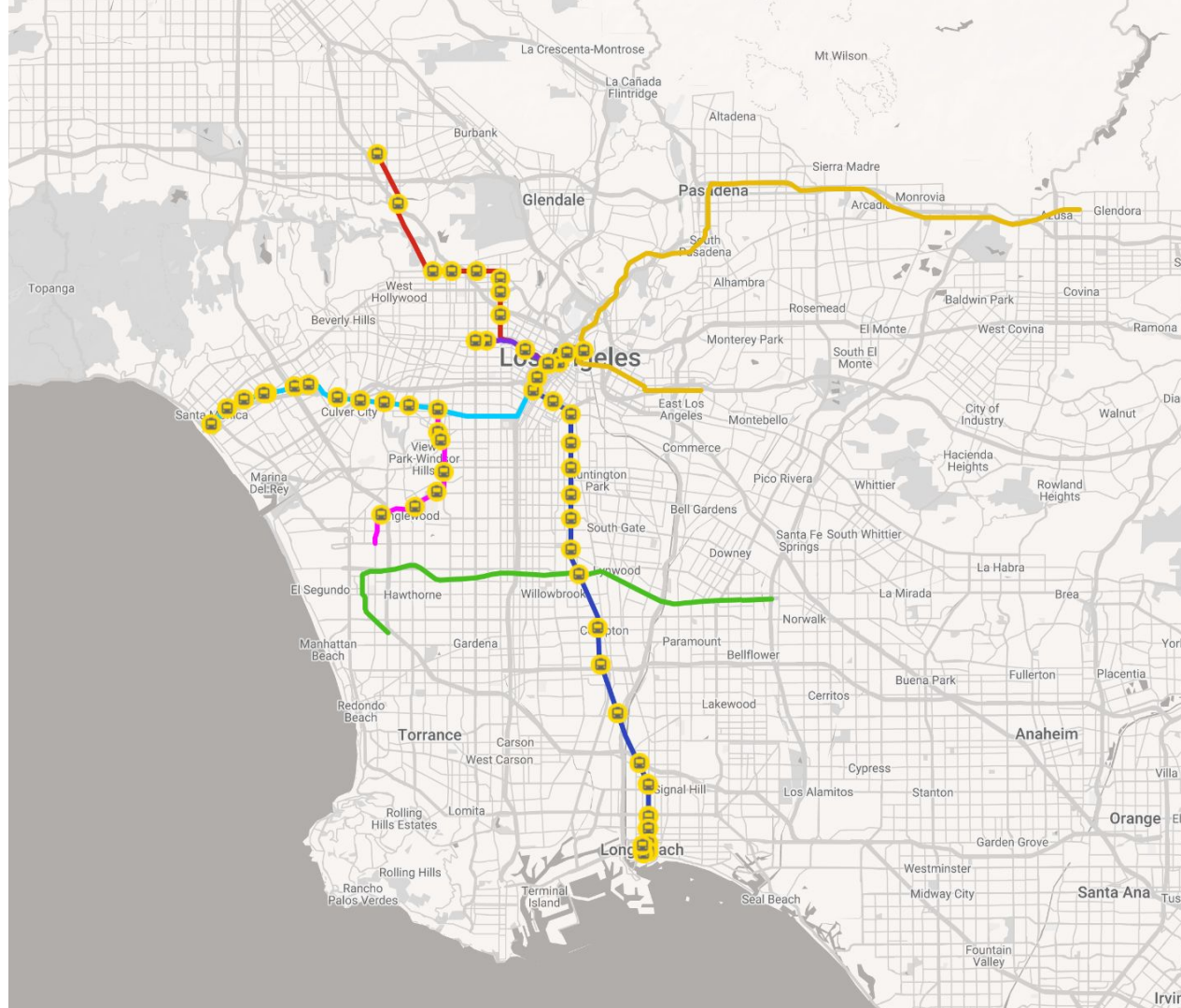
Green Line



Expo Line



Crenshaw Line



Los Angeles

LA Metro

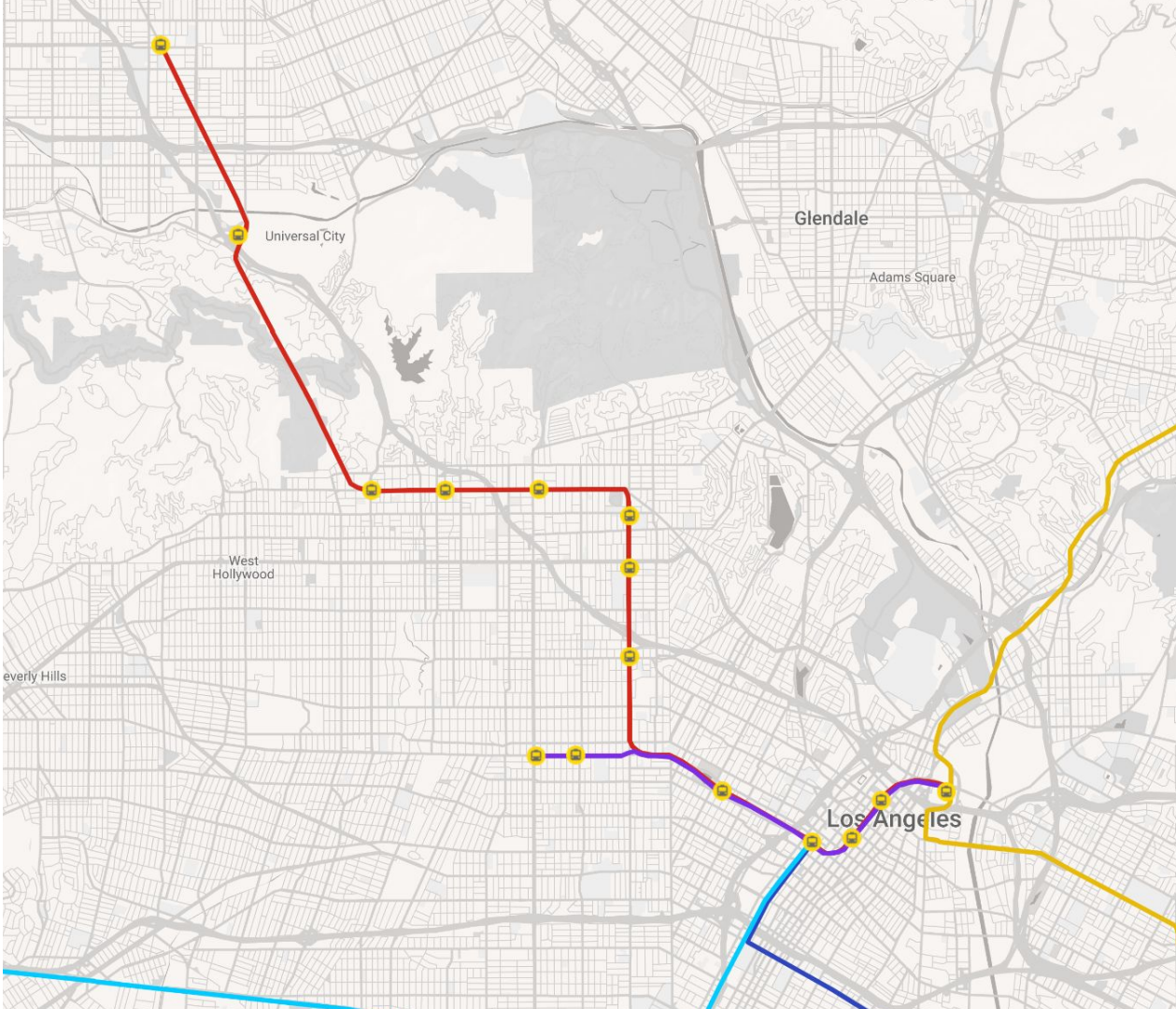
Two-Sheets

Legend

Purple Line

Red Line

Two-Sheet Station

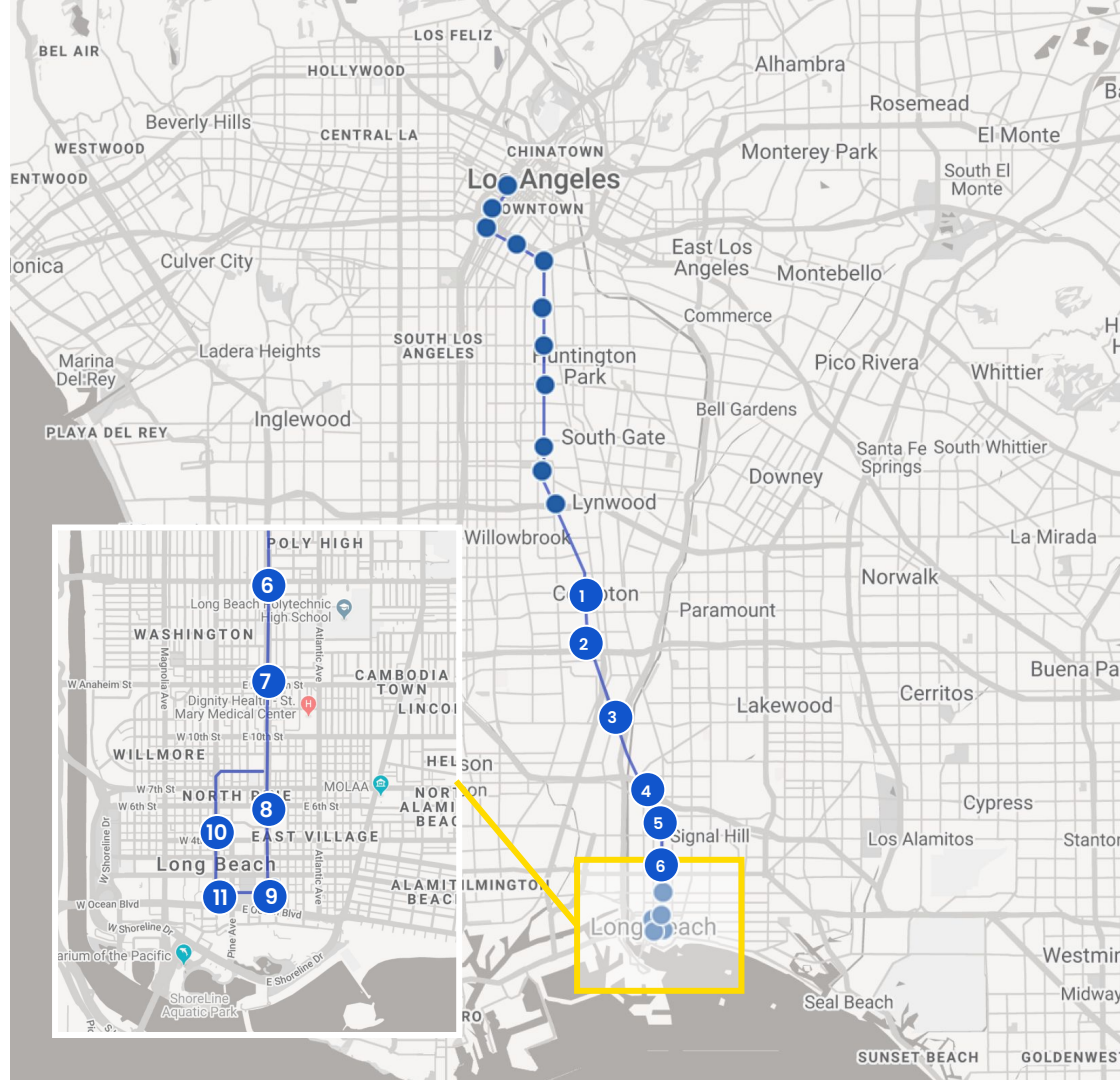


Los Angeles

LA Metro

Interactive Kiosks

Stations	Displays
1. Compton	5
2. Artesia	4
3. Del Amo	4
4. Wardlow	4
5. Willow Street	2
6. Pacific Coast Highway	3
7. Anaheim Street	4
8. 5th Street	3
9. 1st Street	3
10. Downtown Long Beach	6
11. Pacific Avenue	3
Blue Line, South Half	41

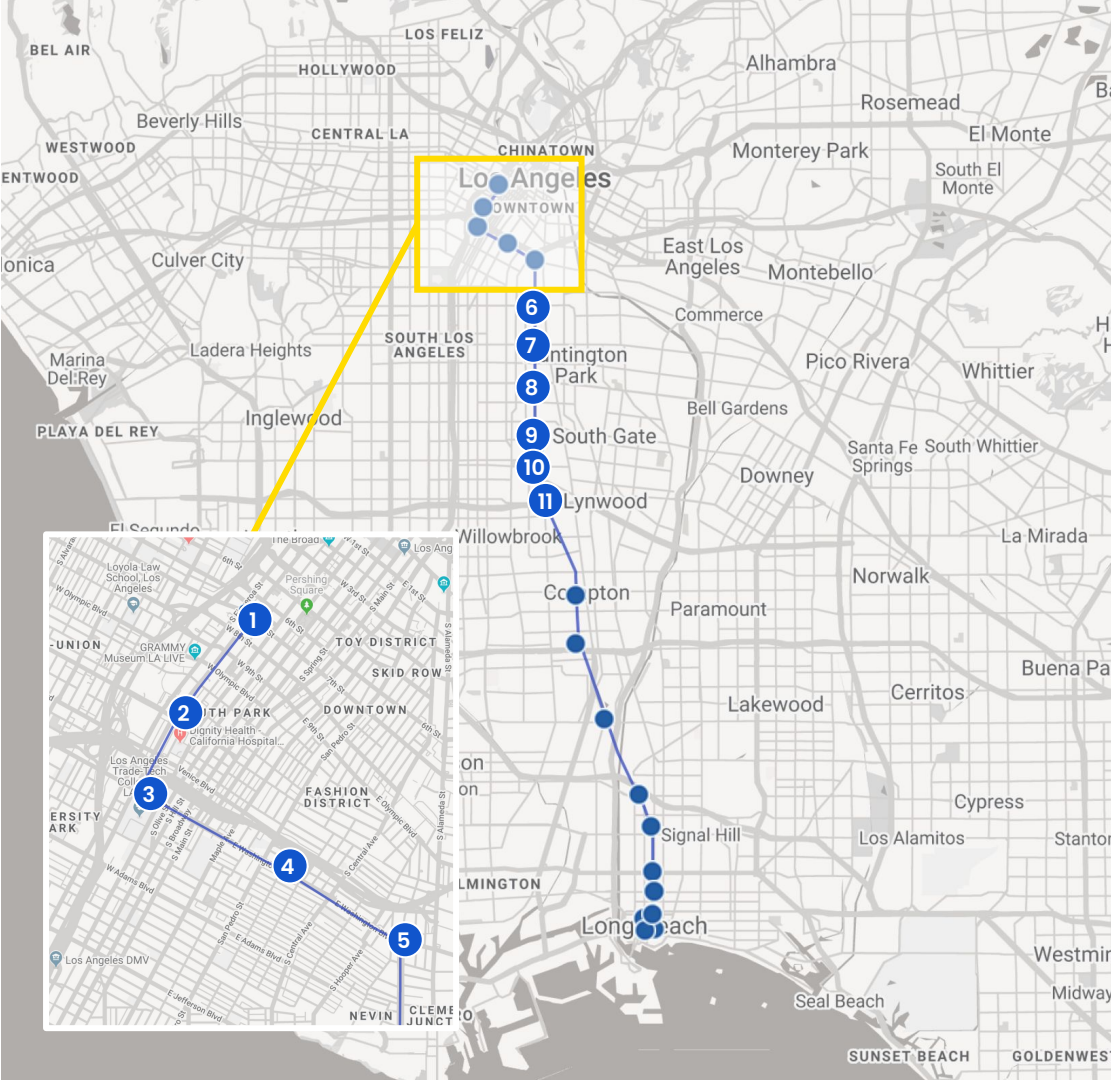


Los Angeles

LA Metro

Interactive Kiosks

Stations	Displays
1. 7th / Metro	8
2. Pico	7
3. Grand / LA Trade Tech	5
4. San Pedro Street	3
5. Washington	3
6. Vernon	4
7. Slauson	5
8. Florence	4
9. Firestone	3
10. Watts / 103rd Street	4
11. Willowbrook / Rosa Parks*	5
Blue Line, North Half	51

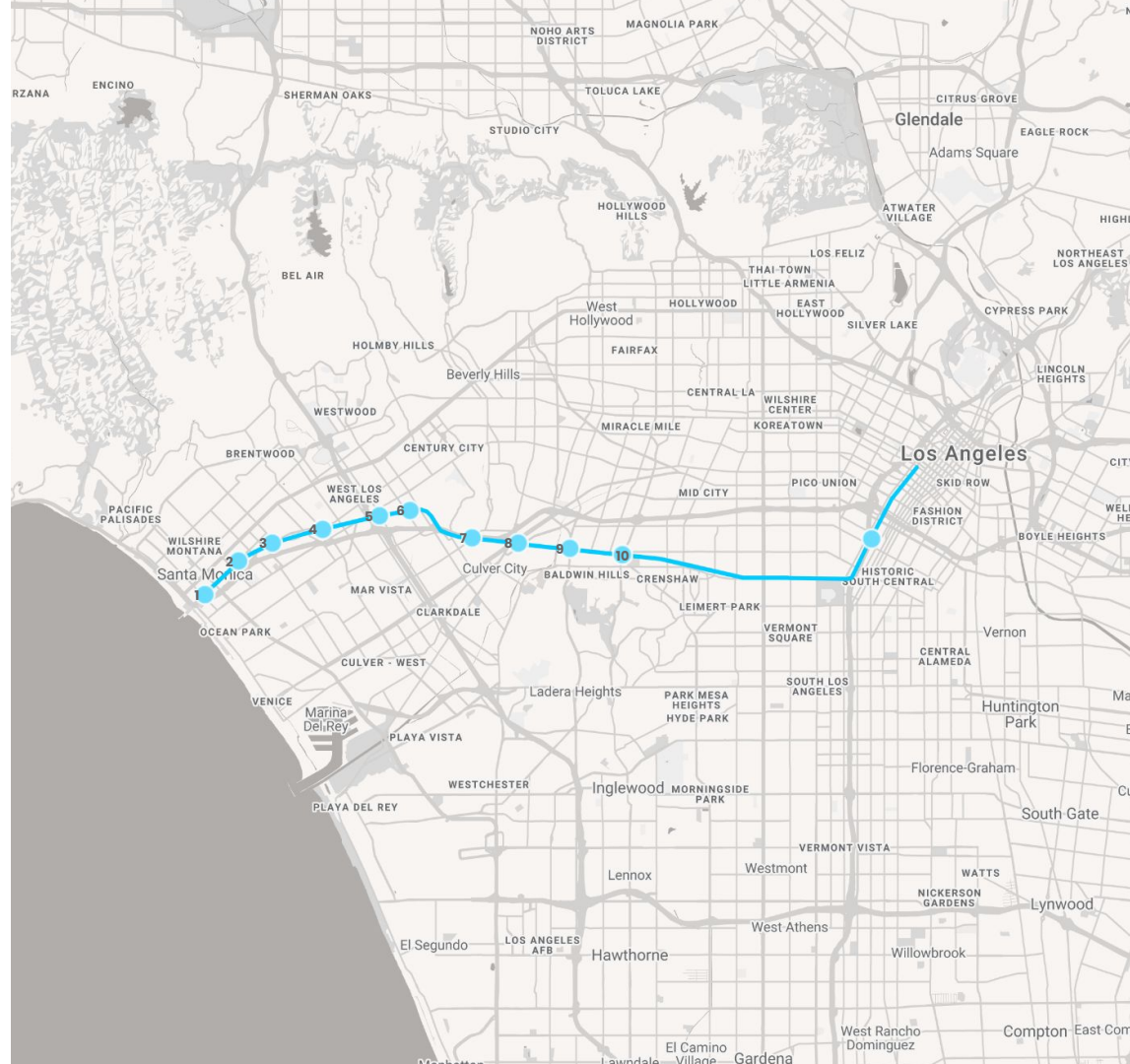


LA Metro

LA Metro

Interactive Kiosks

Station	Displays
1. Downtown Santa Monica	7
2. 17th Street	2
3. 26th Street / Bergamot	2
4. Expo / Bundy	2
5. Expo / Sepulveda	2
6. Westwood / Rancho Park	2
7. Palms	2
8. Culver City	6
9. La Cienega / Jefferson	3
10. Expo / La Brea	3
Total, Expo Line	31



* Deployment timeline subject to change.
Last updated August 11, 2022

LA Metro

Digital Kiosks

Crenshaw Line

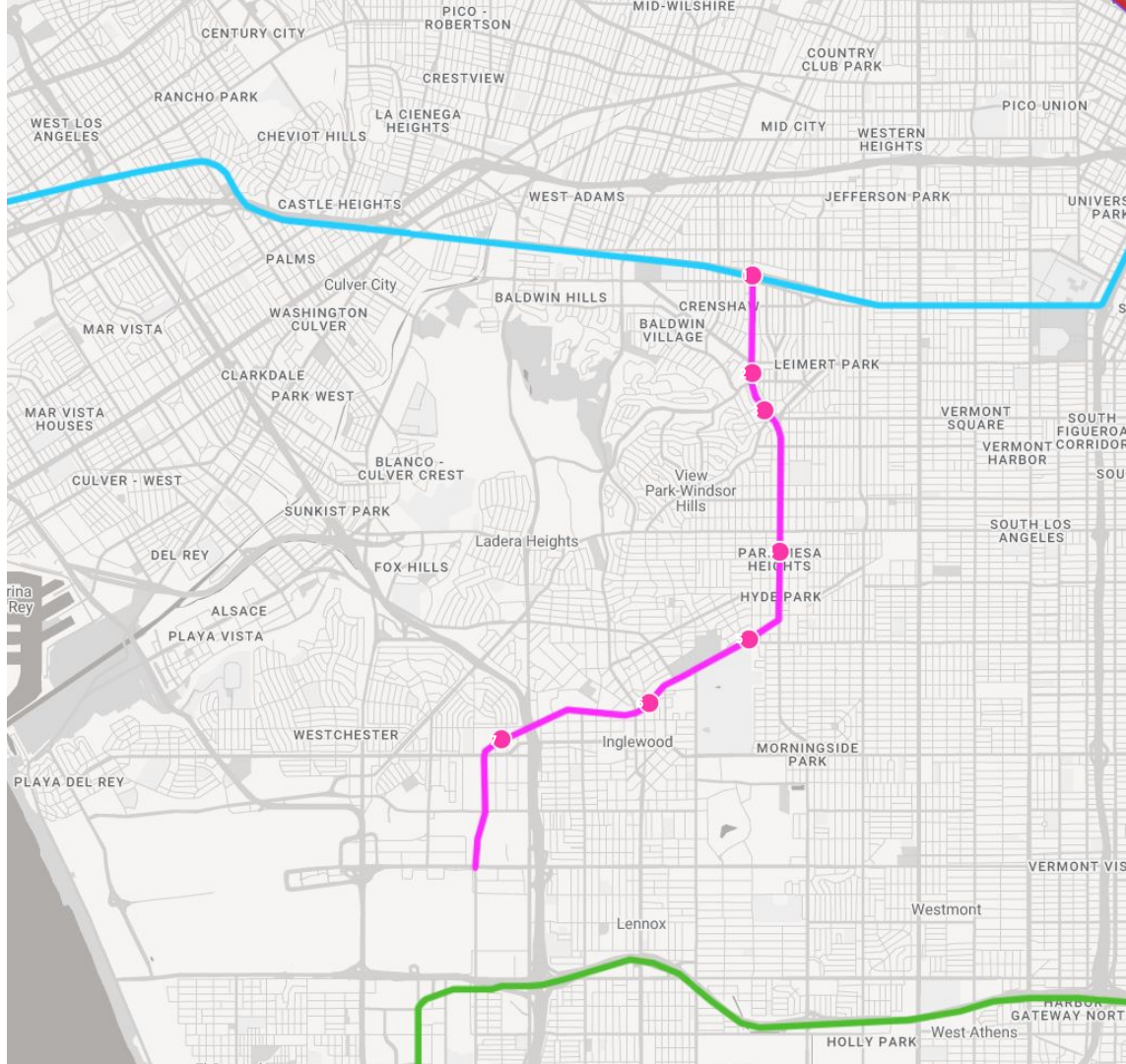
Deployment of kiosks will occur on a rolling basis, with new units added weekly until complete

Station	Displays	Live Date*
1. Expo / Crenshaw	2**	10/8/22
2. MLK Jr.	0**	--
3. Leimert Park	0**	--
4. Hyde Park	2	10/8/22
5. Fairview Heights	2	10/8/22
6. Downtown Inglewood	2	10/8/22
7. Westchester / Veterans	2	10/8/22
Total, Crenshaw Line	10	10/8/22

* Deployment timeline subject to change

** Additional digital units to come January 2023.

Last updated October 13, 2022





Air Media

From the moment consumers enter the airport through the duration of their flights, Intersection can deliver powerful messaging via traditional and digital formats.

Reaching a national audience of air travelers with Intersection

Intersection reaches over 180 million national airline passengers annually, with exclusive media rights at Charlotte Douglas International Airport and an exclusive partnership with United

Exclusive Airport

Airline Partnership



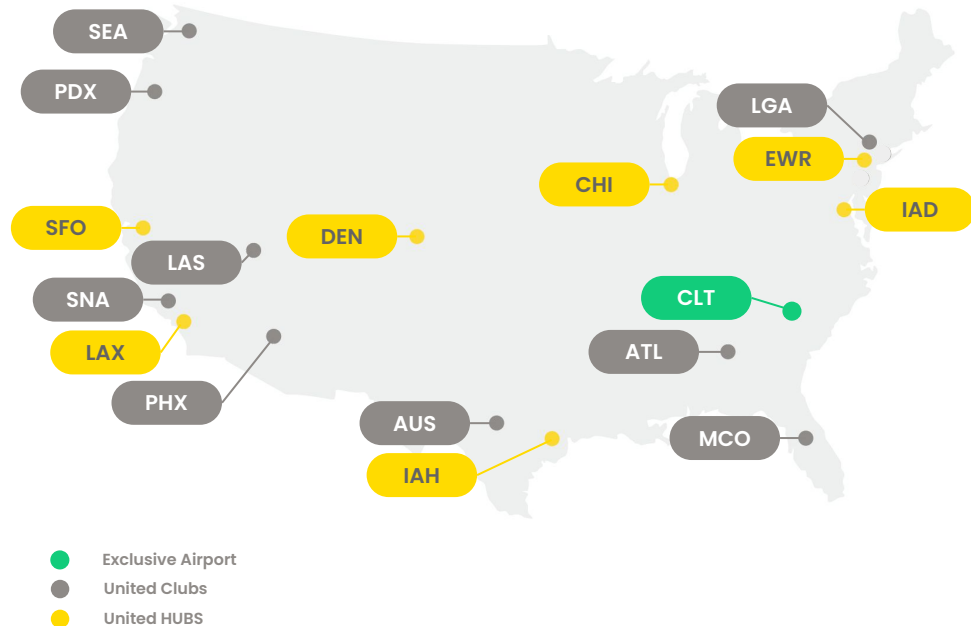
Premium Products, National Scale

Exclusive Airport

Charlotte, NC

United Clubs

Atlanta, GA	Newark, NJ
Austin, TX	New York, NY
Chicago, IL	Orlando, FL
Cleveland, OH	Phoenix, AZ
Denver, CO	Portland, OR
Houston, TX	San Francisco, CA
Honolulu, HI	Seattle, WA
Las Vegas, NV	Washington, DC
Los Angeles, CA	



Plus **1,100+ United Gate Information Display Screens**
at airports across the country

United Premium Club Display

Premium Club Displays are strategically placed in United Club lobbies or other high-traffic club areas for maximum visibility with United's affluent business and leisure travelers.

Specs

Premium Club Display

3'H x 10'W



United Club Digital Display

United Club Digital screens have full-motion capabilities and provide excellent brand exposure as club members constantly check the screens for destination information, weather, news, etc.

Airport	Airline
LAX Airport	United
	American
John Wayne Airport	United



United Club Video Walls

Capture consumer attention with the largest United Club digital assets in the U.S.

- Access the most highly-trafficked domestic United Clubs through new, premium digital
- Deliver :30 static, animated or full-motion video creative on these 86-100" HD digital displays

Specs

United Club Video Walls

86-100" HD LCD



Gate Information Displays (GIDS)

Gate Information Displays (GIDS) are prominently placed in gate hold areas. GIDS provide excellent brand exposure as passengers repeatedly check the screens for upgrade status, flight updates, weather, and other information as they wait to board their flights. *Destination targeting available.*

Specs

Gate Information Displays

46" HD LCD



Jet Bridge Wraps

Jet Bridge Wraps maximize impact through unexpected placement of brand messaging. These outstanding displays leave a lasting impression on passengers as they board or deplane. These wraps can be paired with overheads for total passenger surround.

Specs

Jet Bridge Wraps

Custom



Available: SFO, ORD, CLE

3. Additional Offerings

Experiential

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



Print

Beyond media space, Intersection can print standard or large-format ads for any out-of-home campaigns, including all transit and billboard markets. With tremendous buying power, Intersection can offer advertisers the best materials, processes, and rates.





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Thank You