

 Intersection

Minneapolis Media Kit

2023



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1. About Intersection

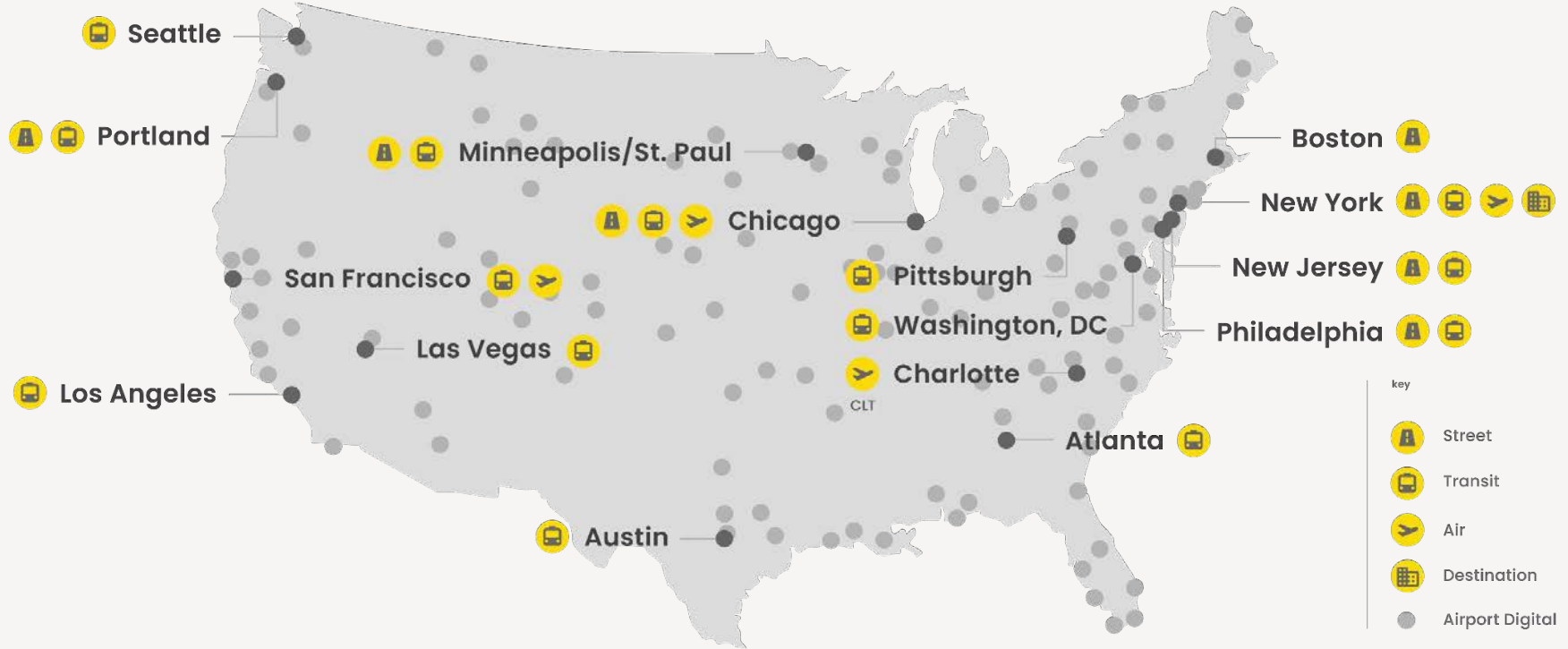
Reach diverse audiences in America's top cities

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: Minneapolis

- Minneapolis is the 16th largest U.S. CBSA with a population of over 4 MM residents.
- Our media footprint spans **900 sq. miles** of bus and rail routes, providing seamless coverage throughout the Twin Cities and surrounding suburbs.¹





Metro Transit

The largest transit operator in Minnesota

- Metro Transit continues to build on their high-frequency bus network, currently with five targetable lines.
- Over 900 buses and 3 rail lines (2 light rail, 1 commuter) serving 42 stations
- 835K weekly system riders

2. Products

Bus Media

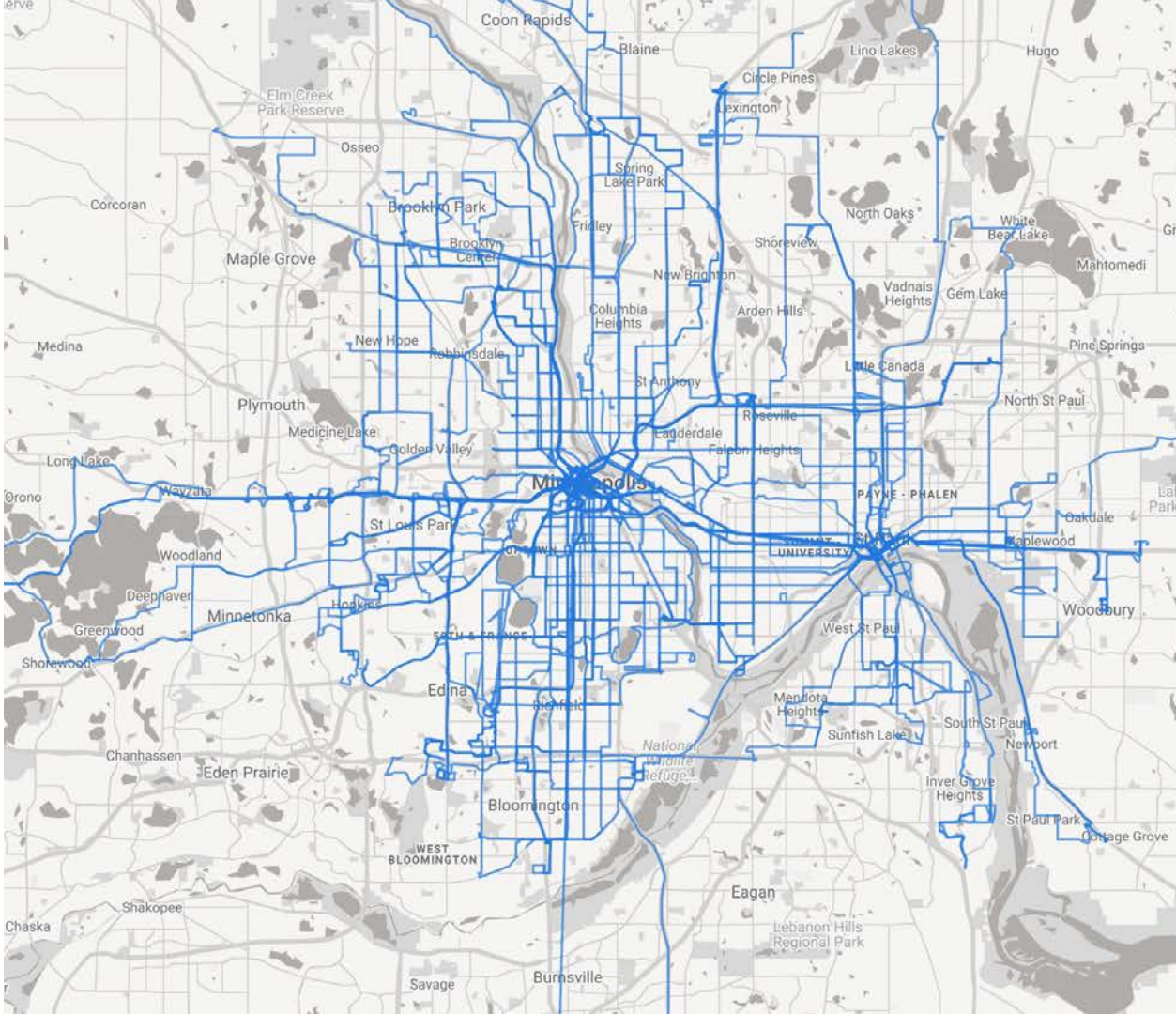
Intersection's bus network provides extensive coverage throughout the Twin Cities and suburbs of Minneapolis and Saint Paul, reaching pedestrians, riders, and drivers along their daily journeys.



Minneapolis Bus

Legend

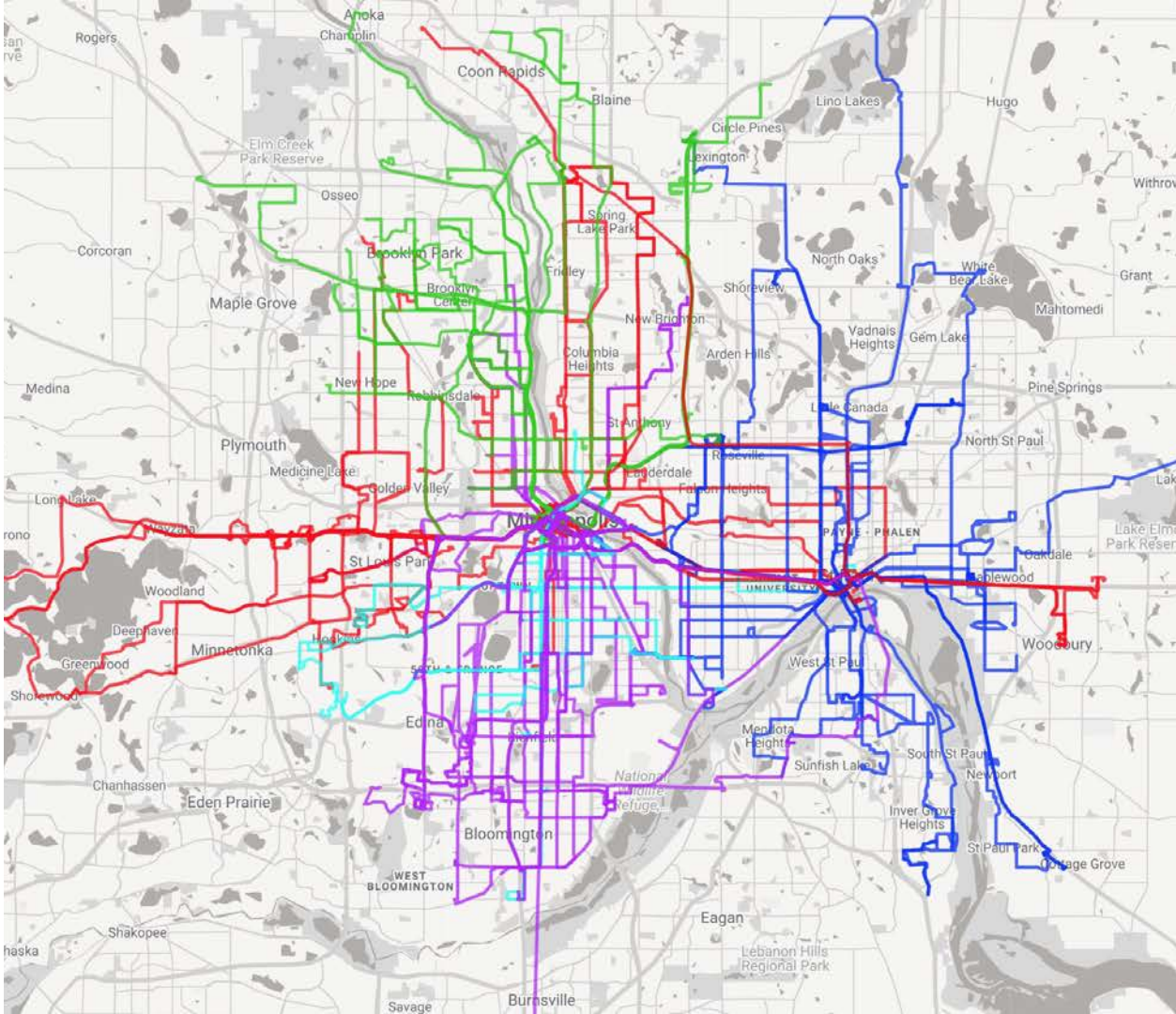
METRO Bus Routes



Minneapolis Bus

METRO Bus Garage

Heywood		MJ Ruter	
Nicollet		South	
East			



Minneapolis Bus Specialty Routes

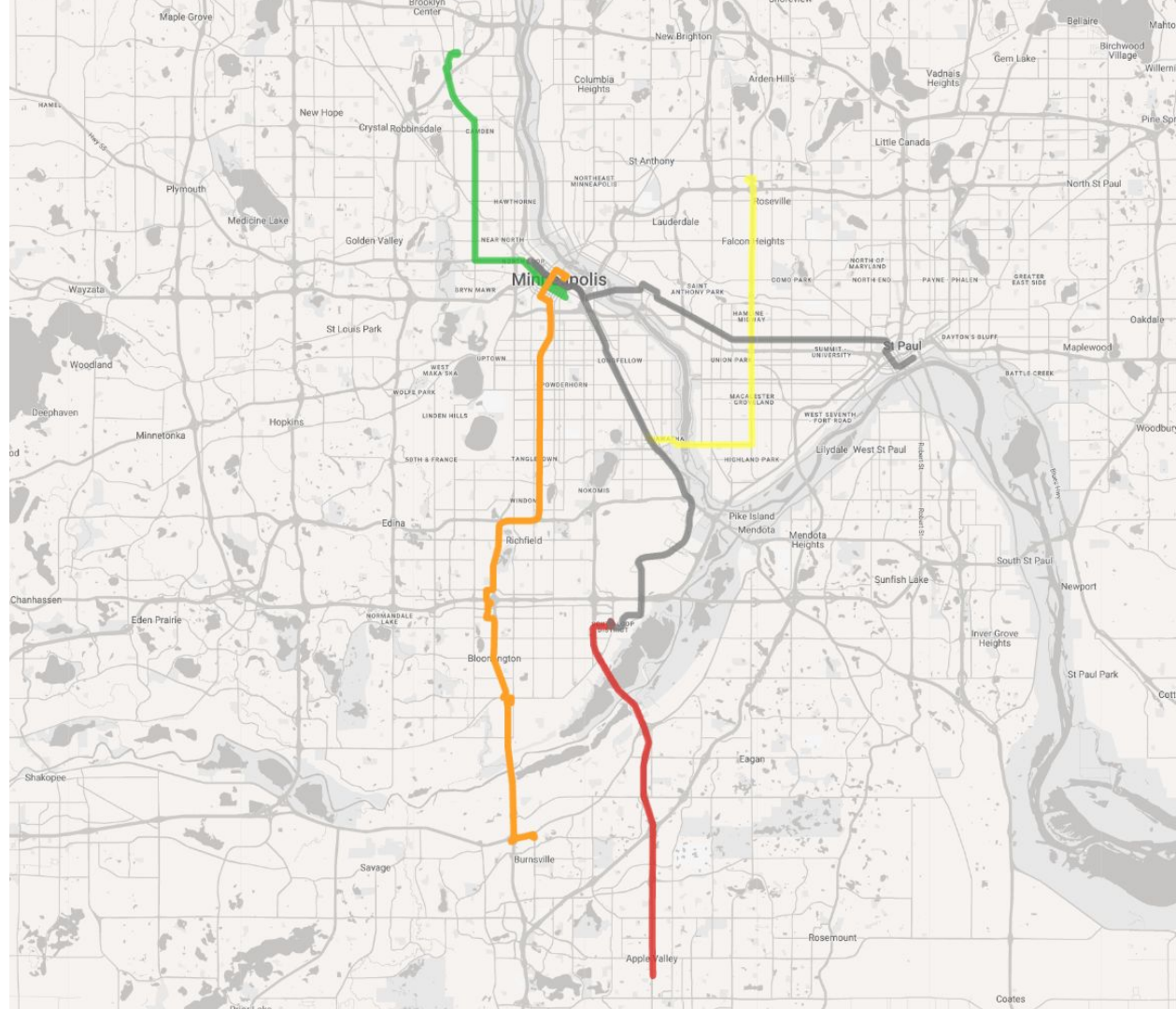
METRO Specialty Bus Line

Red Line

C Line

A Line

Orange Line





Bus Wraps

Bus Wraps create a can't-miss moment, covering the perimeter of the bus and capturing the attention of pedestrian, driver, and commuter traffic.



Specs

Bus Full Wrap

Custom Install



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 city.

Specs

Ultra Super King

Custom Install



Bus Kings

Bus Kings successfully reach pedestrians and commuters alike. A high reach format, this media quickly builds awareness for your ad.

Specs

King

30"H x 144"W





Bus Kings with Extensions

Bus King Extensions enhance a brand message with eye-catching creative treatments that stand out in the eyes of Twin Cities consumers.

Specs

Extensions

Custom Install





Bus Kings with Headliners

Paired with Bus Kings, Headliners create top-of-mind awareness and increase advertising impact with Twin Cities commuters and pedestrians.

Specs

King with Headliner

Varies



Bus Headlights & Tails

Headlight and Tail displays establish your brand awareness citywide, both coming and going.

Specs

Headlight	19.25"H x 44"W
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Tail	21"H x 72"W
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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 Twin Cities traffic.

Specs

Fullback

Custom Install





Brand Buses

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

Specs

Interior Car Cards

11"H x 28"W

Michelangelo

48"H x 24"W



Bus Interiors

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

Specs

Interior Bus Cards	11"H x 28"W
	11"H x 56"W



Street Media

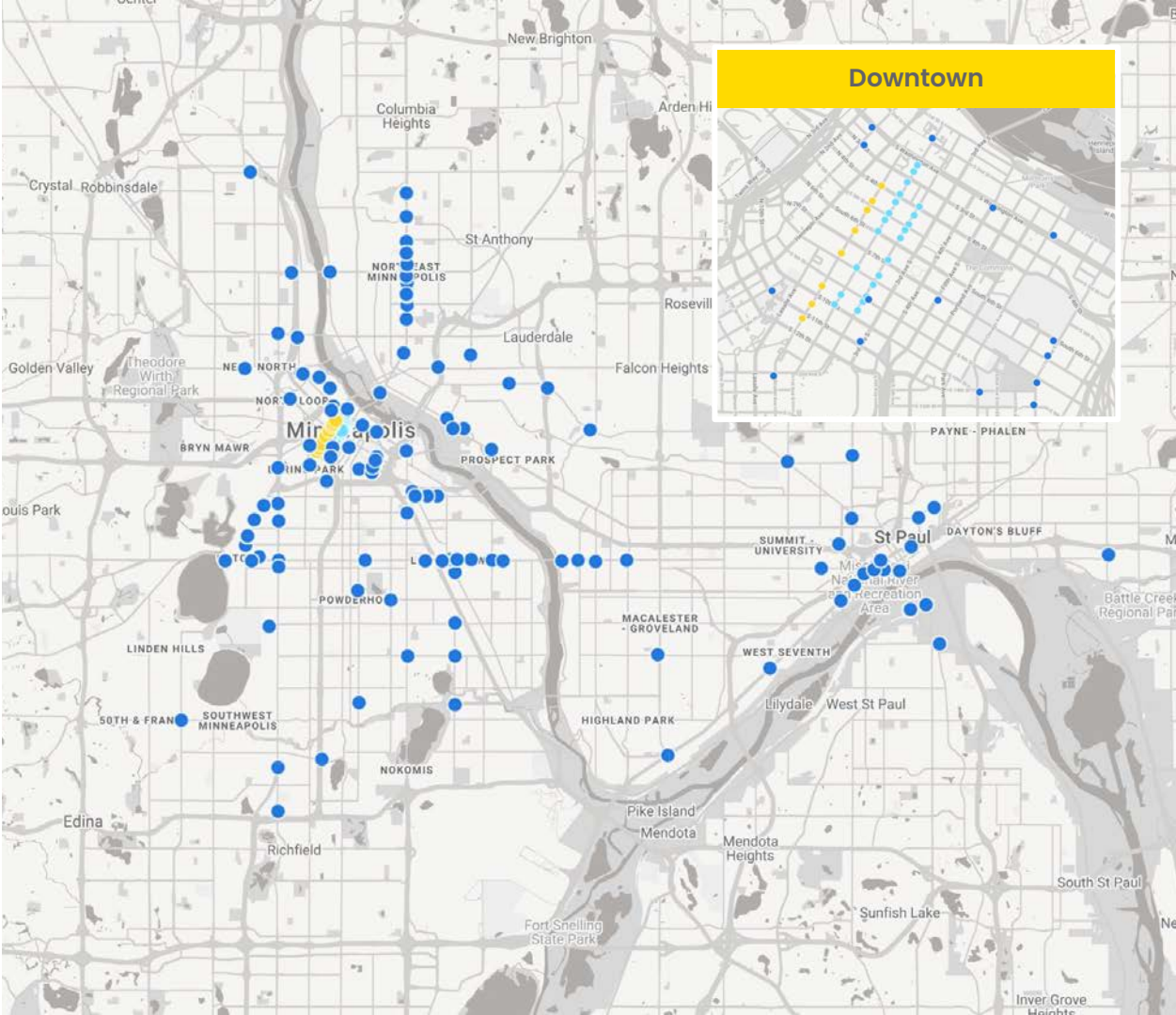
With static and dynamic digital formats, Intersection's street-level media is strategically placed throughout a consumer's daily route. From bus shelters to newsstands and kiosks to street banners, creative and messaging is always prominent, eye catching, and on-target.



Minneapolis Street Media

Legend

- Bus Shelter
- Bus Super Shelter
- Nicollet Mall Shelter



Bus Shelters

Oversized bus shelter ads draw immediate attention from consumers walking down the street, waiting for the bus, or driving by.

Specs

Bus Shelter

68.5"H x 47.5"W



Bus Super Shelters

Heated, illuminated shelters range from 4 to 12 panels in length and can't be missed by Minneapolis business commuters as they wait for express buses.

Specs

Bus Shelter

Custom Install



Nicollet Mall Bus Shelters

High-impact shelters line the iconic pedestrian transit mall, providing shelter to shoppers and entertainment-seekers using the free bus service.

Specs

Bus Shelter Wrap

Custom Install



Rail Media

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



Minneapolis Rail & Platform Digital

Legend

METRO Blue Line Rail Route



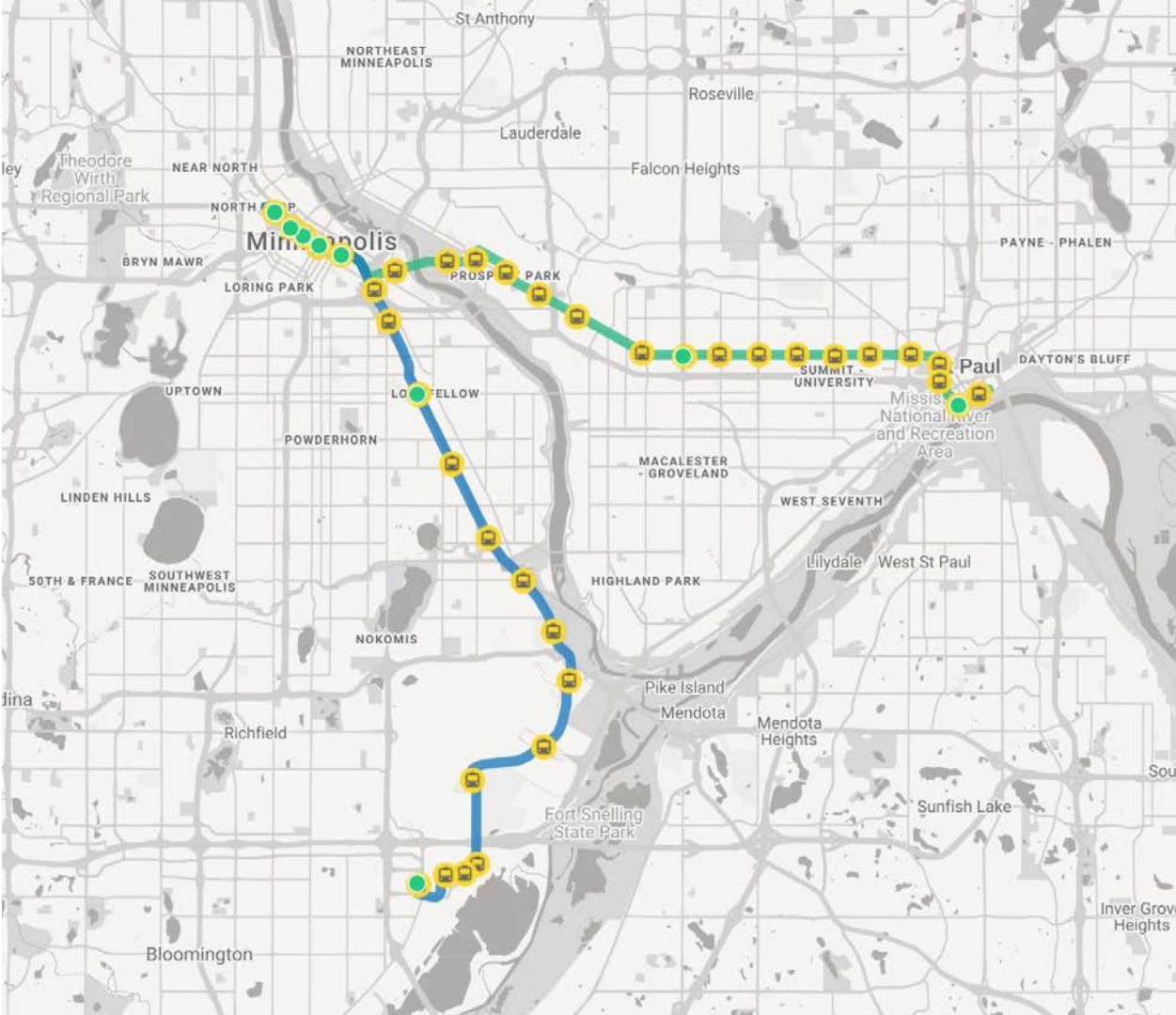
METRO Green Line Rail Route



Metro Rail Station



Digital Platforms



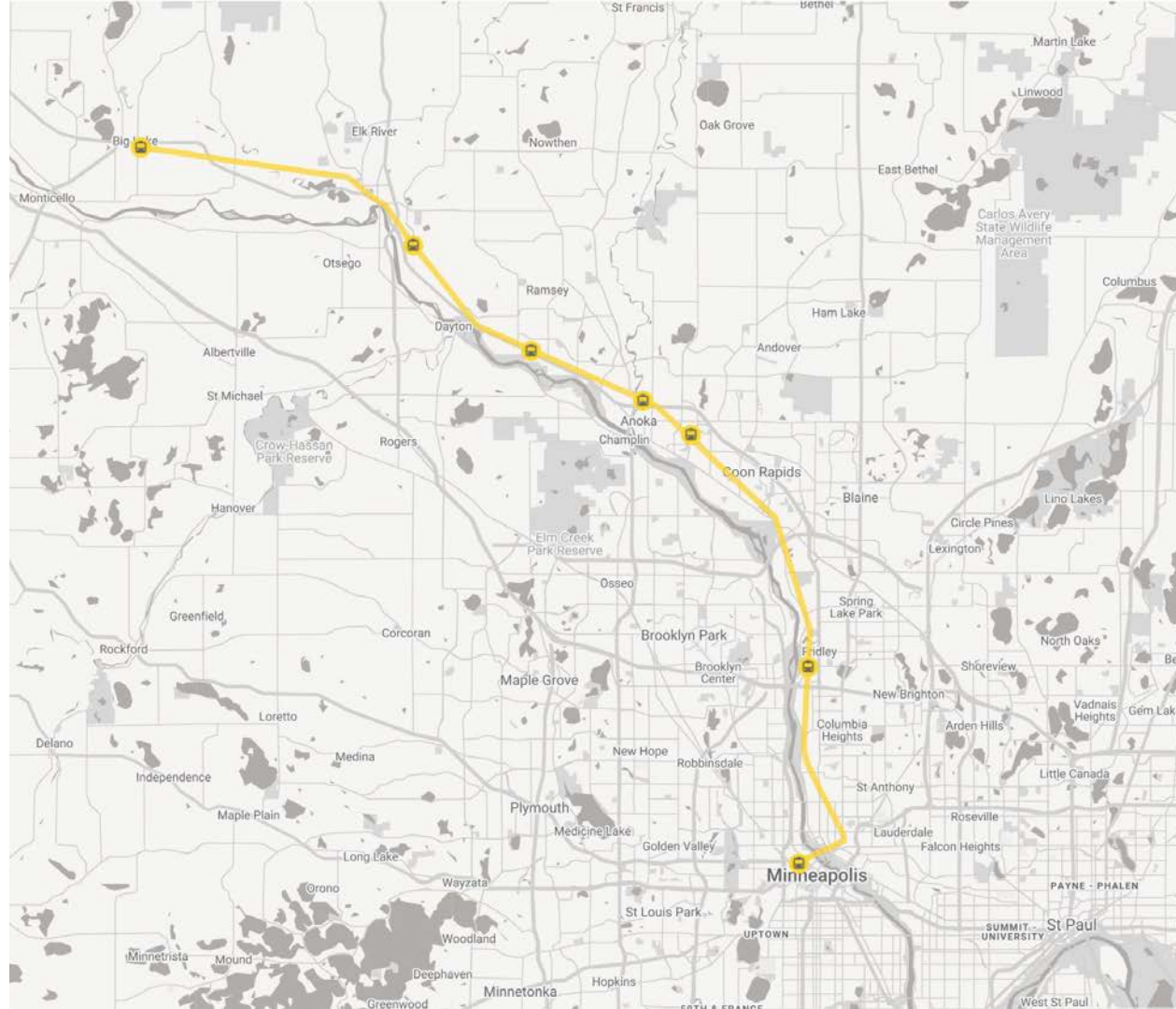
Minneapolis Commuter Rail

Legend

METRO Commuter Rail Route



Metro Rail Station





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



Note: Many Station Dominations offer digital media in addition to static media



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 Full Wrap

Custom Install



Ultra Super Kings

Rail Ultra Super Kings provide an ideal canvas for bold, eye-catching creative. This media reaches commuters, pedestrians, and drivers throughout cities and transit stations.

Specs

Ultra Super King

Custom Install

Commuter Rail
Ultra Super King

Custom Install



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	11"H x 28"W (11)
	22"H x 21"W (2)
Michelangelo	44"H x 21"W (4)



Rail Interiors

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

Specs

Interior Car Cards	11"H x 28"W
	22"H x 21"W
Commuter Rail Car Card	33.25"H x 21"W

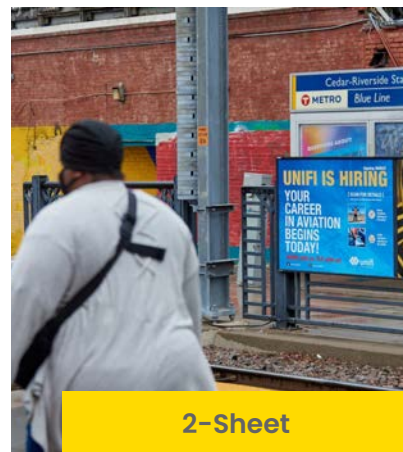
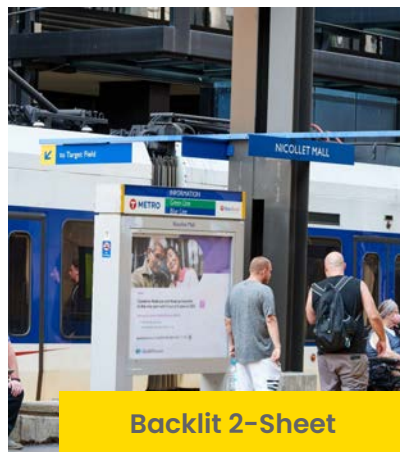


Rail Platforms

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

Specs

2-Sheet	46"H x 60"W
Backlit 2-Sheet	46"H x 60"W
Diorama	47.5"H x 68.5"W





Digital Platforms

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	55" LCD
Screen Resolution	1920 x 1080
Frame Rate	30FPS



3. Additional Offerings

Experiential

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



Park & Rides

Park & Ride garage dominations offer a unique advertising opportunity for brand ownership of a parking garage facility.

Park & Rides are the perfect venue to create buzz and generate higher recall with location-based messaging that stops auto commuters in their tracks.





Minneapolis

7101 York Avenue South, Suite 120

Minneapolis, MN 55435

952 562-8620

Thank You

Appendix

Bus Headlights

Bus Headlights establish brand awareness with pedestrians, drivers, and passengers throughout the Twin Cities.

Specs

Bus Headlight

19.25"H x 44"W



Bus Tails

Bus Tails establish brand awareness with pedestrians, drivers, and passengers throughout the Twin Cities.

Specs

Bus Tail

21"H x 72"W



Platform 2-Sheet

With an extended dwell time while waiting for trains, 2-Sheets give your brand quality time with key consumers, in all the right locations.

Specs

2-Sheet

46"H x 60"W



Platform Backlit 2-Sheet

With an extended dwell time while waiting for trains, illuminated Backlit 2-Sheets give your brand quality time with key consumers, in all the right locations along the Green Line.

Specs

Backlit 2-Sheet

46"H x 60"W





Platform Backlit Diorama

With an extended dwell time while waiting for trains, illuminated Backlit Dioramas give your brand quality time with key consumers, in all the right locations.



Specs

Backlit Diorama

47.5"H x 68.5"W