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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.



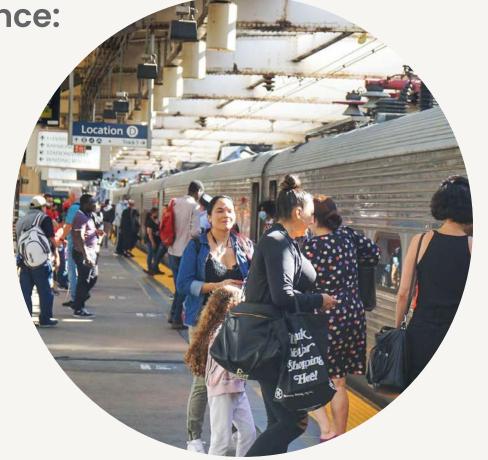
5

The Intersection Difference:

New Jersey

 20MM+ passenger trips each month, almost 5x the amount of people who watched the VMAs on TV

- Intersection is the exclusive partner for all rail media in NJ, boasting advertising partnerships with NJ TRANSIT, HBLR, PATCO, and PATH
- Access to more consumers than any of our OOH competitors on a weekly basis, with multiple advertising partnerships including some of the country's busiest AMTRAK hubs





NJ TRANSIT The nation's largest statewide transit provider

NJ TRANSIT is the nation's largest statewide provider of bus, rail, and light rail transit; connecting New Jersey commuters to cities and towns throughout the state, as well as to Philadelphia and NYC.

- 17MM+ passenger trips monthly
- Covers a service area of 5,300+ square miles
- 255 bus routes, 12 commuter rail lines, 3 light rail lines



PATH Connecting cities along the Hudson

- Serves as the primary transit link between Manhattan and neighboring New Jersey communities like Hoboken & Jersey City, as well as suburban commuter railroads.
- 4.1MM+ monthly weekday passenger trips
- 350 rail cars, 4 routes, serving 13 rail stations

Source: PATH 2022



PATCO

High Speed Transit Line connecting Philadelphia and New Jersey

- Connects Philadelphia to Camden County
- 10.8 million annual ridership and 37,800+ weekday riders in 2019
- Operates 24 hours a day, 7 days a week

Source: PATCO

2. Products



Street Media

With static and dynamic digital formats, Intersection's street-level media is strategically placed throughout a consumer's daily route. Creative and messaging is always prominent, and eye catching.

Link

Link brings gigabit Wi-Fi and a host of other public utilities to citizens for free, and is one of the largest digital networks in the world. Two-sided units with 55" displays allow advertisers to reach consumers at-scale.

Specs

Screen Size 55"

Screen Resolution

1920 x 1080



LinkNWK Coverage



LinkNWK







Bus Media

Intersection's bus network provides extensive coverage throughout the state of New Jersey, reaching pedestrians, riders, and drivers along their daily journeys.

New Jersey New York NJT Bus Garages

Legend

NJT Bus Routes

Big Tree

Egg Harbor Express

Fairview

Greenville

Hilton

Howell

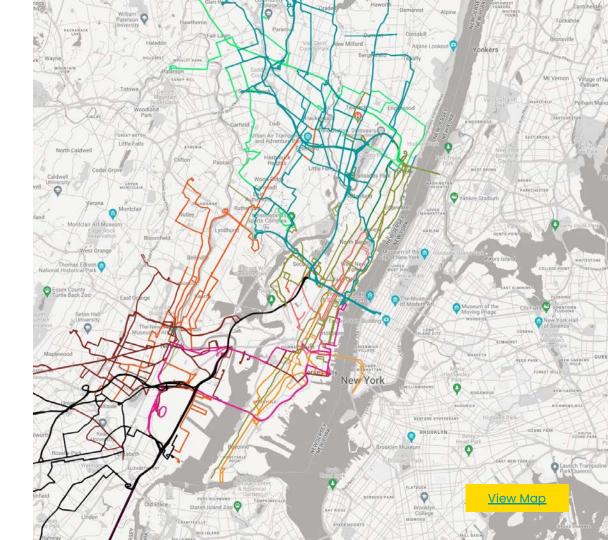
Hudson Local

Ironbound Express

Market Street Express

Meadowlands Express

Oradell

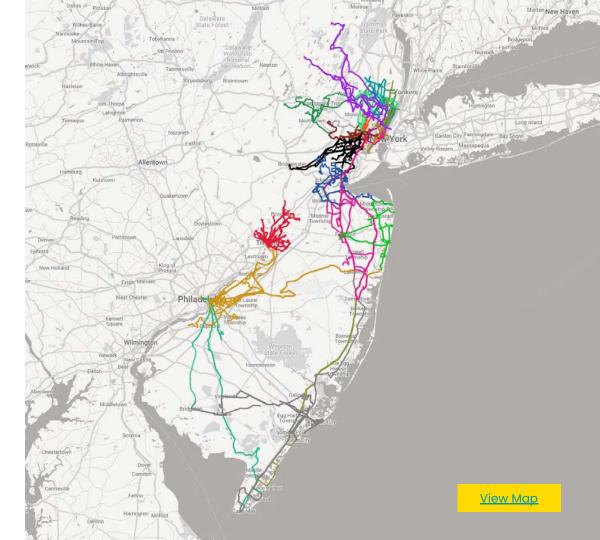




New Jersey Statewide NJT Bus Garages

Legend

NJT Bus Routes Big Tree Greenville Fairview Market St Hamilton Egg Harbor Howell Hudson Hilton Ironbound Middlesex Monmouth Morris Newton Ave Oradell Orange Washington Passaic Meadowlands Wayne







Articulated Bus Wraps

Articulated Bus Wraps provide a massive, mobile canvas moving through New Jersey to create traffic-stopping moments and deep market penetration.

Specs

Articulated Bus Wrap





Bus Double Ultra Super Kings

A double-play media format unique to articulated buses, Double Ultra Super Kings ("DUSKs") deliver a dual messaging opportunity.

Specs

Articulated Double Ultra Super King - Streetside





Ultra Super King Front

Articulated Bus Ultra Super Kings provide massive curbside exposure that creates can't miss moments for pedestrian traffic.

Specs

Articulated Double Ultra Super King Front - Curbside





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





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

Ultra Super King





Bus Super Kings

Establish brand awareness and resonance by utilizing Bus Super Kings—an impactful advertising format available on New Jersey Express bus routes.

Specs

Bus Super King

30" H x 240" W



Bus Kings

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

Specs

King	30"H x 144"W
King w/Extension	Size varies by market
King w/Headliner	Size varies by market



Bus Queens

Targeting both pedestrians and drivers, Bus Queen displays are perfect for advertisers looking for extensive market penetration and coverage.



Queen 30"H x 88"W





Bus Headliners

Typically paired with Bus Queens or Bus Kings, Headliners create top-of-mind awareness and amplify advertising impact across New Jersey.

Specs

Bus Headliner

Varies





Extensions & Window Clings

Bus Extensions and Window Clings enhance a brand message with eye-catching creative treatments that stand out in the eyes of New Jersey consumers.

Specs

Extensions	Varies
Window Cling	Varies



Bus Tails

Tail displays command the attention of drivers as they sit behind the bus in dense traffic.

Specs

Tail (MCI)	21" H x 70" W
Tail (Nabi)	21" H x 70" W





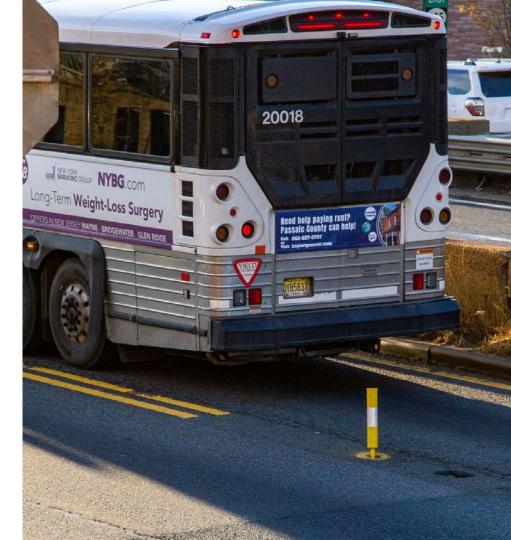


Bus Tail

Tail displays command the attention of drivers as they sit behind the bus in dense traffic. Leveraging one of the longest commutes in the nation at 31.3 minutes, your ad will reach on-the-go consumers through NJ TRANSIT's 250+ bus routes statewide. Extend your reach by complementing statewide media buys and speak to a captive audience of commuters who spend hours in congested traffic, coming and going.

Specs

14 ½" x 52 ¾"



Branded Busses

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

Specs

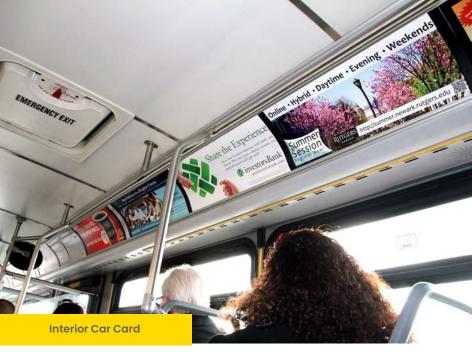
King	30" H x 144" W
Queen	30" H x 88" W
Tail	21" H x 70" W
Interior	11" H x 28" W
Michelangelos	48" H x 24" W











Interior Bus Cards

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

Specs

Michelangelo	48" H x 24" W
Interior Car Card	11" H x 28" W



Access Link

Access Link is a reservation-based service from NJ TRANSIT for disabled people who cannot access regular transit buses. These ADA-compliant commuter vehicles operate during the same days and hours as regular NJ TRANSIT services, including weekdays and holidays.

Specs

Side Panel 21"H x 82"W



Access Link Half Wraps

Utilize Access Link half wraps and create a can't-miss moment, covering potential consumer attention on New Jersey streets, roads, and highways.

Specs

Half Wrap





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.

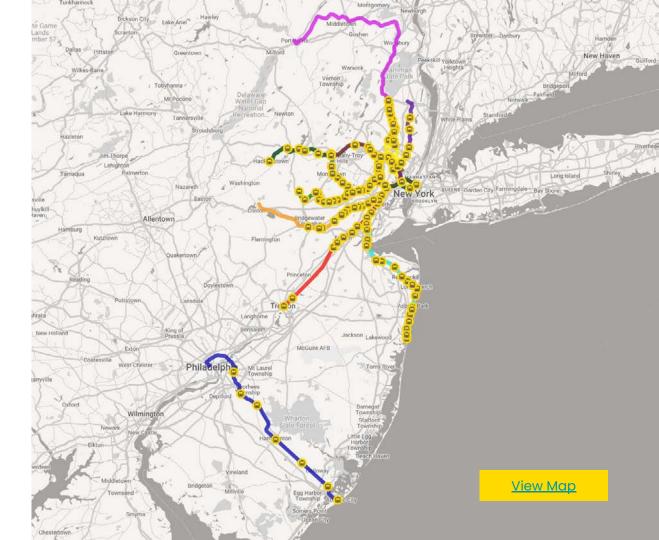
New Jersey TRANSIT Rail

Legend

NJT Rail Routes + Stations

Atlantic City Rail Line Main/Bergen County Line BetMGM Meadowlands Rail Line Montclair-Boonton Line Morris & Essex Line North Jersey Coast Line Northeast Corridor Pascack Valley Line Port Jervis



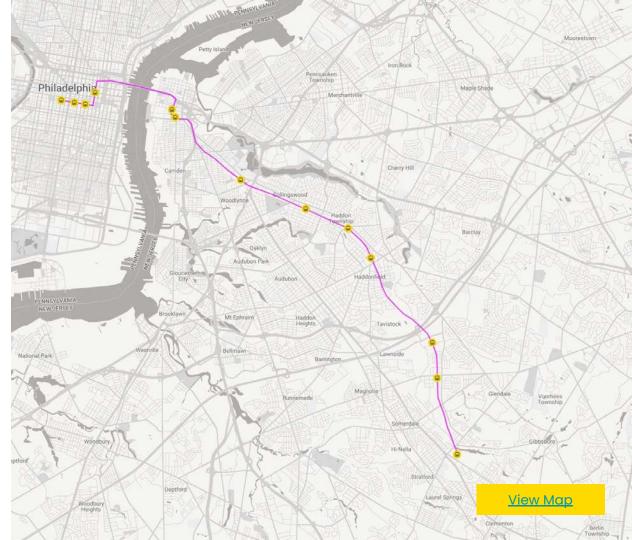


PATCO Rail

Legend

PATCO Line





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.





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 towns and rail stations.

Specs

Train Fullwrap



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





Mega Kings

Mega Kings envelope nearly the entire train car, saturating the platform at NJ's busiest stations and commanding commuter attention.

Specs

Mega King



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
Commuter Rail Card	33.25"H x 21"W
Michelangelo	36"H x 24"W
Ceiling Wrap	Custom Install







Rail Interiors

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



Commuter Rail Car Card

33.25"H x 21"W



Michelangelos

Michelangelo's draw attention upward and make your brand stand out above the crowd.

Michelangelos can be customized into any shape and to add originality to any advertising campaign.



Michelangelo

36" H x 24" 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

One-Sheet	46"H x 30"W
Two-Sheet	46"H x 60"W
Three-Sheet	84"H x 42"W









Platform 1-Sheets

Typically posted mid-platform,
Rail 1-Sheets are a cost-effective
way to make a clear brand
statement to NJ TRANSIT
commuters as they wait for their
trains to pull into the station.

Specs

1-Sheet 46" H x 30" W



Platform 2-Sheets

Rail 2-Sheets give your brand an unmistakable presence on NJ TRANSIT platforms, where a sea of commuters wait an average of 10 minutes for their trains to arrive.

Specs

2-Sheet 46" H x 60" W





Platform 3-Sheets

Extra tall for greater visibility, Rail Platform 3-Sheets provide an enormous canvas to showcase your brand message with dramatic vertical creative to NJ TRANSIT commuters.

Specs

3-Sheet 84" H x 42" W





Secaucus Junction Video Wall

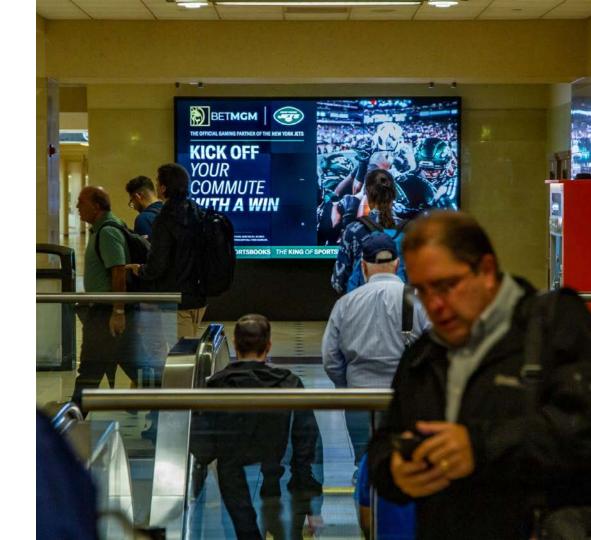
Engage consumers and generate reach with a premium digital wall in a top New Jersey rail station.

- Deliver static, dynamic, animated or non-audio full-motion video creative
- Available as part of a Station Domination, or purchase as a standalone asset.

Specs

Video Wall

143" x 80.5" display 3x3 array of 55" displays



New York Penn Video Wall

Connect with commuters heading to their trains at NJT's New York Penn Station entrance..

- Deliver static, dynamic, animated or non-audio full-motion video creative
- Available as part of a Station Domination, or purchase as a standalone asset.

Specs

Video Wall

143" x 80.5" display 3x3 array of 55" displays







Digital Platform & Station

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 By Station
Screen Resolution*	1920 x 960 1920 x 1080
Frame Rate	30 FPS

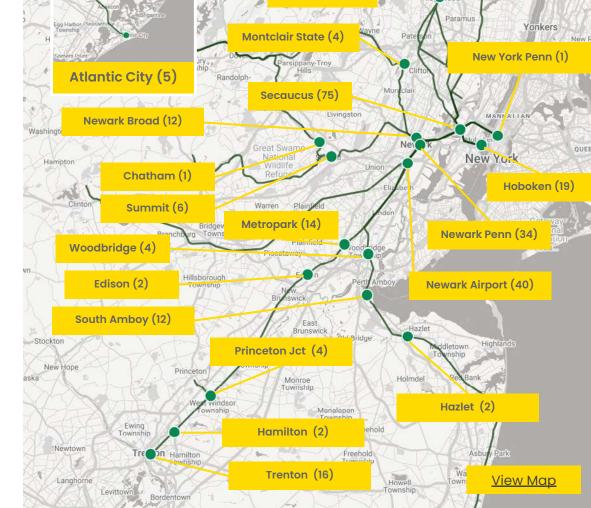


Digital Platform & Station Coverage

Legend

NJT Rail

Digital Platform & Station Media



Ridgewood (11)



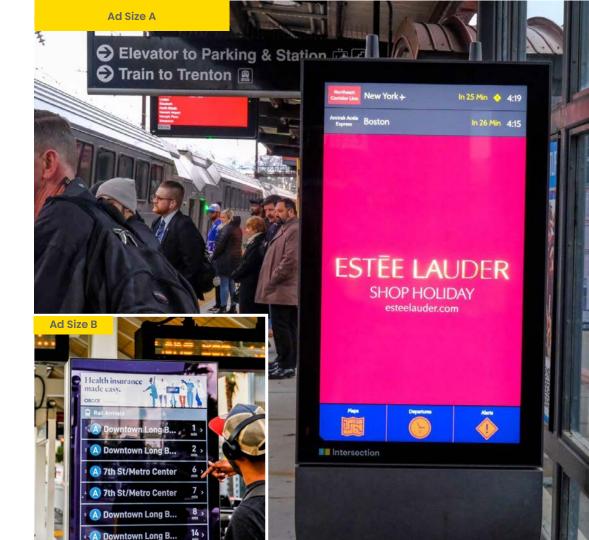
Interactive Transit Kiosks

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

- Premium, HD digital displays
- Real-time transit information
- Commuter mapping & directions
- Touch-enabled advertising
- Kiosk branding available

Specs

Ad Size A (Default)	1080 W x 1440 H
Ad Size B (During interaction)	1080 W x 270 H
Animation	Full



Interactive Transit Kiosks NJT Rail

Rail Stations	Screens
Belmar	1
Jersey Ave	1
Hoboken	2
Secaucus Junction	1
Secaucus Junction Bus Plaza	2
Metuchen	3
Metropark	7
Morristown	2
New Brunswick	2
Newark Penn	2
Rahway	1
Red Bank	1







Light Rail Media

Light Rail Media is available on three different systems, serving both Northern and Southern NJ in Hudson, Essex, Burlington, and Camden counties.

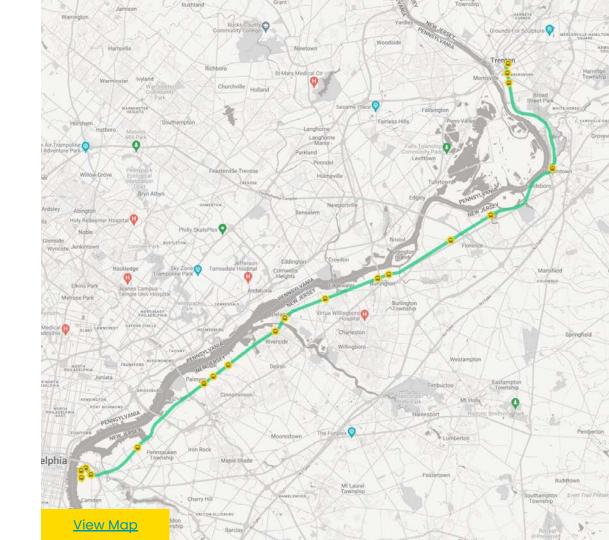
River LINE Light Rail

The River LINE Light Rail starts near the main train station in Trenton and ends along the Camden waterfront across from Philadelphia. It is also a major commuting corridor that serves corporate headquarters including Subaru of America and Campbell Soup Company.

Specs

Full Wrap	Custom Install
Platform Banners	34.5" H x 22.5" W
Interior Car Cards	11" H x 28" W

33.25" H x 21" W



Hudson Bergen Light Rail

The Hudson Bergen Light Rail line (HBLR) travels through 24 stations in Northern NJ's Hudson County, including the vibrant towns of Jersey City and Hoboken now considered "the 6th Borough of NYC." Target commuters and other riders county-wide, or buy specific local stations along the route.

Inventory

Exterior Rail Strips	Various Sizes
Two-Sheet Posters	46" H x 60" W
Platform Banners	34.5"H x 22.5"W
Interior Car Cards	11" H x 28" W
	33.25" H x 21" W





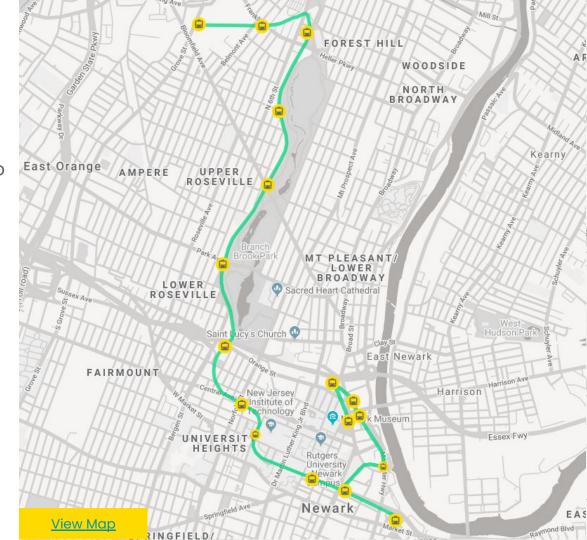
Newark Light Rail

The Newark Light Rail covers
Bloomfield, northern Newark, and
the city's downtown area, home to
corporations including PSE&G,
Prudential Financial, Audible.com,
and IDT.

Inventory

Interior Cards	11" H x 28" W

33.25" H x 21" W





River LINE Exterior Media

Make a statement in the Southern NJ market with street-level, full wraps on the River LINE Light Rail. The route from Trenton to the Camden waterfront crosses key NJ points of interest and enhances a Philadelphia market buy.

Specs

Full Wrap

Custom Install

Note: Window coverage is not available



HBLR Full Wrap

Make a statement in Hudson County with street-level, full wraps on the HBLR. The route from Bayonne to North Bergen runs through key areas like Jersey City, Hoboken, and Weehawken.

Specs

Full Wrap





HBLR Exterior Media Rail Strips

HBLR Rail Strips offer the unique opportunity to generate top-of-mind awareness within the local Hudson community.

Specs

Rail Strip

Multiple Sizes





HBLR Two-Sheet Posters

Hudson Bergen Light Rail 2-Sheet Posters reach a diverse audience of shoppers, students, and NYC-bound commuters enroute to Hoboken Terminal.

Specs

HLBR Two-Sheet Posters 46" H x 60" W



HBLR Poster Display Case

Display Cases are a costeffective way to make a clear brand
statement to NJ TRANSIT
commuters. Complement an
existing rail campaign and
attract additional attention.
This media is perfect for heavy
trafficked stations where
traditional inventory may not
be available.

Specs

Display Case

50"H x 35.5"W



Light Rail Interior Cards

Light Rail Interiors deliver a captive audience and provide repeated exposure to commuters across all three light rail systems in NJ.

Specs

Interior Car Cards 11"H x 28"W

33.25"H x 21"W



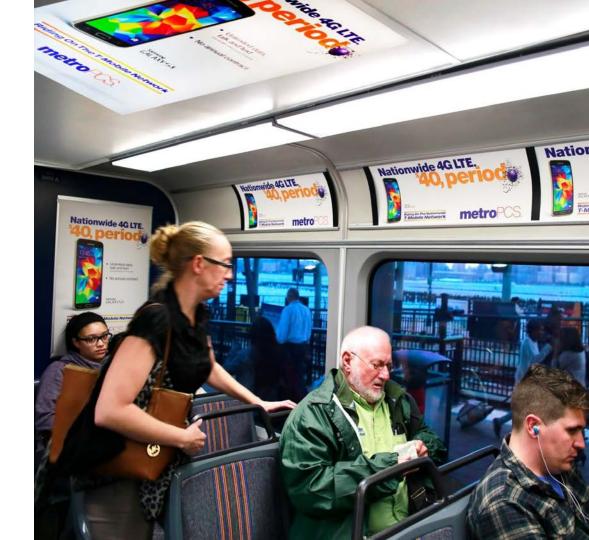


Light Rail Interior Brand Trains

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

Inventory

Interior Car Cards	11"H x 28"W
	33.25"H x 21"W
Michelangelo	36" H x 24 " W



Light Rail Platform Banners

Dominate the platform with 8-12 two-sided banners per station that hang above the crowd and command the attention of NJ's light rail commuters on the River LINE and the Hudson Bergen Light Rail.

Specs

Platform Banners

34.5"H x 22.5"W



Interactive Transit Kiosks

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

- Premium, HD digital displays
- Real-time transit information
- Commuter mapping & directions
- Touch-enabled advertising
- Kiosk branding available

Specs

Ad Size A (Default)	1080 W x 1440 H
Ad Size B (During interaction)	1080 W x 270 H
Animation	Full



Interactive Transit Kiosks Hudson Bergen Light Rail

Rail Stations	Screens
Harborside	2
Newport Pavonia	2
Exchange Place	2
Port Imperial	2
Hoboken	2







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.

New York & New Jersey PATH Rail Coverage

As PATH traverses across the Hudson, it reaches commuters at major transit hubs in New Jersey and New York City.

Legend

PATH Rail Routes



PATH Stations



Note: Newark Station has NJT media available







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.

Rail Platforms

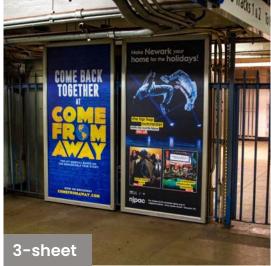
With an extended dwell time while waiting for trains, platform media formats give your brand quality time with key consumers, in all the right locations.

Specs

1-Sheet	46"H x 30"W
2-Sheet	46"H x 60"W
3-Sheet	84"H x 42"W









Backlit Dioramas

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







Interior Cards

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

Note: half brand cars are also available

Specs

Interior Car Cards

10.875"H x 43.50"W

33"H x 21"W





Half Brand Cars

Interior Rail Cards allow you to reach a captive audience of commuters every day during their multi-station rides. Take over half of the car with 12 media placements on dedicated PATH trains.



Exterior Rail Wrap

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

92"H x 568"W







Wild Wrap Train

PATH Wild Wraps are located between the doors on the bottom half of the car, catching commuters' attention as they step onto the train. With 4 panels on each vehicle revealing 2 panels per side, this highly visible media format attracts the eye immediately.

Specs

2 per side, 4 per vehicle

30"H x 118"W



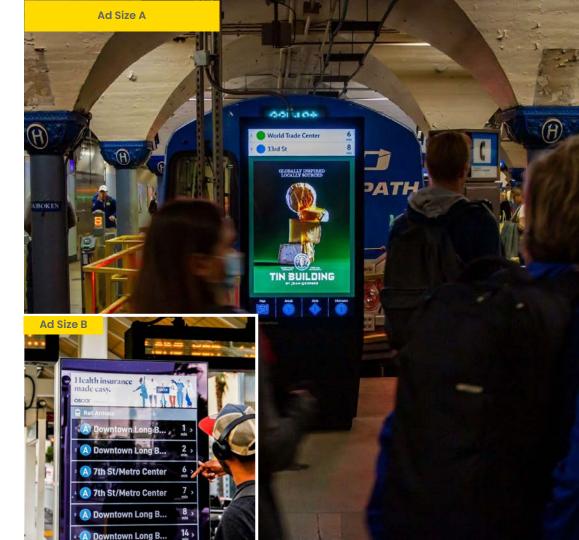
Interactive Transit Kiosks

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

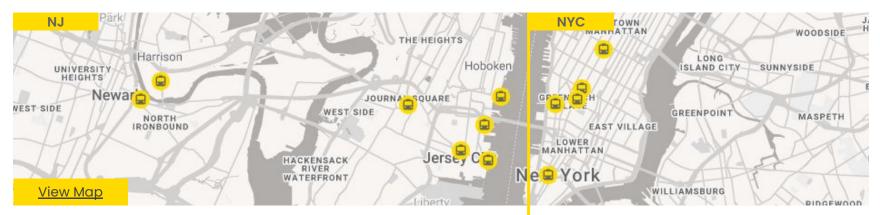
- Premium, HD digital displays
- Real-time transit information
- Commuter mapping & directions
- Touch-enabled advertising
- Kiosk branding available

Specs

Ad Size A (Default)	1080 W x 1440 H
Ad Size B (During interaction)	1080 W x 270 H
Animation	Full



Reach commuters traversing from NJ to NYC via thoughtfully chosen PATH locations



Stations	Screens
Harrison	2
Newark Penn	2

Stations	Screens
Journal Square	5
Hoboken	2
Grove Street	1

Stations	Screens
33rd Street	3
14th Street	1
9th Street	2
Christopher Street	2
WTC	2

Digital Video Walls

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

The video walls display premium, relevant content and provide advertisers with a large-format digital asset to reach a captive commuter audience at multiple stations.

Specs

Ad Dimensions	143"W x 80.5"H
Frame Rate	30 FPS, full animation
Spot Length	7.5 seconds
Paid Advertiser Spots	8
Loop Information	7.5s ads / 60s total



Video Walls PATH

PATH Stations

33rd Street

Journal Square*

Hoboken

*2 video Walls at Station



PATH 75" Digital Platforms

These large-format digital platforms provide advertisers with eye-level assets to reach a commuter audience at 33rd Street Station.

Specs

Ad Dimensions	3840H x 2160W
Frame Rate	30 FPS, full animation
Spot Length	7.5 seconds
Paid Advertiser Spots	16
Loop Information	7.5s ads / 180s total





Specialty Media

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

Wallscapes

Wall wraps at eye-level and higher in strategically placed, high-traffic areas, create impact in major stations.

Available at:

- Exchange Place
- Harrison Station
- Grove Street
- Newport

Specs

Wall Wraps



Banners

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

Available at:

- 33rd Street
- Exchange Place
- Grove Street
- Hoboken

Specs

Banners



Column Panels

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

Available at:

- 9th Street
- 14th Street
- 23rd Street
- ChristopherStreet

- Grove Street
- Journal Square
- Newport (Wraps)
- World Trade Center

Specs

Column Panels



Soffit Wraps

Larger-than-life soffits tower over commuters with unmissable messaging.

Available at:

- Grove Street
- Harrison
- Journal Square
- Newport

Specs

Soffit Wraps

Custom Install

Note: additional media other than soffit wraps are present in image





Elevator Wraps

Elevator Wraps capture attention from every angle with multi-facing ads. This high impact media dominates the landscape in high-traffic locations.

Available at:

- Harrison Station
- Journal Square

Specs

Elevator Wrap



Windows

This eye-catching media makes creative use of exterior window space at PATH stations in popular neighborhoods, capturing the attention of anyone passing by.

Available at:

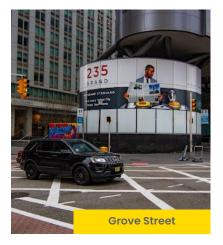
- Exchange Place (Exterior)
- Grove Street (Exterior)
- Journal Square (Interior)
- Newport (Interior/Exterior)

Specs

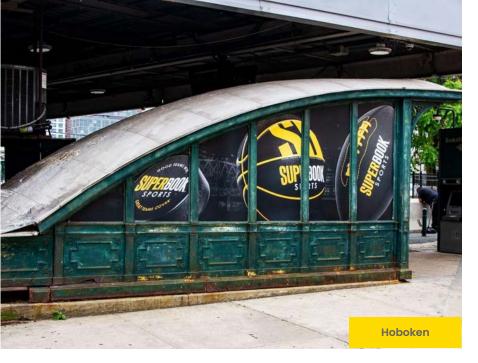
Windows

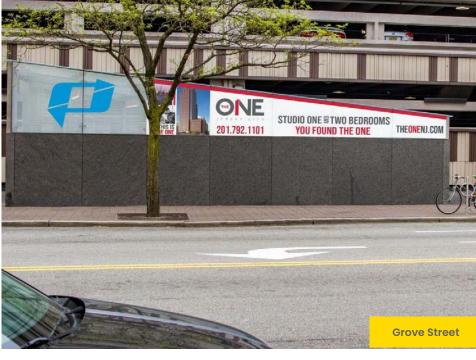












Headhouses

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

Specs

Headhouses





Newport Multi-Panel Wallscape

Saturating the ramp in Corridor B of Newport Station, this multi-panel wallscape is unmissable as PATH riders head to the platforms. Reach commuters going in and out of NYC as well as local, young families.

Specs

Panel A	24" H x 208.75" W
Panels C, E, G, I, K, M, O, Q, S	24" H x approx. 72" W





Newport Windows

This eye-catching media makes creative use of interior and exterior window space at Newport Station, capturing the attention of anyone entering, exiting, or passing by.

Specs

8 Windows

Varies by panel





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







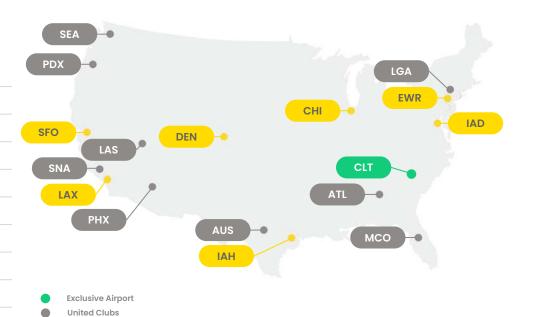


Premium Products, National Scale

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	



United HUBS

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.

Specs

United Club Digital

42-55" HD LCD



United Club Video Walls

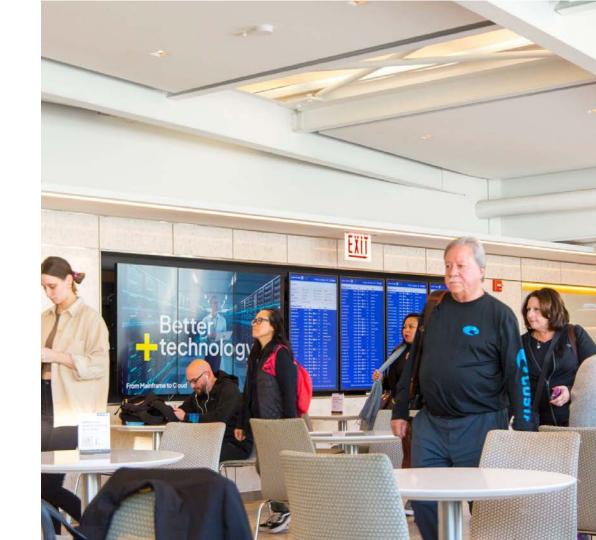
Capture consumer attention with the largest United Club digital assets in the U.S.

- 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



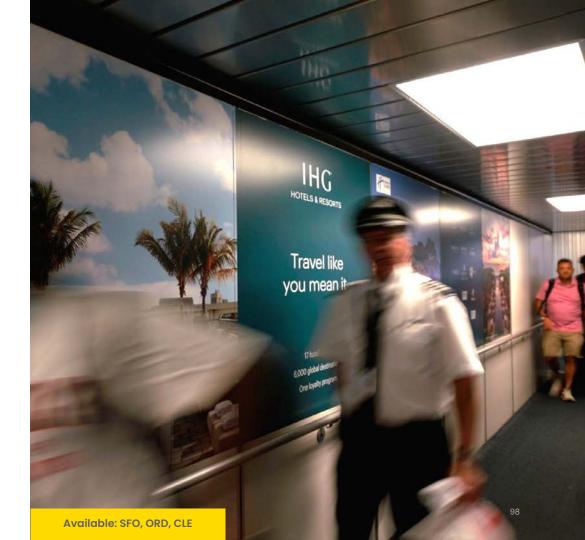
Jet Bridge Wraps

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



3. Additional Offerings

Sponsorship

Intersection is committed to creating unique opportunities for our partners who are as passionate about investing in cities and people as we are. Our history of executing large-scale sponsorships in major markets puts your brand in great company.





Experiential

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







Thank You

Intersection

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