



# New York Media Kit 2023

# Table of Contents

1. **About Intersection**
2. **Products**
3. **Additional Offerings**
4. **Contact Us**



# 1. About Intersection

# Reach diverse audiences in America's top cities

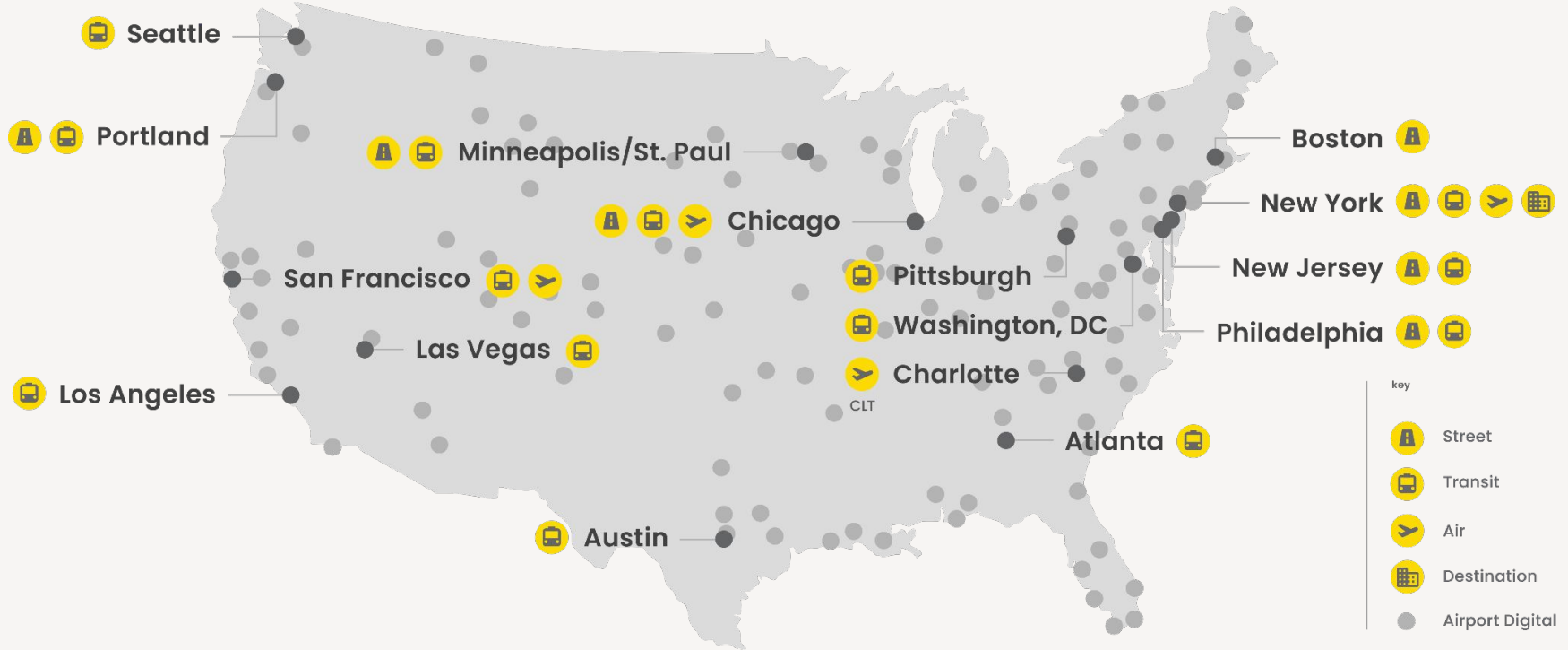
From New York to Los Angeles, and everywhere in-between, we know people are on the go, enjoying the best of what these great cities have to offer. Regardless of their journey, our media is located in well-traveled locations, and can connect your brand with the right audience. Whether they're moving through 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.



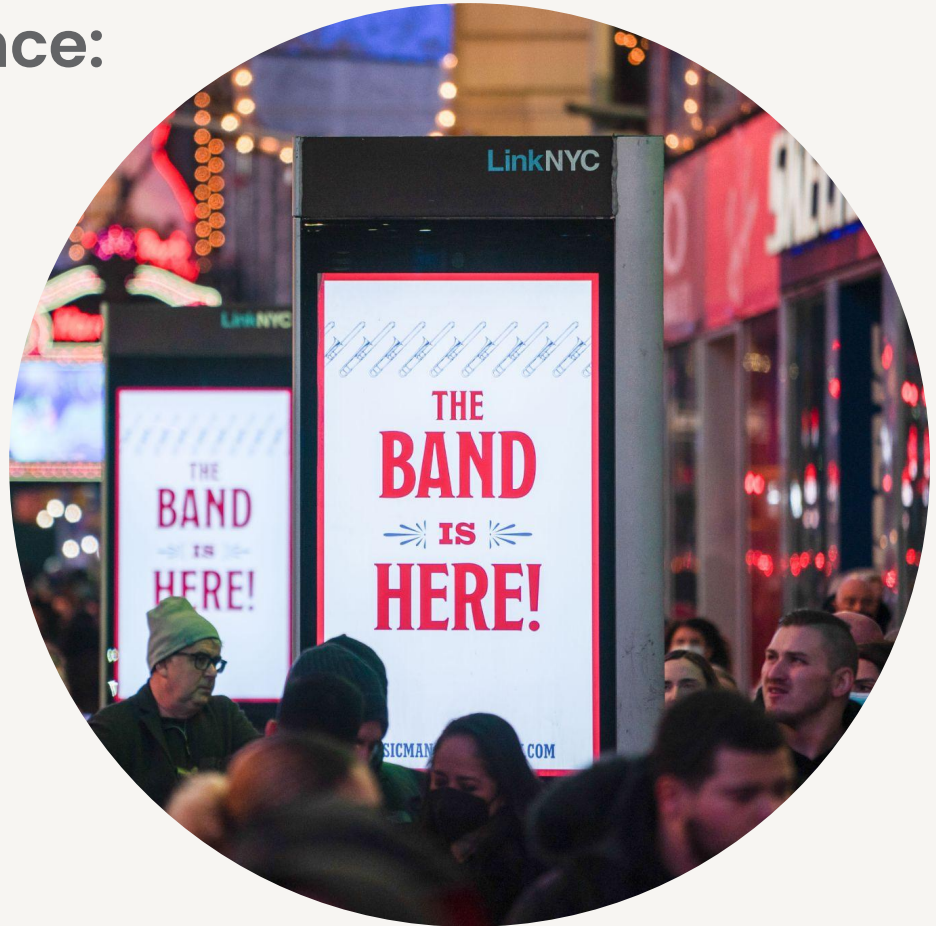


# Premium products, national scale.



# The Intersection Difference: New York

- Intersection reaches **4x more consumers in NYC per week** than crowds ringing in the New Year in Times Square.
- We have the **largest street media network in New York City** deployed throughout the 5 boroughs
- We generate **hundreds of millions of weekly impressions** across static and digital media







# 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.
- 350 rail cars, 4 routes, serving 13 rail stations

Source: PATH 2022



# 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.





# Hudson Yards

## Engage consumers at the largest private real estate development in the US

- Hudson Yards brings thousands of new amenities and experiences—along with top stores, restaurants and businesses—to NYC residents, employees and tourists.
- Intersection is the only partner bringing unique digital products into this new space.

## 2. Products



# Street Media

With static and dynamic digital formats, Intersection's street-level media is strategically placed throughout a consumer's daily route. From street furniture to wallscales, 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 |
|-------------------|-------------|





# New York LinkNYC Coverage

Legend

LinkNYC



# Street Banners

As a partner to NYC & Company 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

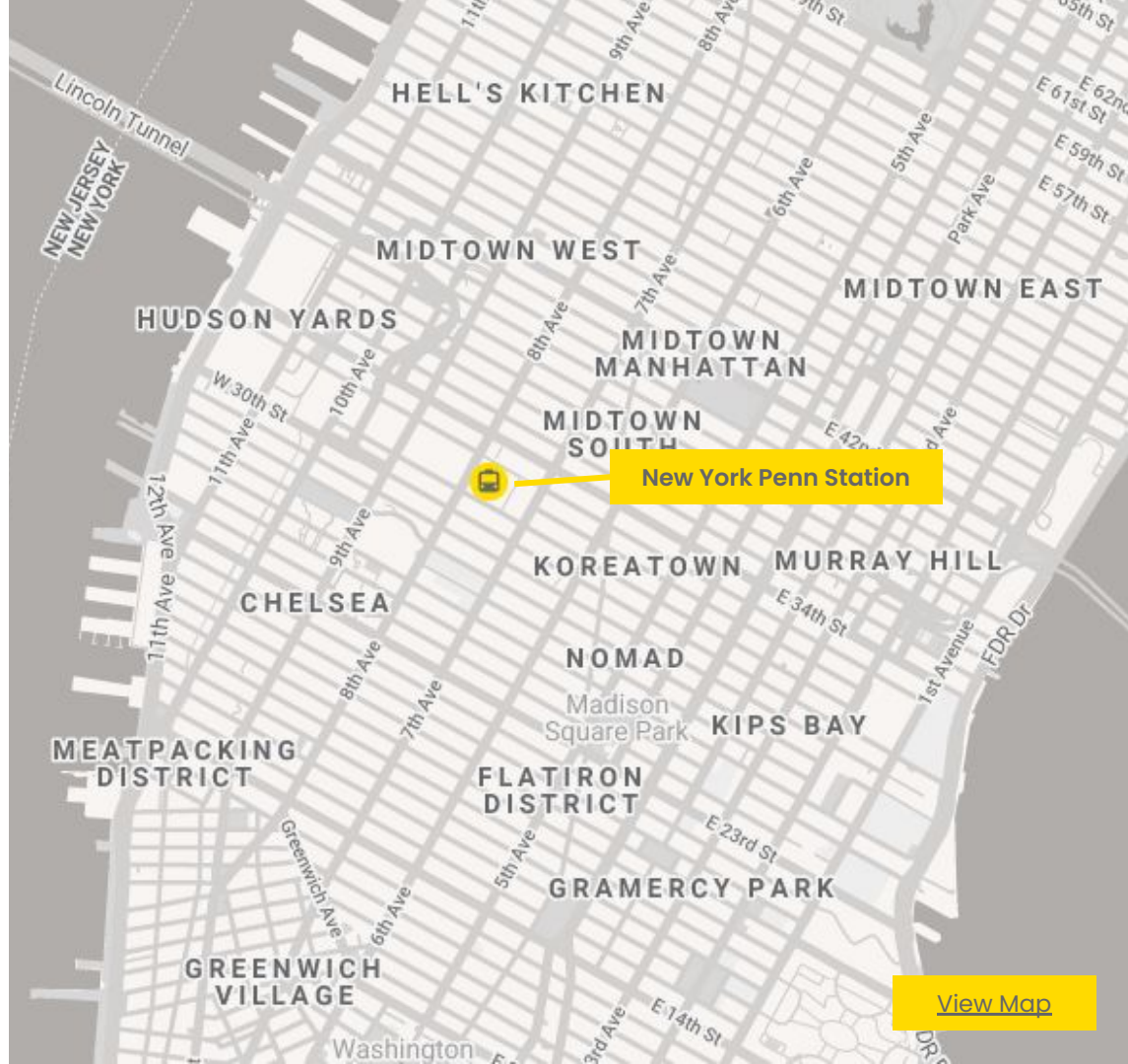
Rail media allows brands to target on-the-go riders and daily commuters with vibrant displays placed strategically throughout rail cars, major transit hubs, and on station platforms.



# New York Amtrak Rail Coverage

## Legend

New York Penn Station



[View Map](#)

# New York & New Jersey PATH Rail Coverage

## Legend

PATH Rail Routes



PATH Stations



Note: Newark Station has NJT media available



[View Map](#)

# 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.

Available at:

- Amtrak: New York Penn Station
- PATH: World Trade Center & 33rd Street Stations

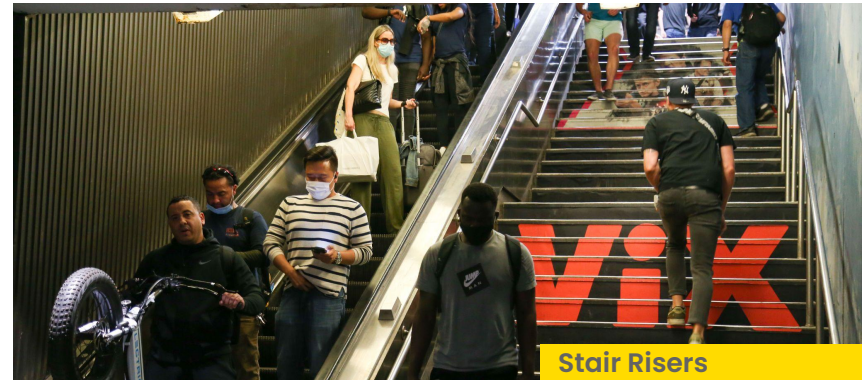
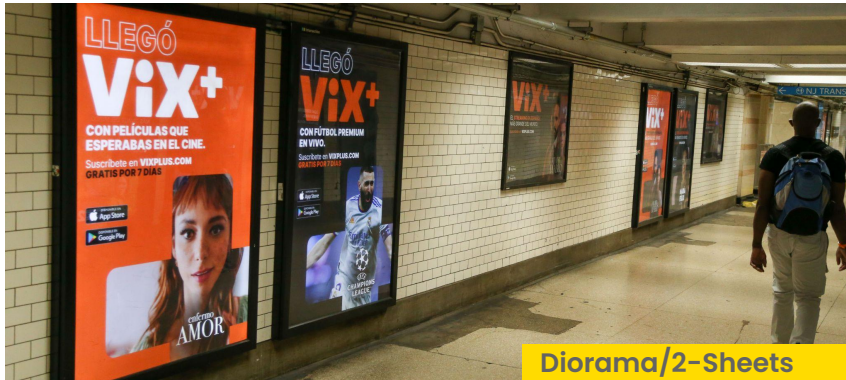


Note: Many Station Dominations offer digital media in addition to static media



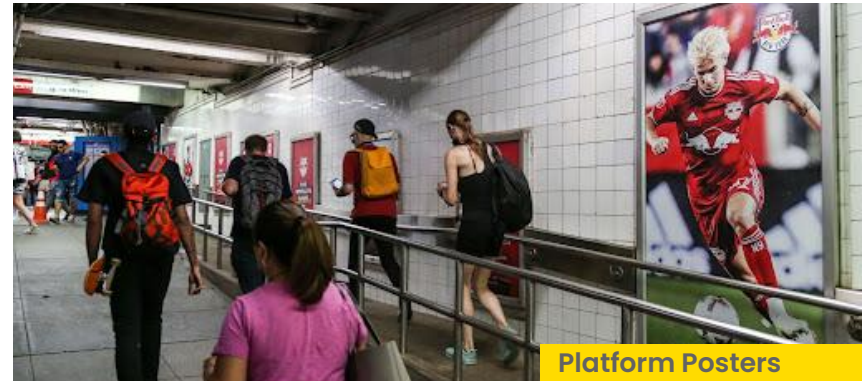
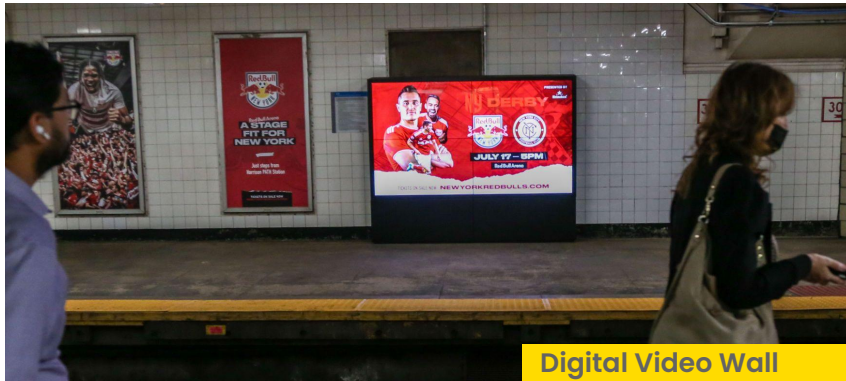


# New York Penn Station Domination





# 33rd Street PATH Station Domination



# World Trade Center PATH Station Domination





# New York Penn NJT Exterior Station Domination

Take over the exterior and interior 7th Avenue entrance window double-sided soffits and entryway signage, Stair risers capturing in and outbound traffic, and elevator wraps that will help to drive mass reach amongst the Penn Station audience.

## Available Formats

- |  |  |  |
|--|--|--|
| 1. Entrance window double-sided soffits (3)* | 2. Interior entrance way wallscape (1) | 3. Entrance window double-sided soffits (3)* |
| 4. Elevator Wrap                             | 5. Stair risers                        | 6. NJT NY Penn video wall (2 spots)          |



\*Note: #1 shows interior while #3 shows exterior



# New York Penn Digital Displays



Place your ad on screens where consumer engagement is high at New York Penn Station. Screens provide relevant content, drawing consistent attention from commuters.

## Specs

|                          |                              |
|--------------------------|------------------------------|
| Screen Size / Resolution | 27"W x 47.5"H<br>1080 x 1920 |
| Frame Rate               | 30 FPS                       |
| Compression              | MPEG-4 / MOV / JPEG          |
| Audio                    | None at this time            |





# New York Penn NJT Digital 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 / Resolution | 27"W x 47.5"H<br>1080 x 1920 |
| Frame Rate               | 30 FPS                       |
| Compression              | MPEG-4 / MOV / JPEG          |
| Audio                    | None at this time            |

# Interactive Transit Kiosks

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

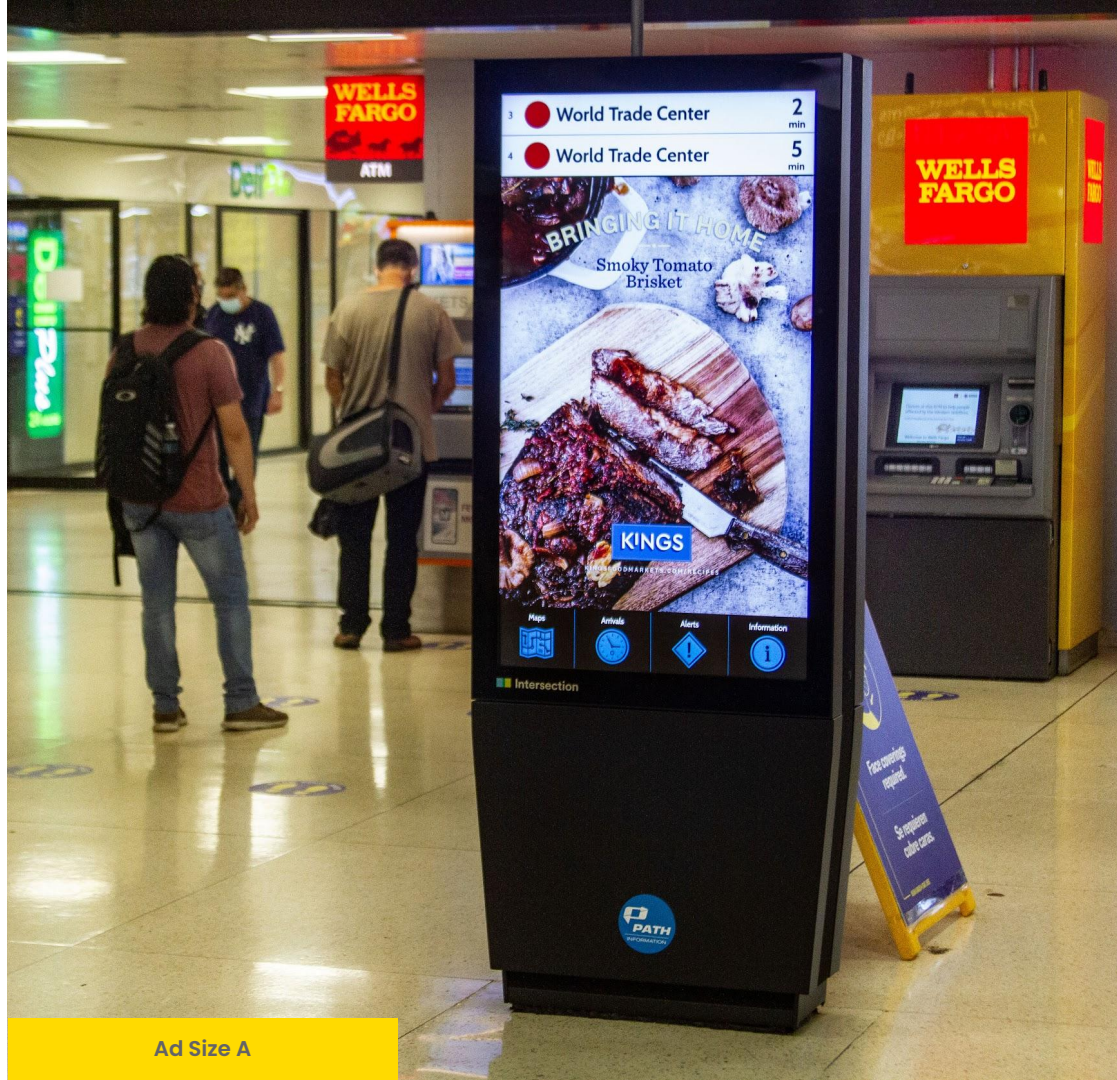
- Premium, HD digital displays
- Real-time transit information
- Commuter mapping & directions
- Touch-enabled advertising
- Kiosk branding available
- *Available at PATH Stations*

## Specs

|                        |                 |
|------------------------|-----------------|
| Ad Size A (Not in Use) | 1080 W x 1440 H |
|------------------------|-----------------|

|                    |                |
|--------------------|----------------|
| Ad Size B (In Use) | 1080 W x 270 H |
|--------------------|----------------|

|           |                          |
|-----------|--------------------------|
| Animation | Full & Touch Interactive |
|-----------|--------------------------|



Ad Size A



# Rail Platforms

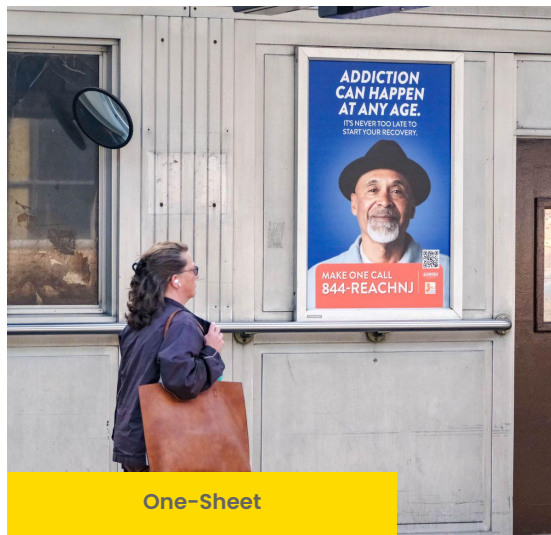
With an extended dwell time while waiting for trains, platform media formats give your brand quality time with key consumers, in all the right locations.



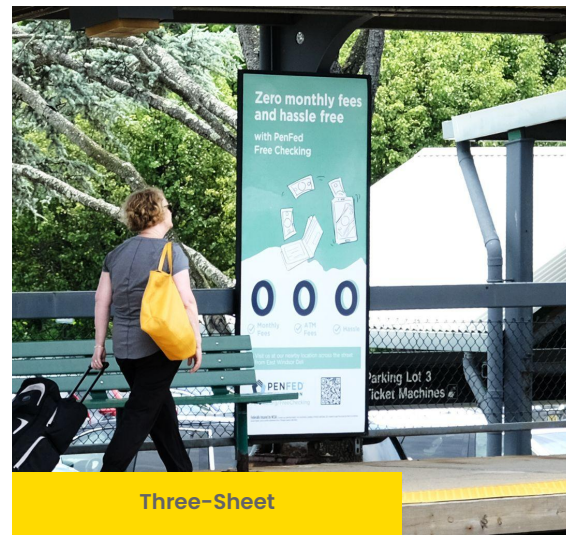
Two-Sheet

## Specs

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



One-Sheet



Three-Sheet

# 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

\*Trains cannot be sold but vehicles/cars can be sold





## 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





# 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

Custom Install





# Banners

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

Available at:

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

## Specs

Banners

Custom Install



# 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
- Christopher Street
- Grove Street
- Journal Square
- Newport
- World Trade Center

## Specs

Column Panels

Custom Install





# Soffit Wraps

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

Available at:

- Grove Street
- Harrison
- Journal Square
- Newport

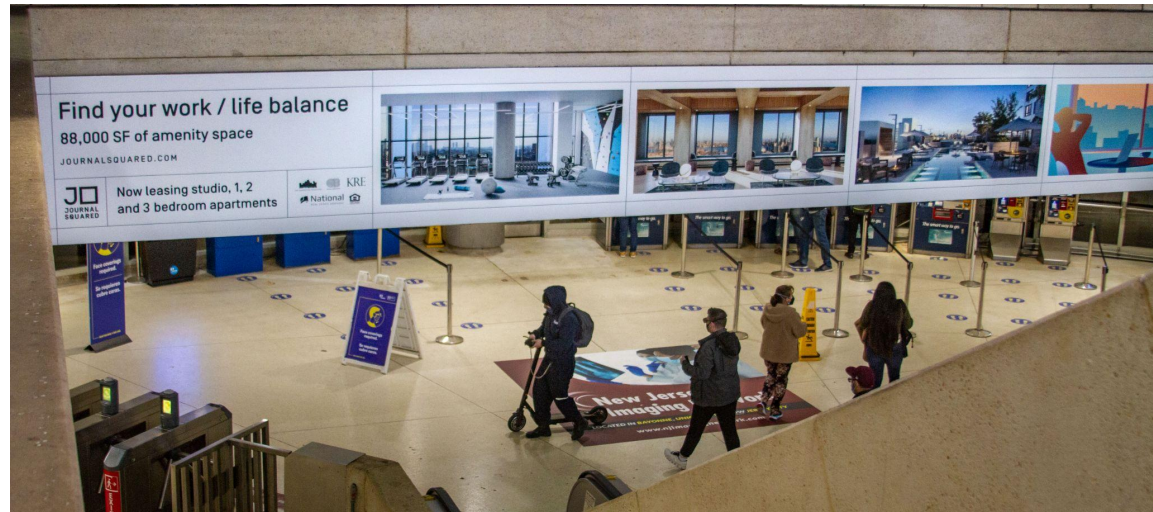
## Specs

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

Custom Install



# 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.

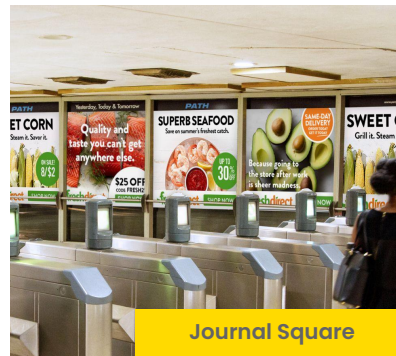
Available at:

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

## Specs

Windows

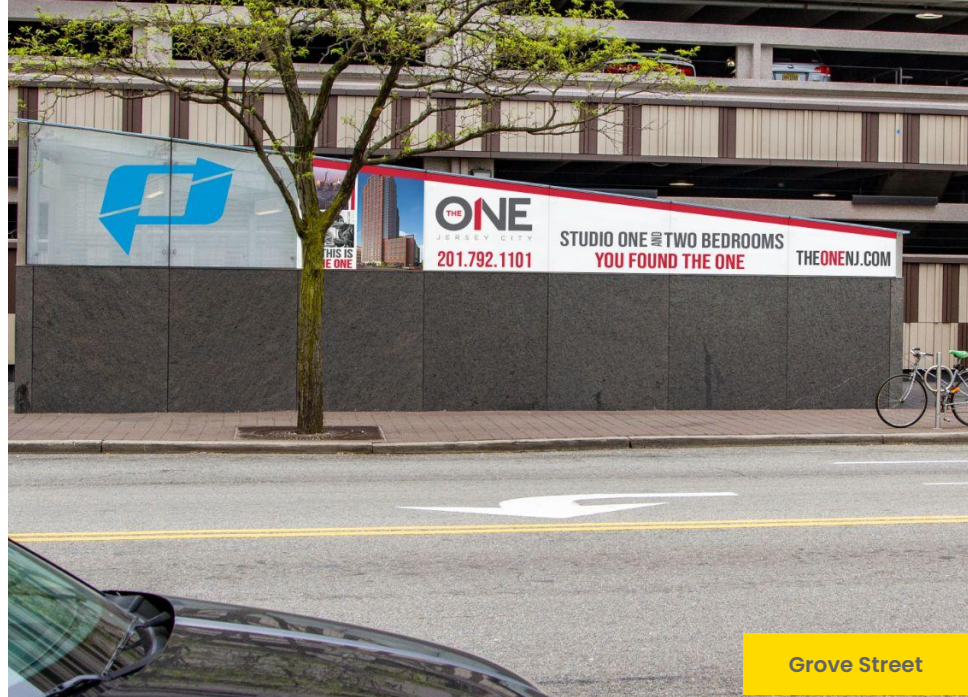
Custom Install







Hoboken



Grove Street

# Headhouses

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

## Specs

Headhouses

Custom Install







## 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,<br>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





# Destination Media

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

# 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





# 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



# Large Format Digital Walls/South East

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





# Large Format Digital Walls/North East

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

## Specs

|             |                 |
|-------------|-----------------|
| Resolution  | 1792 W x 3888 H |
| Frame Rate  | 30 FPS          |
| Spot Length | 15 Seconds      |



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



# Digital Walls

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

- SE (2), SW (1), & NW (1) Lobbies
- Concierge Center (1)

## Specs

### 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





# Static Media 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

1. 10 Ave. Vitrites (14)
2. 33rd Street Vitrites (6)
3. Great Room Banners (2)





# 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



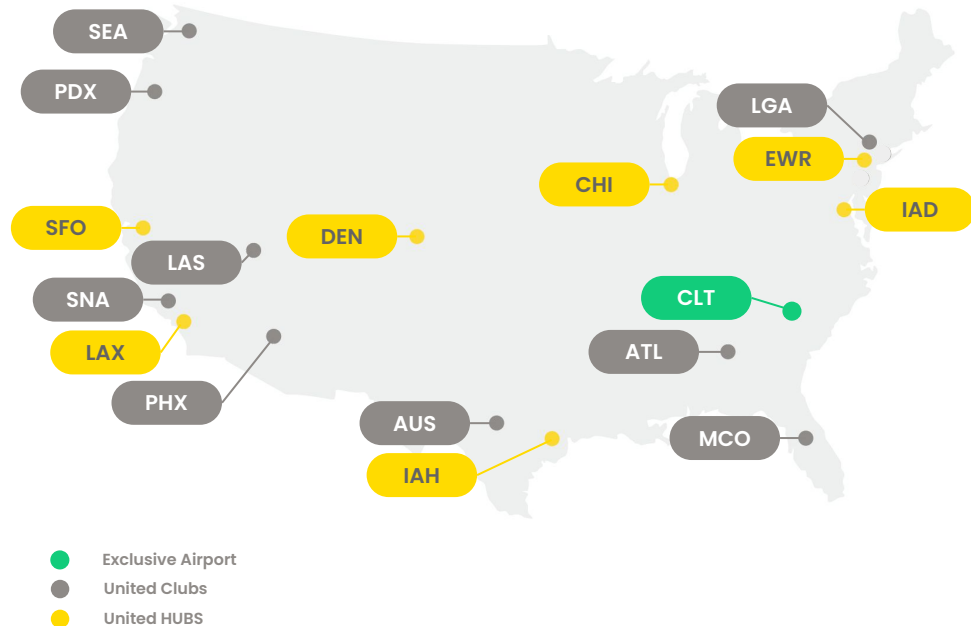
# Premium Products, National Scale

## 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.

## 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



Available: SFO, ORD, CLE

### 3. Additional Offerings



# Experiential

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



# Digital Dynamic Capabilities

Intersection's dynamic offerings blend the strength of OOH media with the agility of digital delivery.

## Opportunities Include

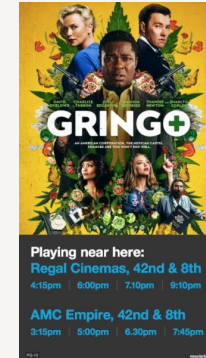
- Flexible API integrations
- Real-time updates
- Variety of data sources and dynamic widgets
- Creative triggers



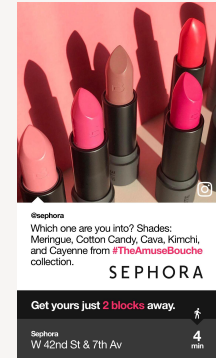
Weather



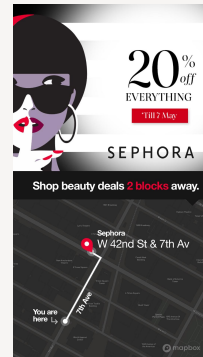
Transit



Showtimes



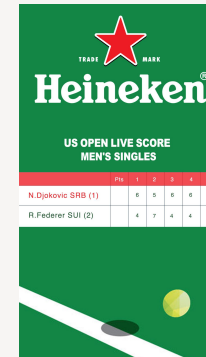
Social



Maps



Countdown



Scores



Neighborhood





# Premium Scheduling

Use Intersection's digital assets to storytell in physical spaces through creative ad delivery mechanisms.

## Opportunities Include

- Network Takeovers
- Ad Adjacency



Visuals are for illustrative purposes

# Thank You

**Intersection**

10 Hudson Yards, 26th Floor

New, York NY 10001

212 644-6200