

 Intersection

Philadelphia Media Kit 2023

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1. About Intersection

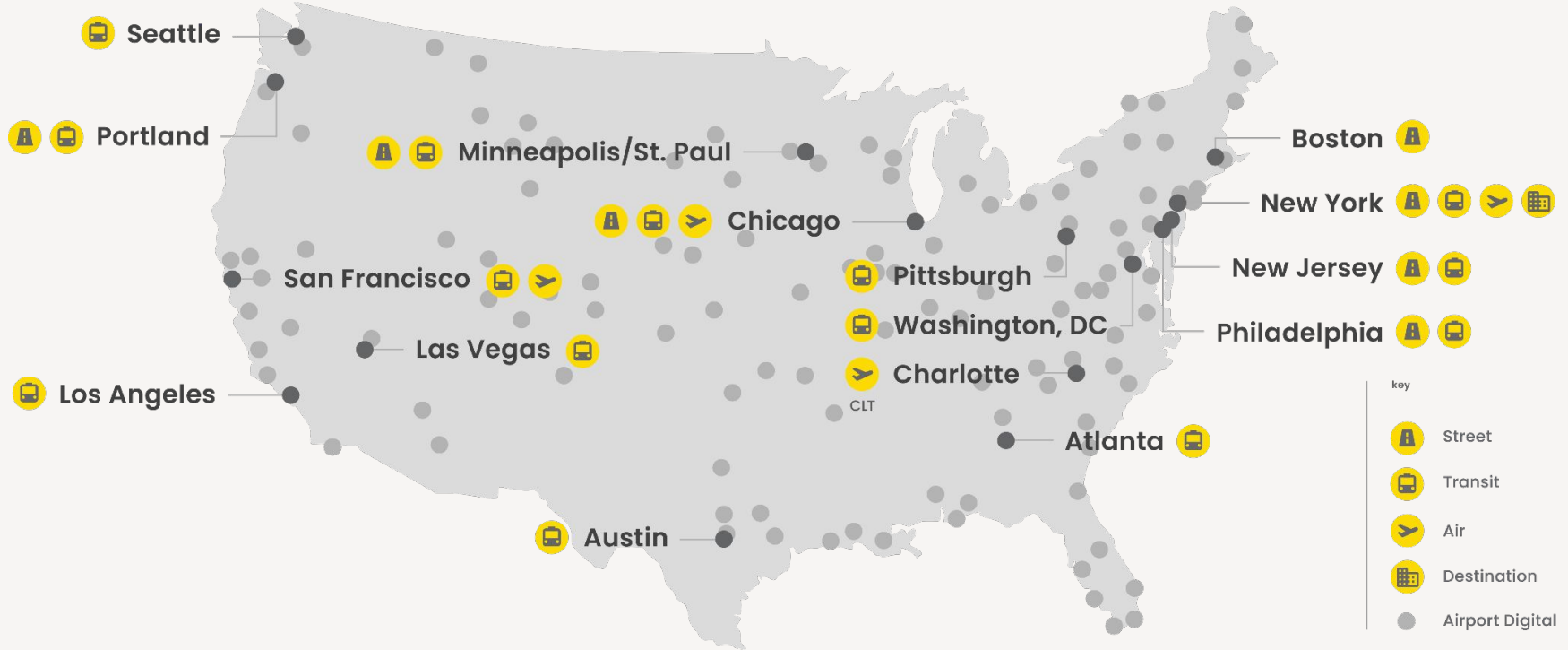
Reach diverse audiences in America's top cities

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: Philadelphia

- **60 people per acre live in downtown Philadelphia** – 4X more than the surrounding suburbs
- Our media is positioned to reach and target each one of **Philadelphia's 64 community neighborhoods**
- **Daily pedestrian volume** in Center City is 330,000 on average
- Monthly ridership across the region is nearly **16 million**





SEPTA

The nation's sixth largest transit authority

- Provides transportation to the Southeast PA region including Bucks, Montgomery, Delaware, Philadelphia, and Chester counties
- One of two U.S. transit agencies that operate all five major types of transit vehicles: regional rail trains, subway trains, light rail trains (trolleys), electric trolleys, and motor buses
- 411 rail cars, 343 subway cars, and 1,400 buses in the SEPTA fleet



The City of Philadelphia

Pennsylvania's largest city

- 1,000+ bus shelter panels located throughout the city
- 60 digital bus shelters in Center City



PATCO

High Speed Transit Line connecting Philadelphia and New Jersey

- Connects Philadelphia to Camden County
- Operates 24 hours a day, 7 days a week



Amtrak Keeps the Northeast moving

- The Northeast Corridor spans 363 miles
- Traffic along the Northeast Corridor (Boston to D.C.) more than doubled since last September to 9.1 million passengers
- Amtrak's Northeast Corridor accounts for 62% of all rail and air traffic between NY and DC

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 wallscapes, 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

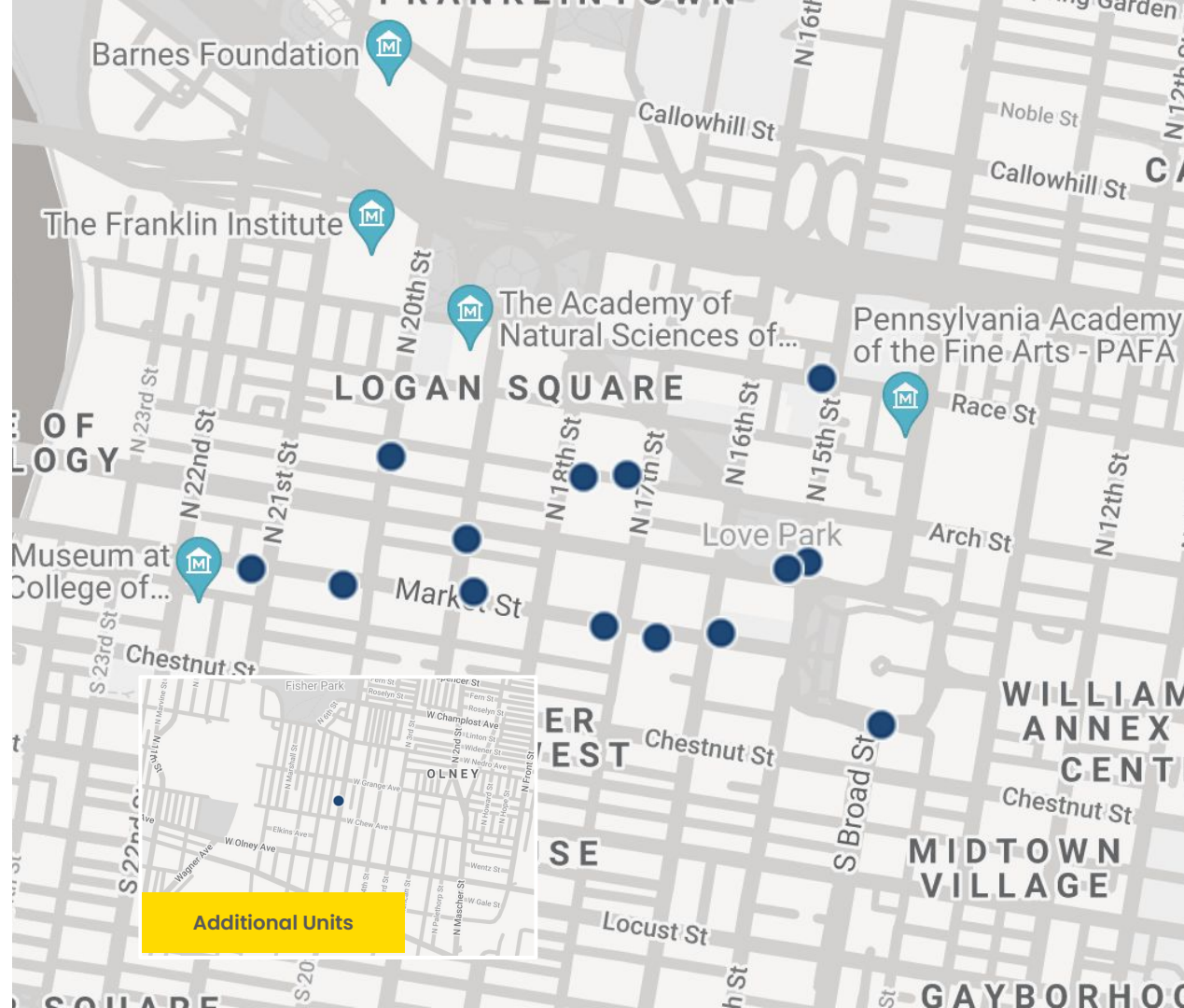
Screen Size	55"
Screen Resolution	1920 x 1080



Philadelphia LinkPHL Coverage

Legend

LinkPHL



Digital Bus Shelters

Located along high-traffic city streets, these 72" displays offer advertisers the opportunity to reach consumers with larger than life, dynamic digital messages.

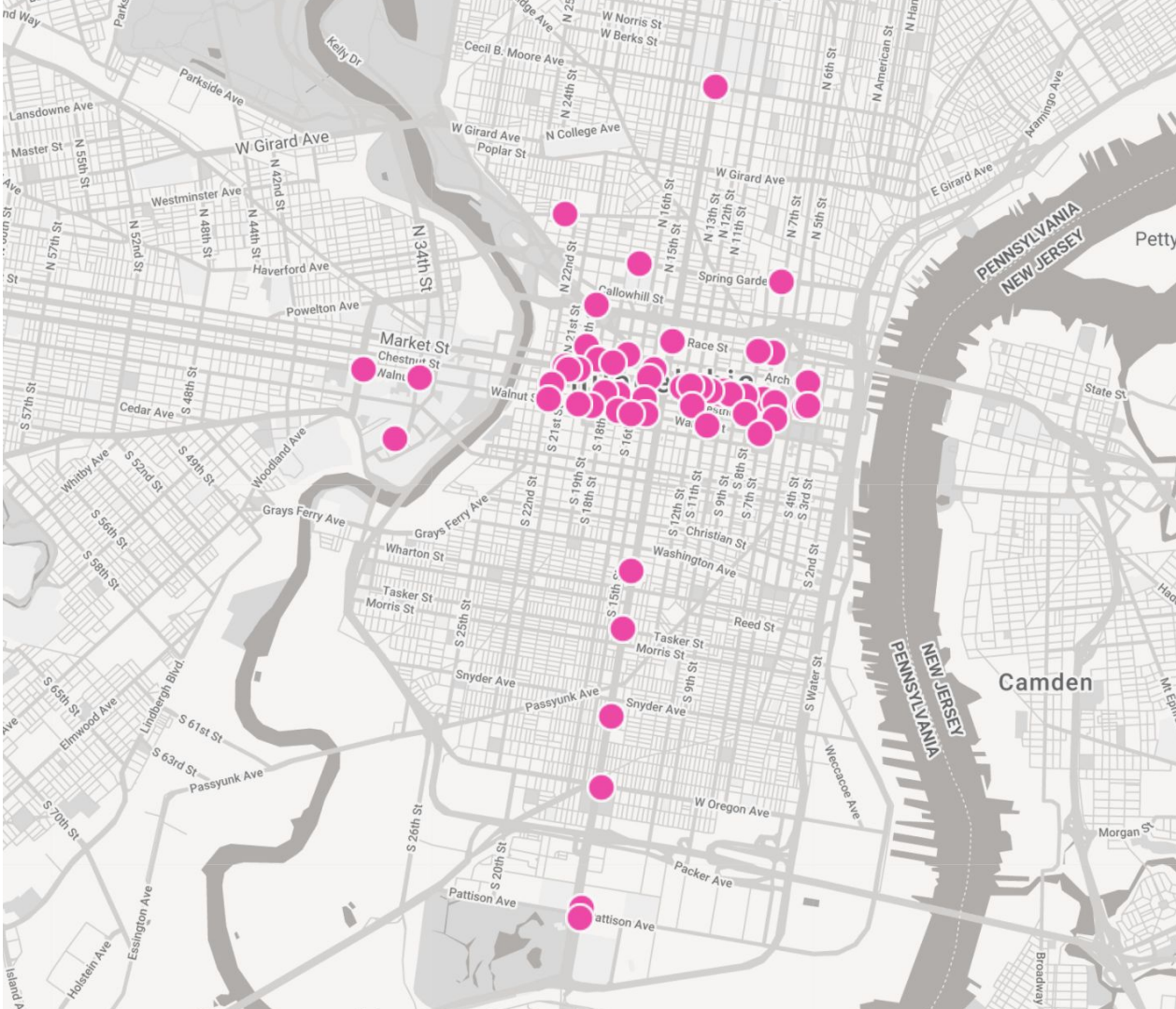
Specs	
Screen Size / Resolution	72" / 1620x1080px
Frame Rate	30 fps
Ad Formats	MPEG-2 / JPEG



Philadelphia Digital Bus Shelter Coverage

Legend

Digital Bus Shelters



Dilworth Park LED Wall

With both north and south faces, Dilworth LED Wall ads are visible to pedestrian and vehicular traffic in the surrounding area. Dilworth Park is multipurpose public space and also serves as a convergence point for the three busiest SEPTA stations on their respective lines – Suburban, 15th Street, and City Hall.

Quick Facts & Loop Information

2 screens

20 spots: 8 commercial, 2 CCD, 10 Civic (arts, culture, nonprofit)

7.5s ads / 75s loop

Screen Size: **157" LED** | Full animation allowed

Screens power off at 10PM (Northside) and 8PM (Southside)



Digital Urban Panels

Digital Urban Panels are strategically placed throughout all of Philadelphia’s most popular neighborhoods, in highly trafficked areas. This media is ideal for reaching Philadelphians on-the-go with messaging at street level.

Digital Urban Panels support static creative, and have an extensive library of dynamic capabilities.

Specs

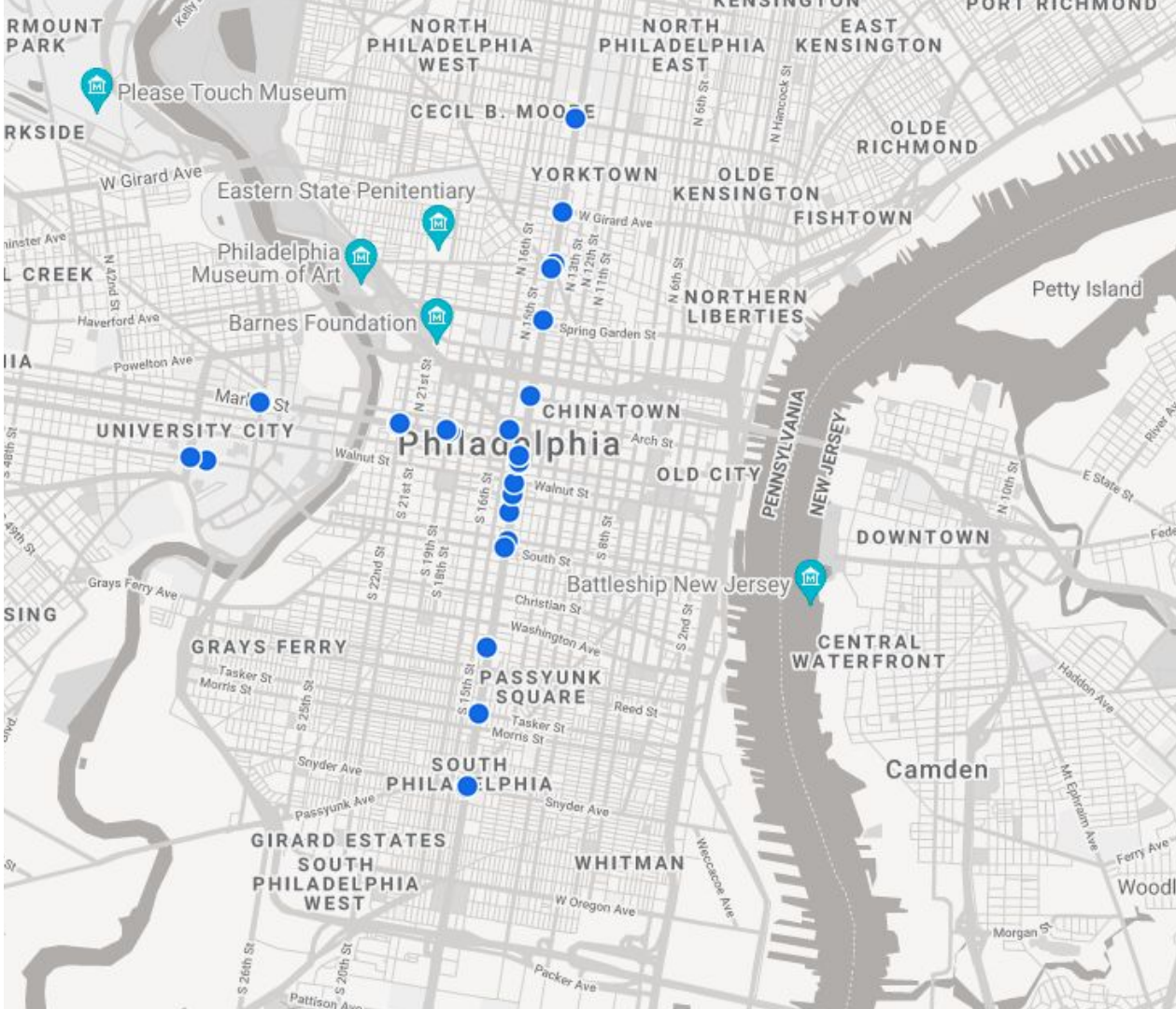
Screen Size / Resolution	55" / 1920w x 960h
Frame Rate	30 FPS
Spot Length	7.5 Seconds



Philadelphia Digital Urban Panel Coverage

Legend

Digital Urban Panels



Bus Shelters

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

Specs

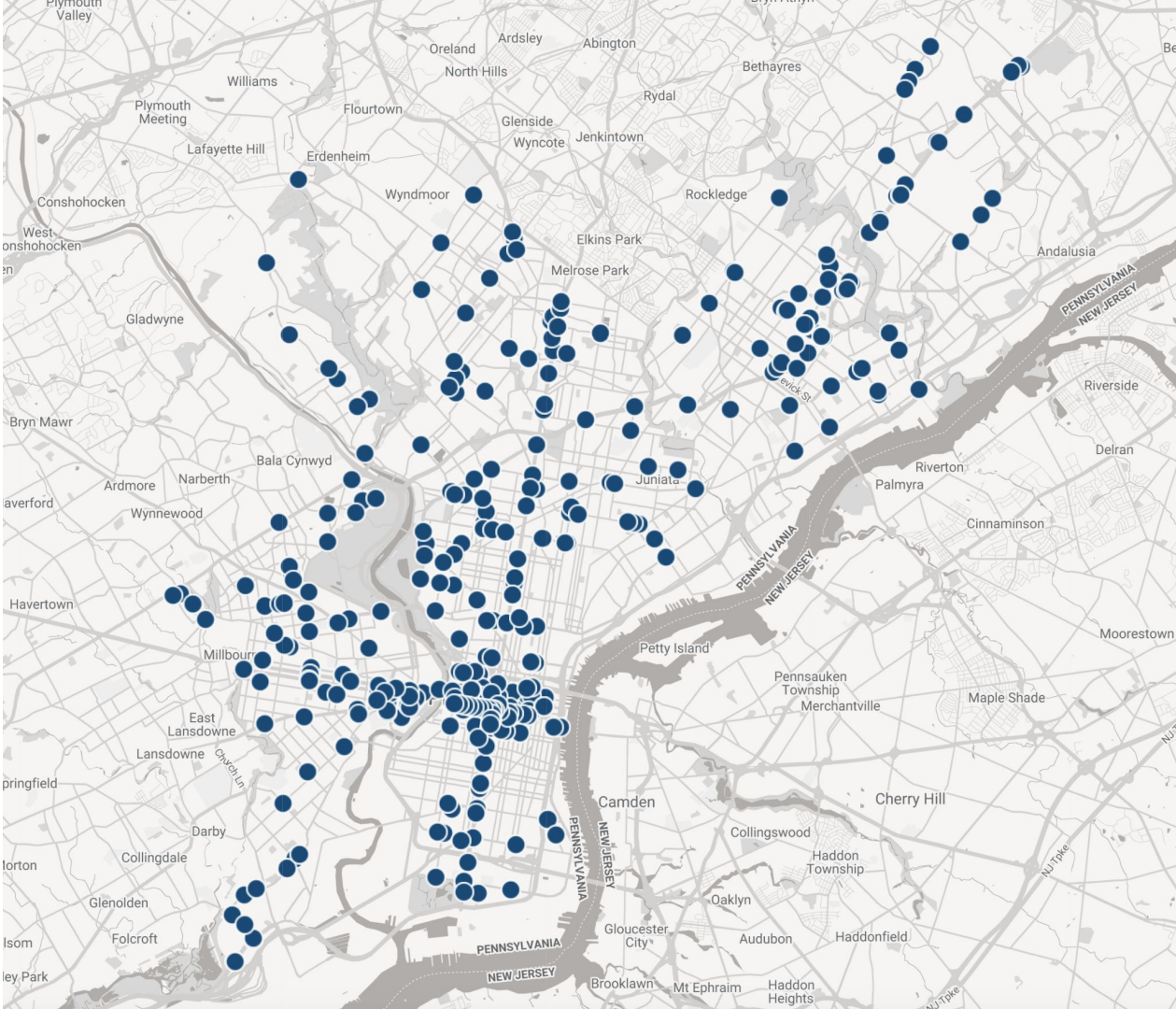
Bus Shelter	68.5"H x 47.5"W
Shelter Wrap	Custom Install



Philadelphia Bus Shelter Coverage

Legend

Bus Shelters





Market Street Furniture

Footsteps away from Philly’s numerous shopping, dining, entertainment, and historical venues, Market Street Furniture positions advertisers directly in front of consumers.

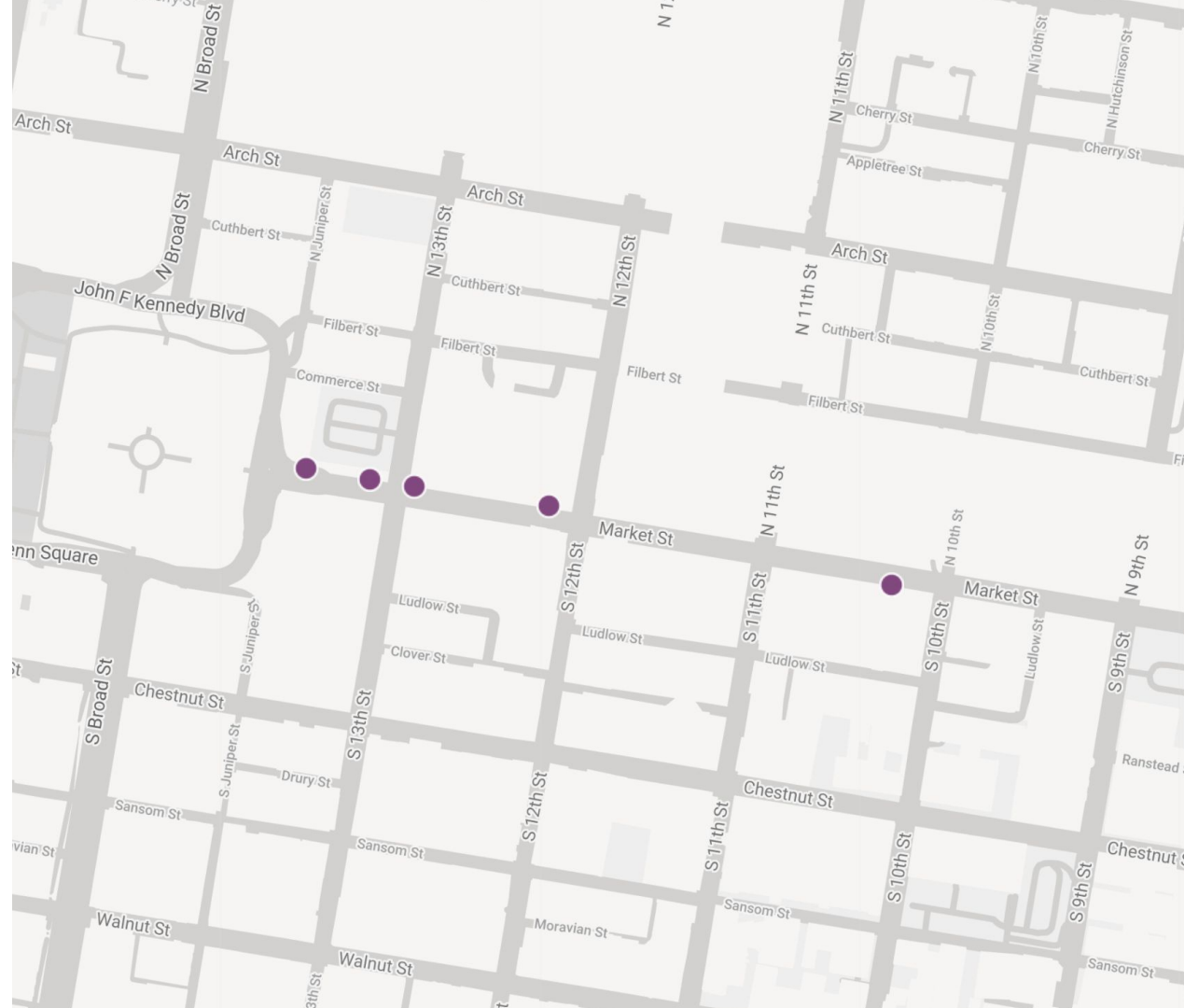
Specs	
Headhouse Wraps	5
Backlit Panels	5
Elevator Wrap	1



Philadelphia Market Street Furniture

Legend

Market Street Furniture Headhouses













Bus Media

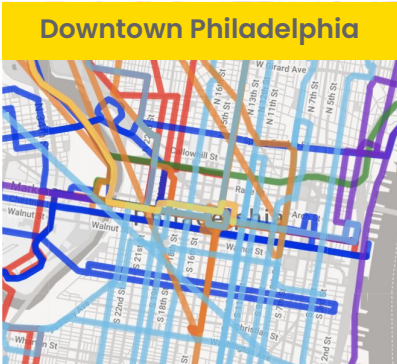
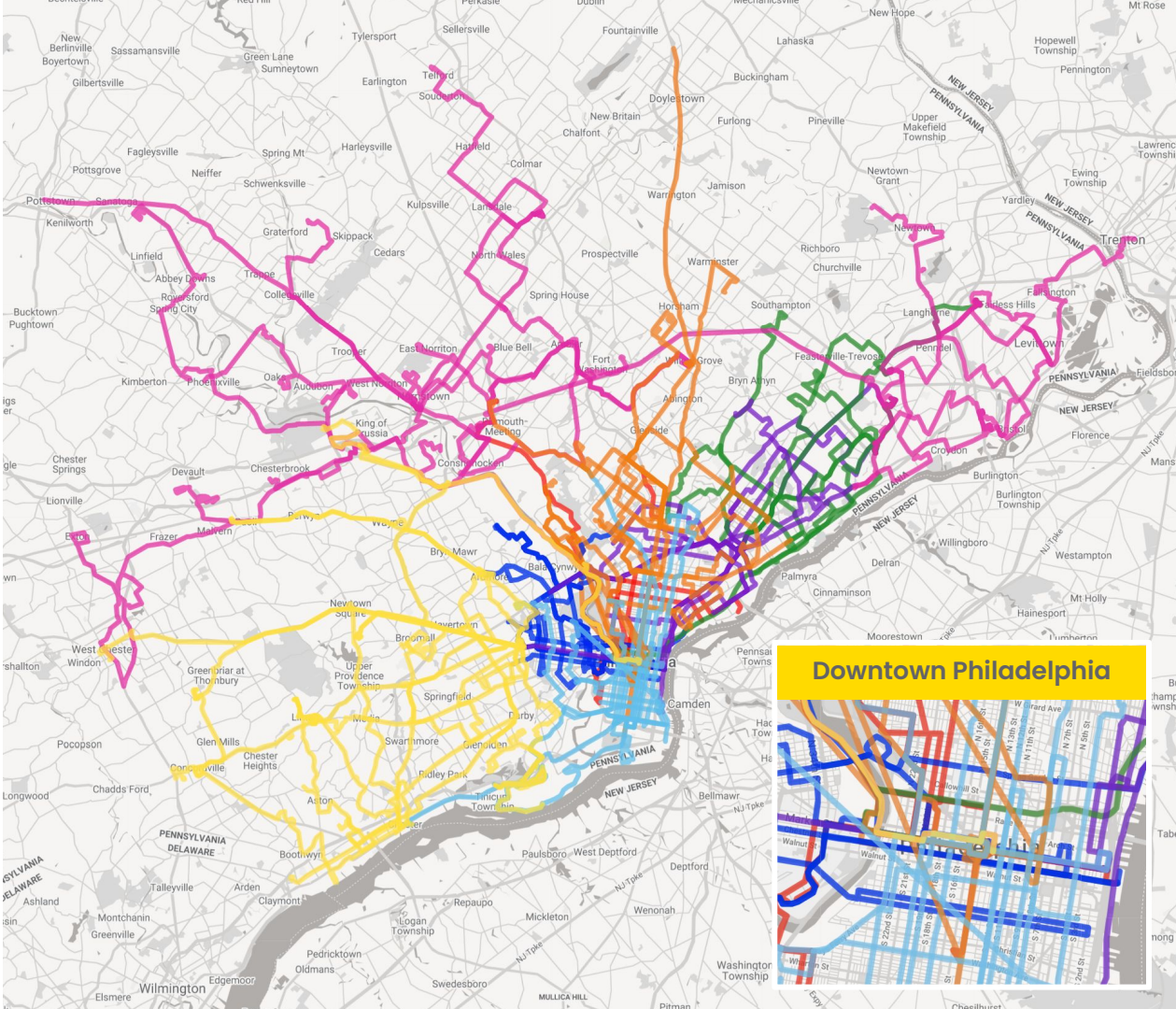
Intersection's bus network provides extensive coverage throughout the City of Philadelphia, reaching pedestrians, riders, and drivers along their daily journeys.

Philadelphia

SEPTA Bus Coverage

Legend (SEPTA Bus Garages)

Allegheny	
Callowhill	
Comly	
Frankford	
Frontier	
Midvale	
Southern	
Victory	




Philadelphia DMA Bus Coverage

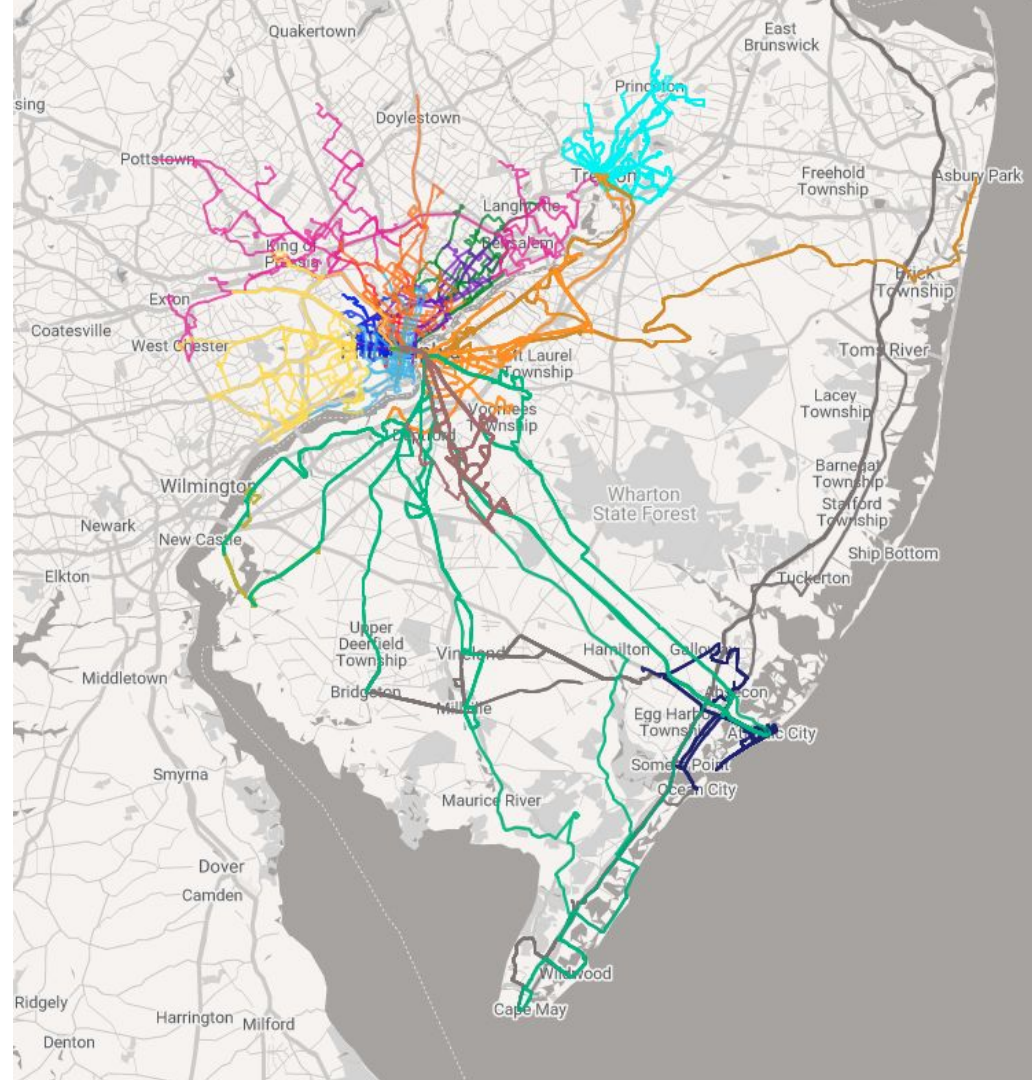
NJT Bus Garages

Egg Harbor Express*	
Egg Harbor Local	
Hamilton Township	
Newton Ave Express*	
Newton Ave Local	
Salem Local	
Washington Township Express*	
Washington Township Local*	

*garage has routes that enter Philadelphia

SEPTA Bus Garages

Allegheny	
Callowhill	
Comly	
Frankford	
Frontier	
Midvale	
Southern	
Victory	



Bus Kings

Bus Kings successfully reach pedestrians throughout the city of Philadelphia. A high reach format, this media quickly builds awareness for your ad amongst key audiences.

Specs

King

30"H x 144"W





Bus Queens

Targeting both pedestrians and commuters on Philly streets, Bus Queens deliver high frequency, extensive market penetration and recognition.



Display Types

Queen	30" H x 88" W
Headliner	Varies by garage



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

Custom Install



Bus Super Kings

Super Kings successfully reach pedestrians and commuters alike. Larger than a King, this media quickly builds awareness for your ad.

Specs

Bus Super King

30" H x 240" W





Bus Super Kings with Extension

Extended graphics make an exciting addition to Super King campaigns. Extensions can be created in a variety of shapes and sizes to grab the attention of Philly commuters.

Specs

Super King	30" H x 240" W
Extension	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 neighborhoods most important to your brand.

Specs

Ultra Super King

Custom Install





Extended Bus Ultra Super King

These high-impact displays span one entire side of SEPTA buses, capturing consumers' attention as they make their way around Philadelphia's busy city streets.

Specs

Extended Ultra
Super King

Custom Install



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 dense Philadelphia traffic.

Specs

Fullback

Custom Install



Bus Tails

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



Specs

Tail 21" H x 70" W

High Impact Tail 40" H x 86" W





Headliners

Typically paired with Bus Queens or Bus Kings, Headliners create top-of-mind awareness and amplify advertising impact on Philadelphia streets.

Specs

Headliner

Varies by Bus Type



Interior Bus Cards

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

Specs

Interior Car Cards	11" H x 28" W
	11" H x 56" W
	22" H x 21" W



SEPTA In-Bus Digital Screens

Capture commuters along our extensive Philadelphia bus network with SEPTA's interior bus screens. Each bus has two screens, placed to ensure passenger visibility from any seat.

Specs

Screen Size	24"
Resolution	1920 x 1080
Spot Length	15 Seconds












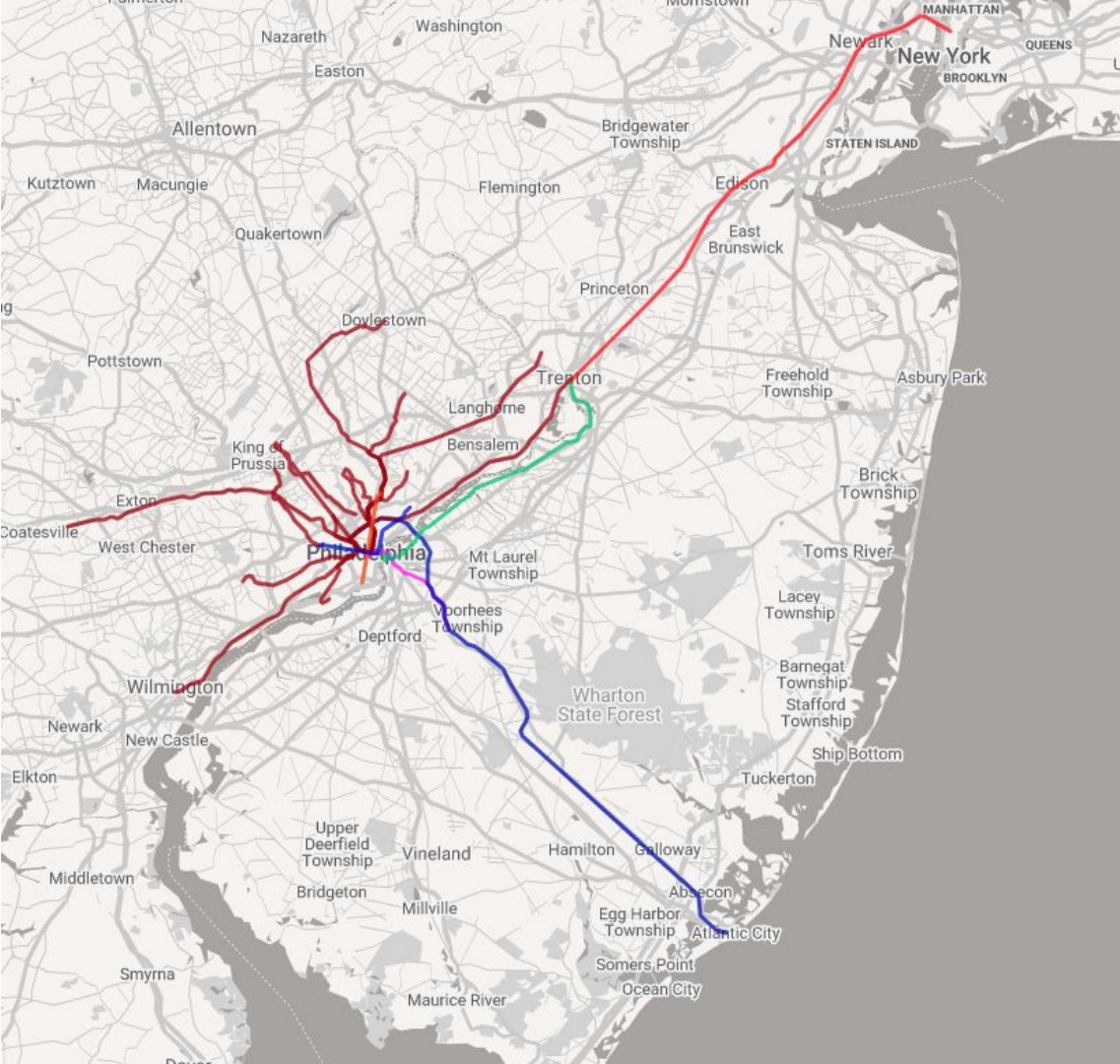
Rail Media

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.

Philadelphia DMA Rail Coverage

Rail Routes

PATCO	
SEPTA Broad Street Subway Line	
SEPTA Market-Frankford Subway Line	
SEPTA Regional Rail	
NJT River Line	
NJT Atlantic City Line	
NJT Northeast Corridor	



Philadelphia DMA

Philadelphia Rail Coverage

Rail Routes + Stations

SEPTA Subway



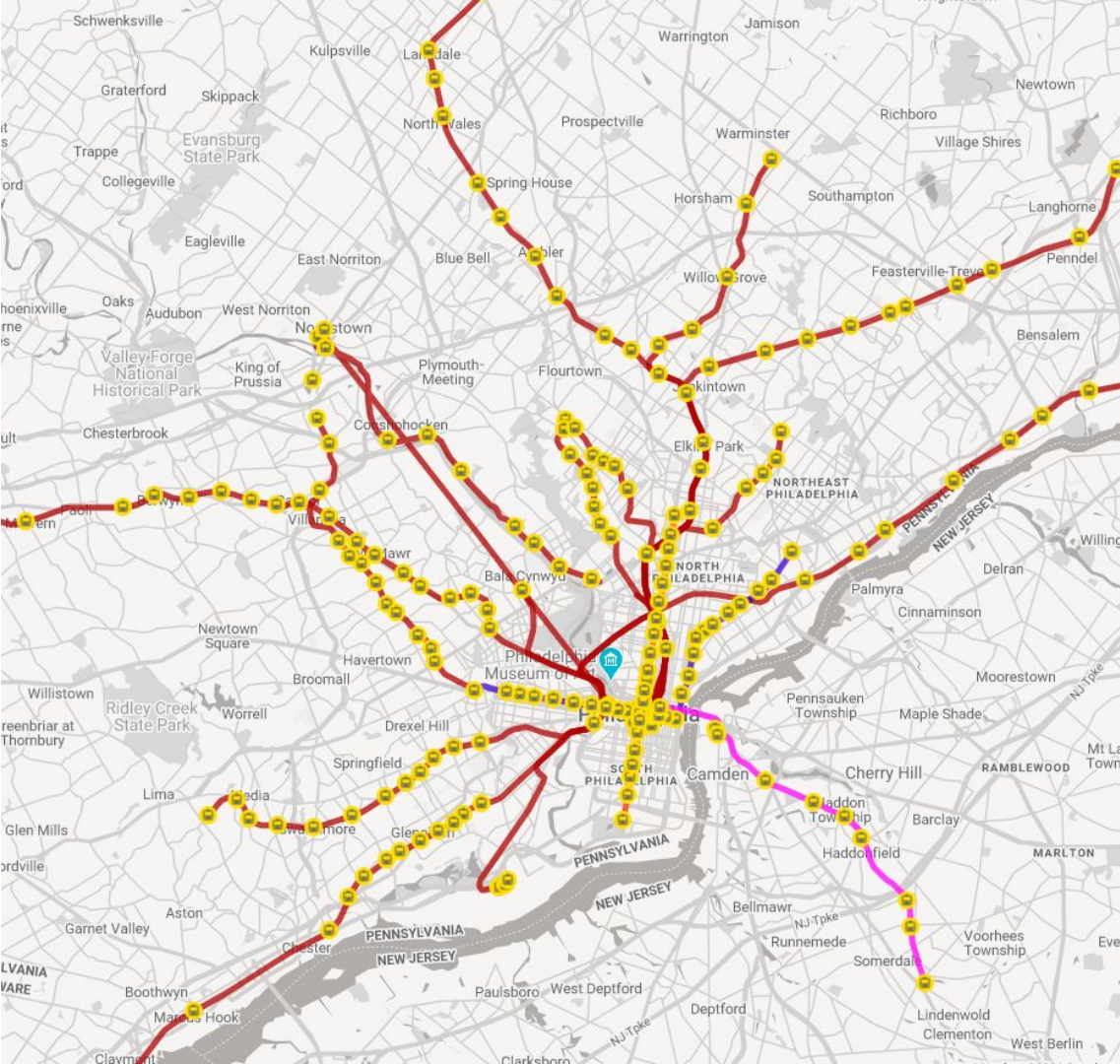
SEPTA Regional Rail



PATCO



*routes enter New Jersey



Station Dominations

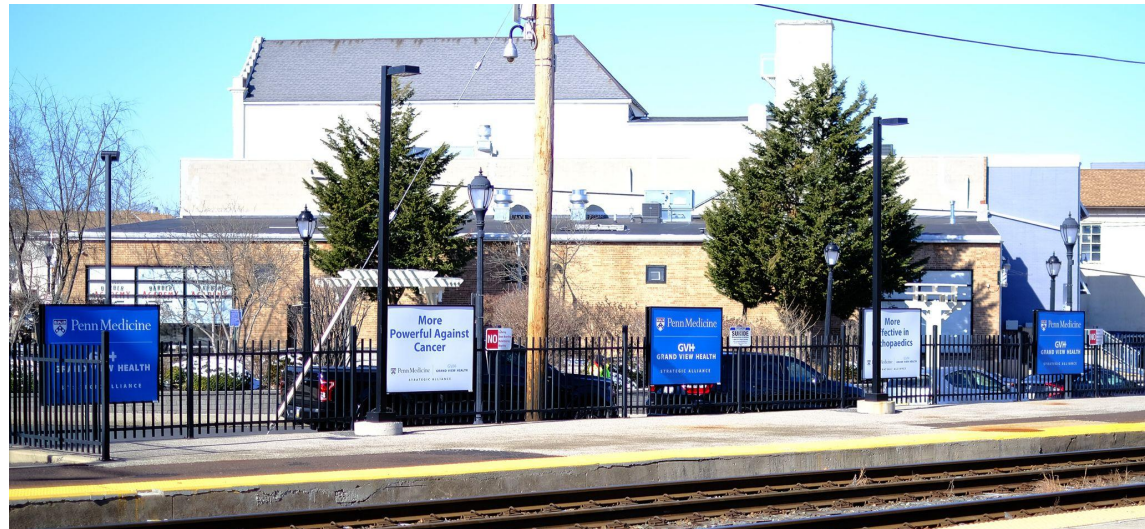
Station Dominations enable a brand to own an entire station with a combination of static, digital, and direct-application media that can't be missed. Dominations create buzz and generate recall with out-of-the-box executions that stop people in their tracks.



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

Station Saturations

Station Saturations allow one brand to own all traditional station media and engage consumers creatively with uninterrupted brand presence. Saturations are available across our entire network of SEPTA and PATCO stations.



Two-Sheets

2 Sheets are available on all lines including SEPTA Rail & Subway Lines, AMTRAK Rail Lines, and PATCO Rail Lines, providing brand visibility in high-traffic areas of each station with long dwell times.

Specs

Two-Sheet

46"H x 60"W



Station Banners

Command commuter attention with two-sided banners that hang above the crowd at select SEPTA/PATCO platforms and parking lots.

Specs

SEPTA Banners	34.5" H x 22.5" W
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PATCO Banners	96" H x 35" W
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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 Wrap

Custom Install





Exterior Train Media

As the SEPTA train rolls in and consumers stand waiting for the door to open, catch them while they are captive and attentive.

Specs

King	30" H x 144" W
Super King	30" H x 240" W
Ultra Super King	Custom Install



Interior Wraps

Full Wrapped train interiors allow riders to step in and be immersed in your brand. This media gives advertisers the creative space to transform the inside of a train car and make an instant impact.

Specs

Full Wrap Interior

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
	22" H x 21" W
Ceiling Wrap	Custom Install





Rail Interiors

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

Specs

Interior Car Cards	11" H x 28" W
	22" H x 21" W
	33.25" H x 21" W
	11" H x 56" W





Digital Rail Interiors

Select rail cars in Philadelphia and New Jersey have digital interior screens—an impactful way to reach a busy, desirable rail-commuting audience with a timely message.

Specs

Screen Size / Resolution	19" / 1920 x 1080
Frame Rate	30 FPS
Spot Length	15 Seconds



Interactive Transit Kiosks

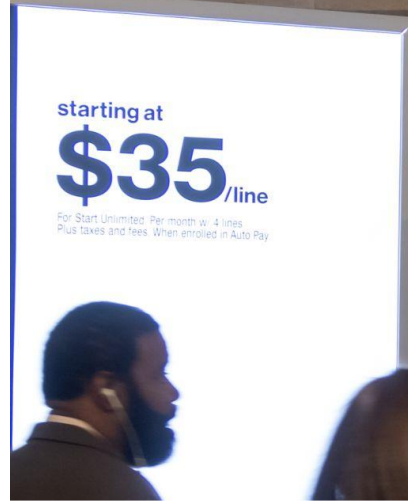
Interactive Transit Kiosks connect commuters to valued information, and engage them with custom branded experiences.

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

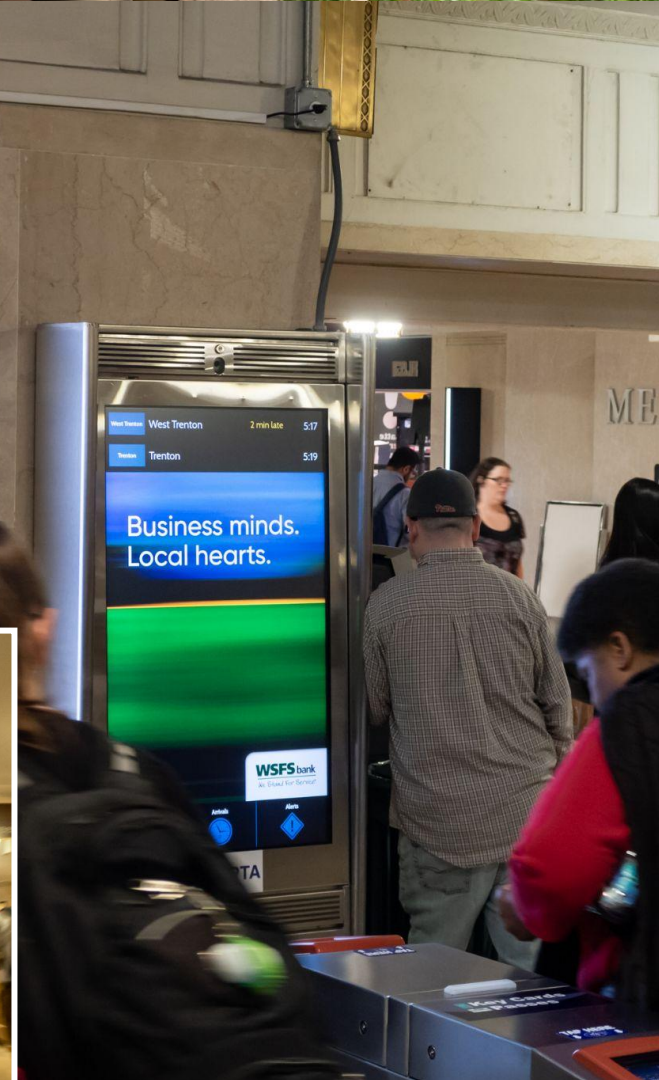
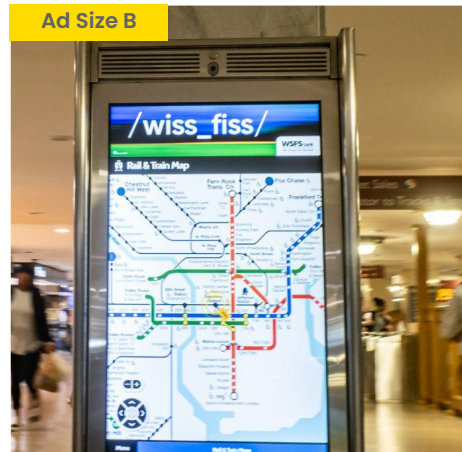
Specs

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

Ad Size A



Ad Size B



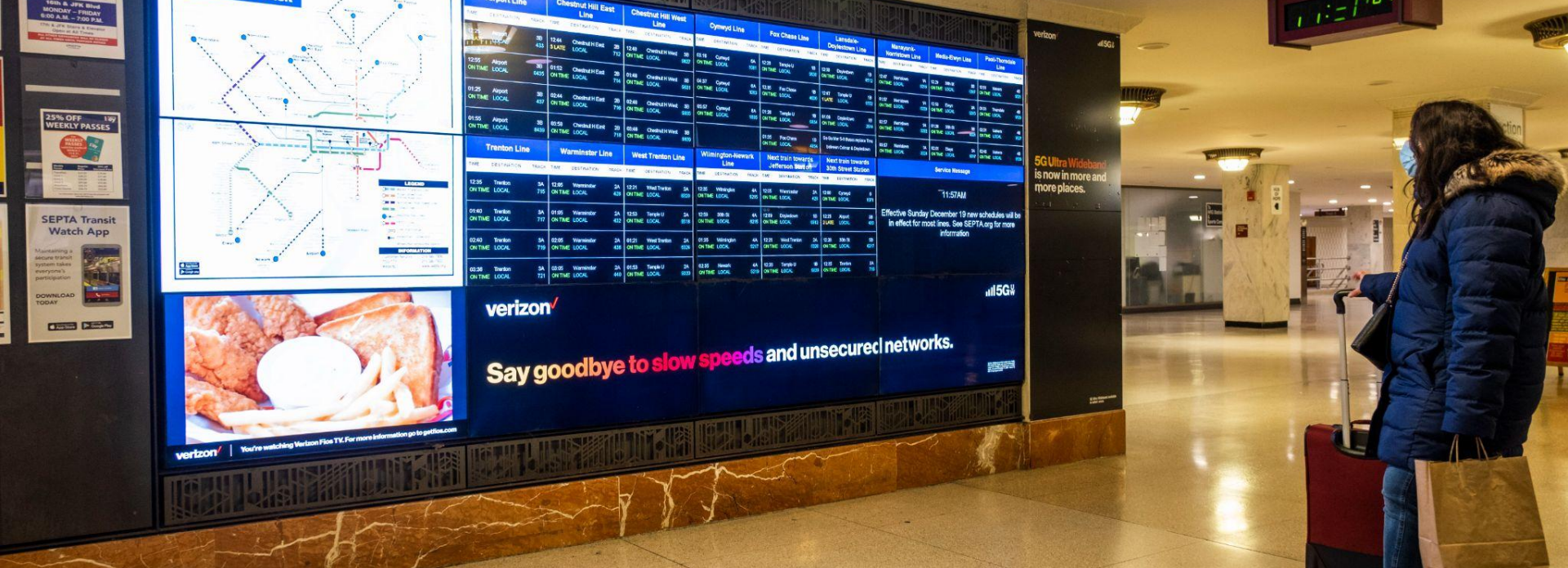
Digital Platform & Station

Place your ad on screens where consumer engagement is high. Screens provide departure and arrivals, and relevant transit content, drawing consistent attention from commuters.

Specs

Screen Size	Varies by Station
Screen Resolution	1920w x 960h
Frame Rate	30 FPS





Suburban Station Video Walls

These video walls provide real time train schedule updates and allow advertisers to use the lower one-third of the wall to reach a captive commuter audience.

Specs

Screen Size	120.9" x 22.77" H
Frame Rate	30 FPS
Spot Length	7.5 Seconds



Dilworth Park Concourse Screens

Dilworth Park serves as a major passageway to some of Philadelphia's busiest transit stations. Assets located at the high-traffic concourse level ensure commuter visibility.

Specs

Screen Size	84"
Frame Rate	30 FPS
Spot Length	7.5 Seconds





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



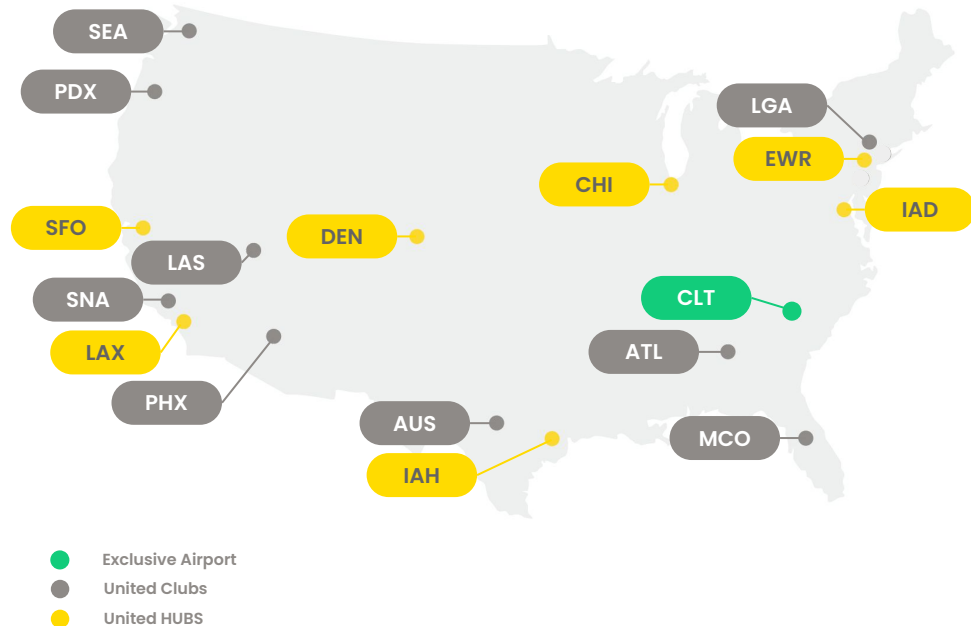
Premium Products, National Scale

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

Sponsorship

For powerful and lasting impact, Intersection offers advertisers naming rights for select venues, executing exclusive sponsorships along with station dominations.



Experiential

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



Intersection

1635 Market Street, 17th Floor

Philadelphia, PA 19103

215-281-1980

Thank You