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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: Pittsburgh

• As of 2021, a total population of 299,718 lives within the city limits, making it the 66th largest city in the U.S. and the second largest city in Pennsylvania behind Philadelphia.

• Pittsburgh Regional Transit’s fleet includes more than 700 buses servicing over 7,000 stops in Allegheny County.
Pittsburgh Regional Transit

- The second largest public transit agency in Pennsylvania and the 16th-largest in the United States.
- The light rail cars service 27 stations, covering the area from South Hills to the North Side.

Source: PRT
2. Products
Intersection’s bus network provides extensive coverage throughout the City of Pittsburgh, reaching pedestrians, riders, and drivers along their daily journeys.
Pittsburgh PRT Bus Coverage

Legend (PRT Bus Garages)

- Collier
- East Liberty
- Ross
- West Mifflin
**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

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<tr>
<td>King</td>
<td>30&quot; H x 144’ W</td>
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<tr>
<td>King w/ Extension</td>
<td>Size varies by market</td>
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<tr>
<td>King w/ Headliner</td>
<td>Size varies by market</td>
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<tr>
<td>Super King</td>
<td>30&quot;H x 240”W</td>
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<tr>
<td>Ultra King / Kong</td>
<td>36.75”H x 245”W</td>
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Targeting both pedestrians and commuters on Pittsburgh streets, Bus Queen Displays deliver for advertisers that want extensive market penetration and recognition.

**Bus Queen**

<table>
<thead>
<tr>
<th>Spec</th>
<th>30” H x 88” W</th>
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<tbody>
<tr>
<td>Bus Queen</td>
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King Kong with Extensions create a show-stopping moment for your brand with Pittsburgh consumers by combining the sweep of a roadside billboard with eye-level impact.
Bus Fullbacks & Tails

Tails and 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 Pittsburgh traffic.

**Specs**

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<tbody>
<tr>
<td>Tail</td>
<td>21” H x 58” W</td>
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<tr>
<td>Fullback</td>
<td>Custom Install</td>
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Bus Tail

Bus Full Back
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.
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 |
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.
Legend

PRT Light Rail Lines

Stations
Light Rail Interiors allow you to reach a captive audience of commuters every day during their multi-block rides.

Specs:

Interior Car Cards
20"H x 17"W
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

<table>
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<tr>
<th>Train Wrap</th>
<th>Custom Install</th>
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Pittsburgh Digital Network

Pittsburgh has added twelve 50” platform screens and 4 touch screens to their rail network. All screens deliver six 10 second spots.

Screens are located at key downtown stations and reach both daytime commuters in Pittsburgh’s business district and residents/visitors partaking in the city’s eclectic dining and entertainment scene at night.
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.
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.

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<tr>
<th>Specs</th>
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<tbody>
<tr>
<td>Jet Bridge Wraps</td>
<td>Custom</td>
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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.
Thank You

Jon Roche
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