

 Intersection

# Pittsburgh 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

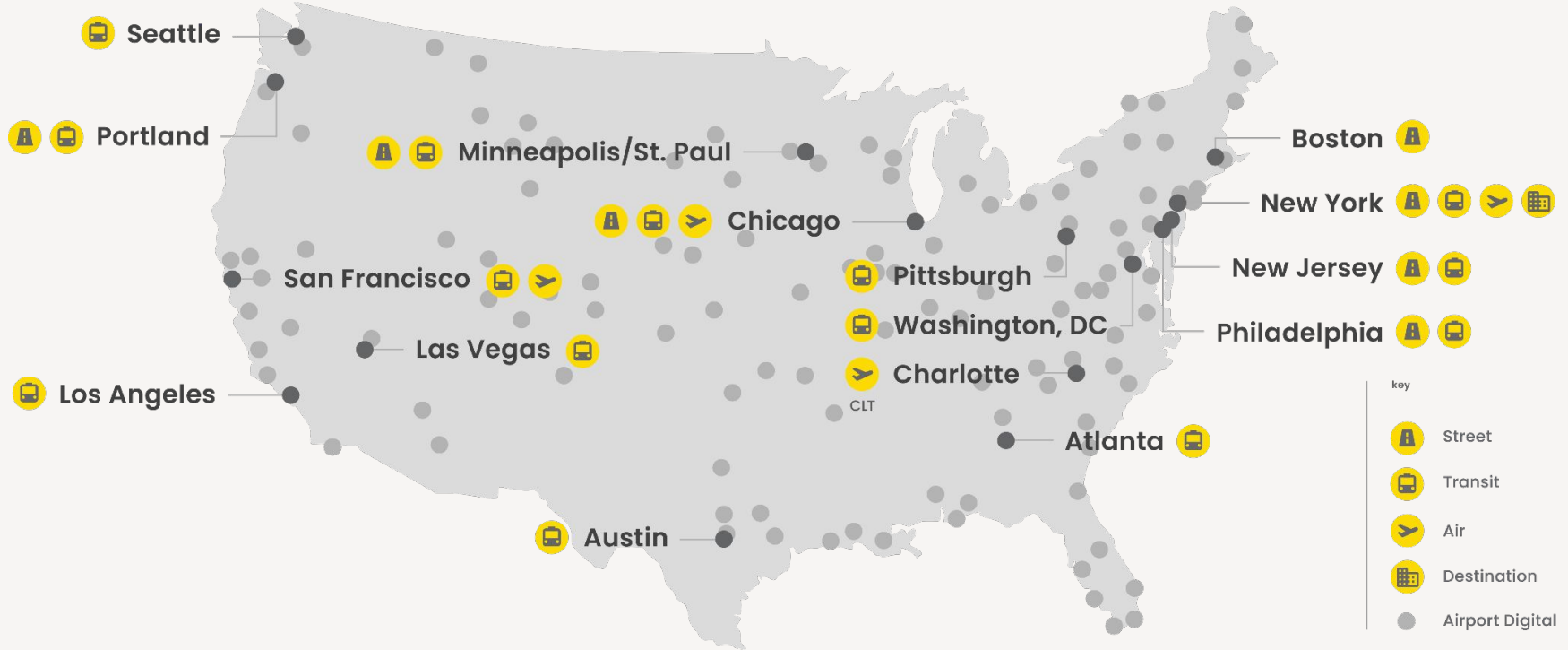
From New York to Los Angeles, and everywhere in-between, we know people are on the go, enjoying the best of what these great cities have to offer. Regardless of their journey, our media is located in well-traveled locations, and can connect your brand with the right audience. Whether they're moving through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



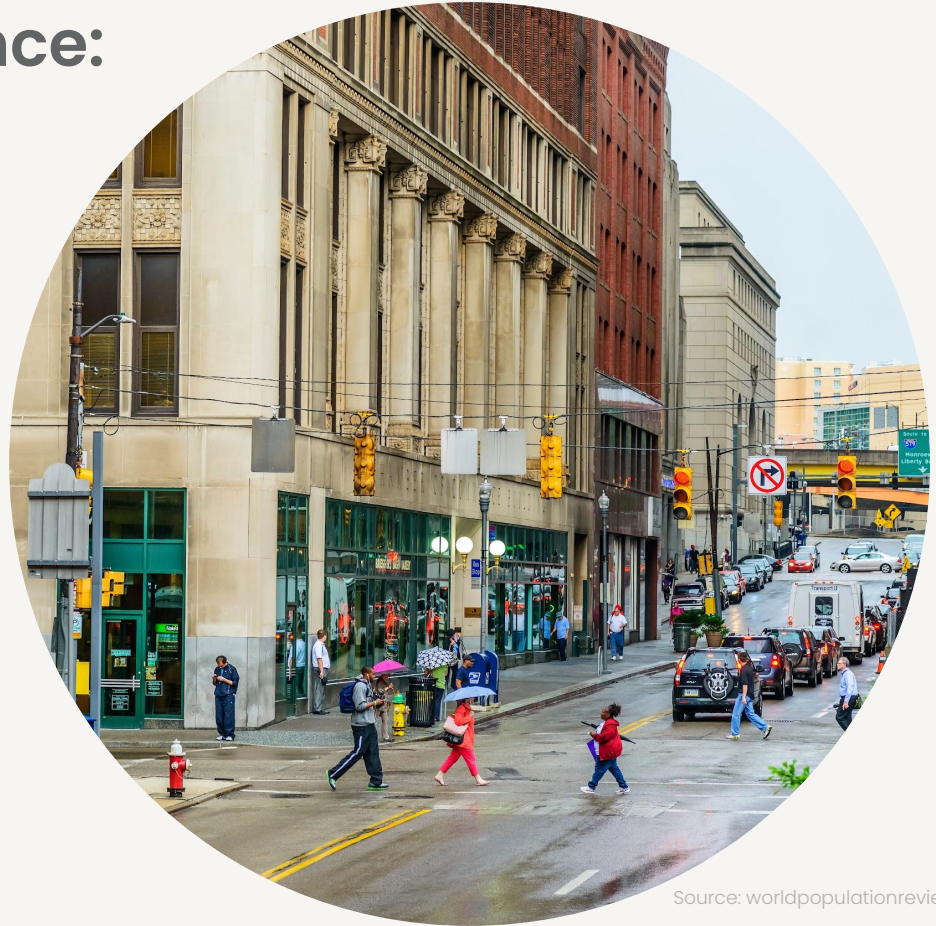


# Premium products, national scale.



# The Intersection Difference: 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.



Source: [worldpopulationreview.com](https://worldpopulationreview.com)

# 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





# Bus Media

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

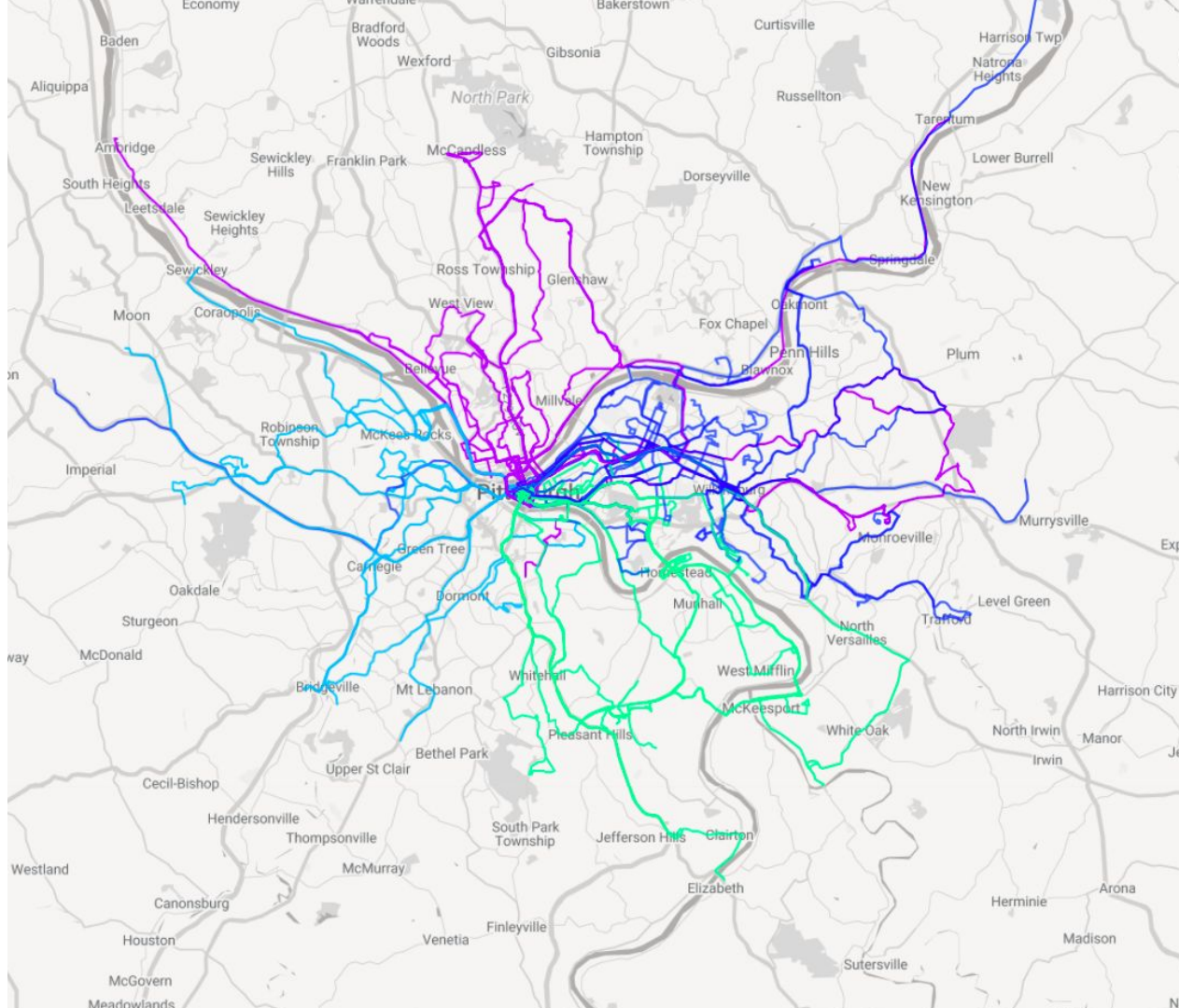
**Legend (PRT Bus Garages)**

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# 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
King w/ Extension	Size varies by market
King w/ Headliner	Size varies by market
Super King	30"H x 240"W
Ultra King / Kong	36.75"H x 245"W





## Bus Queen

Targeting both pedestrians and commuters on Pittsburgh streets, Bus Queen Displays deliver for advertisers that want extensive market penetration and recognition.

### Specs

Bus Queen

30" H x 88" W





# King Kong with Extension

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.

## Specs

King Kong

Custom Install



# 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.



Bus Tail



Bus Full Back

## Specs

Tail	21" H x 58" W
Fullback	Custom Install







# 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





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**Pennsylvania**

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Medical Assistance

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## 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







# 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.

# Pittsburgh Rail Coverage

Legend

PRT Light Rail Lines

Stations

This map illustrates the Pittsburgh Rapid Transit (PRT) Light Rail network. The network is composed of two main lines: a red line and a blue line. The red line runs from the CCAC Allegheny Campus in the north, through PNC Park, the Cultural District, and Downtown, ending near the South Shore. The blue line runs from the Heinz Field area, through Point State Park, and also through Downtown. Yellow icons represent stations along these lines. The map also shows various landmarks and streets, including the Andy Warhol Museum, PPG Industries, and the Allegheny County Courthouse. The areas of Downtown, South Shore, and the Cultural District are labeled. The map is a detailed street map with the rail lines overlaid.





# Interior Cards

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

Train Wrap

Custom Install





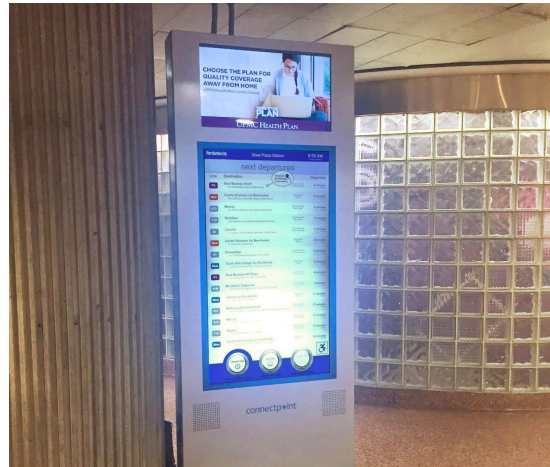
# Pittsburgh Digital Network

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

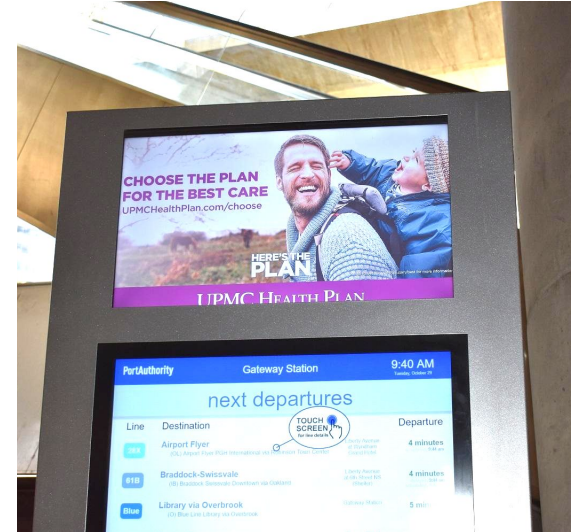
Screens are located at key downtown stations and reach both daytime commuters in Pittsburgh's business district and residents/visitors partaking in the city's eclectic dining and entertainment scene at night.



Platform Screen



Touch Screen





# 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



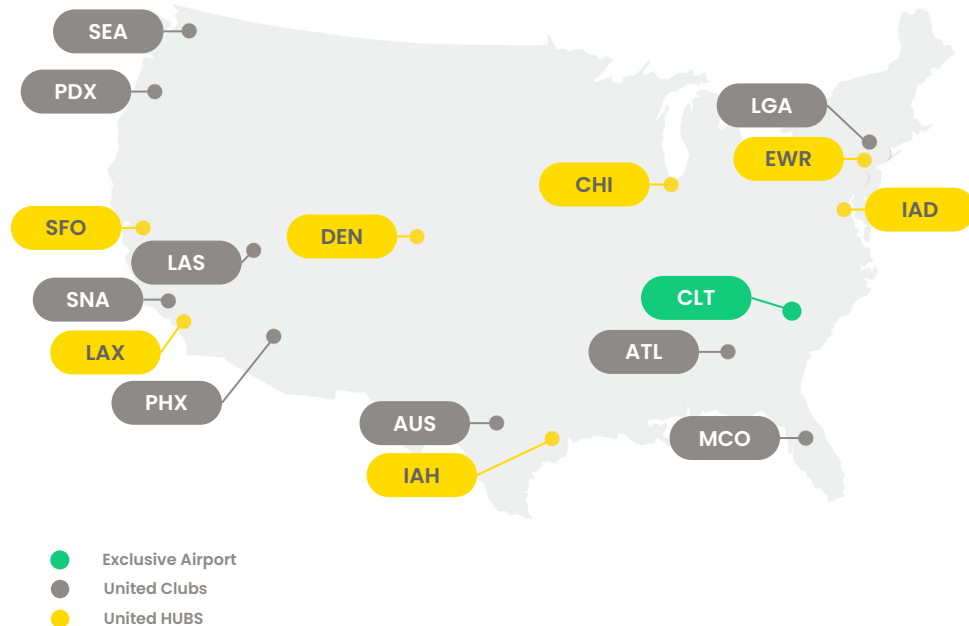
# Premium Products, National Scale

## 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.





# Thank You

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