



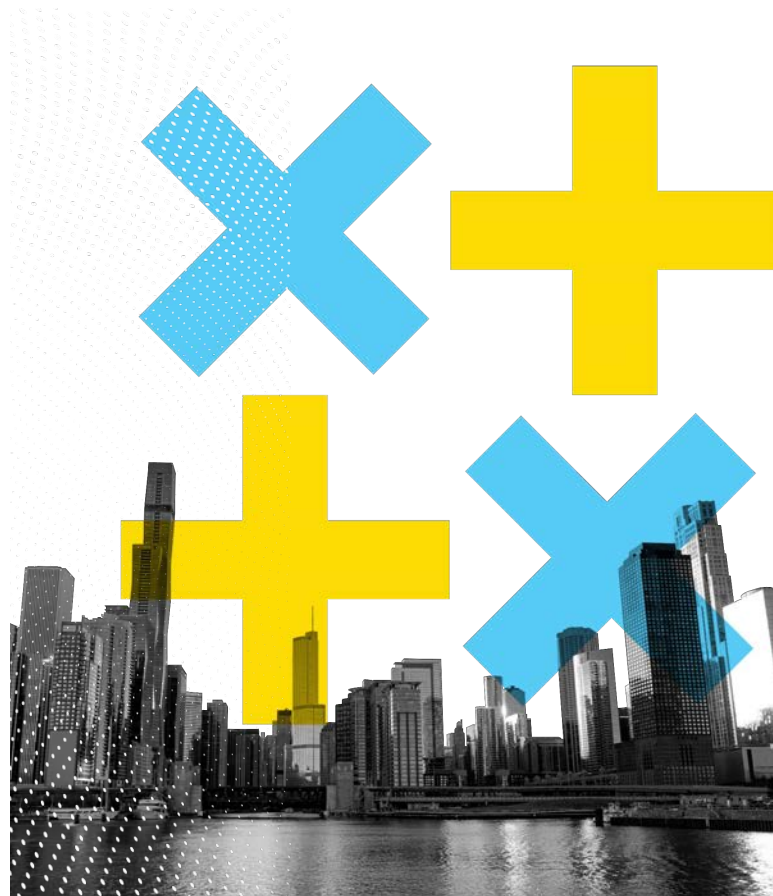
Chicago Media Kit 2024

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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.



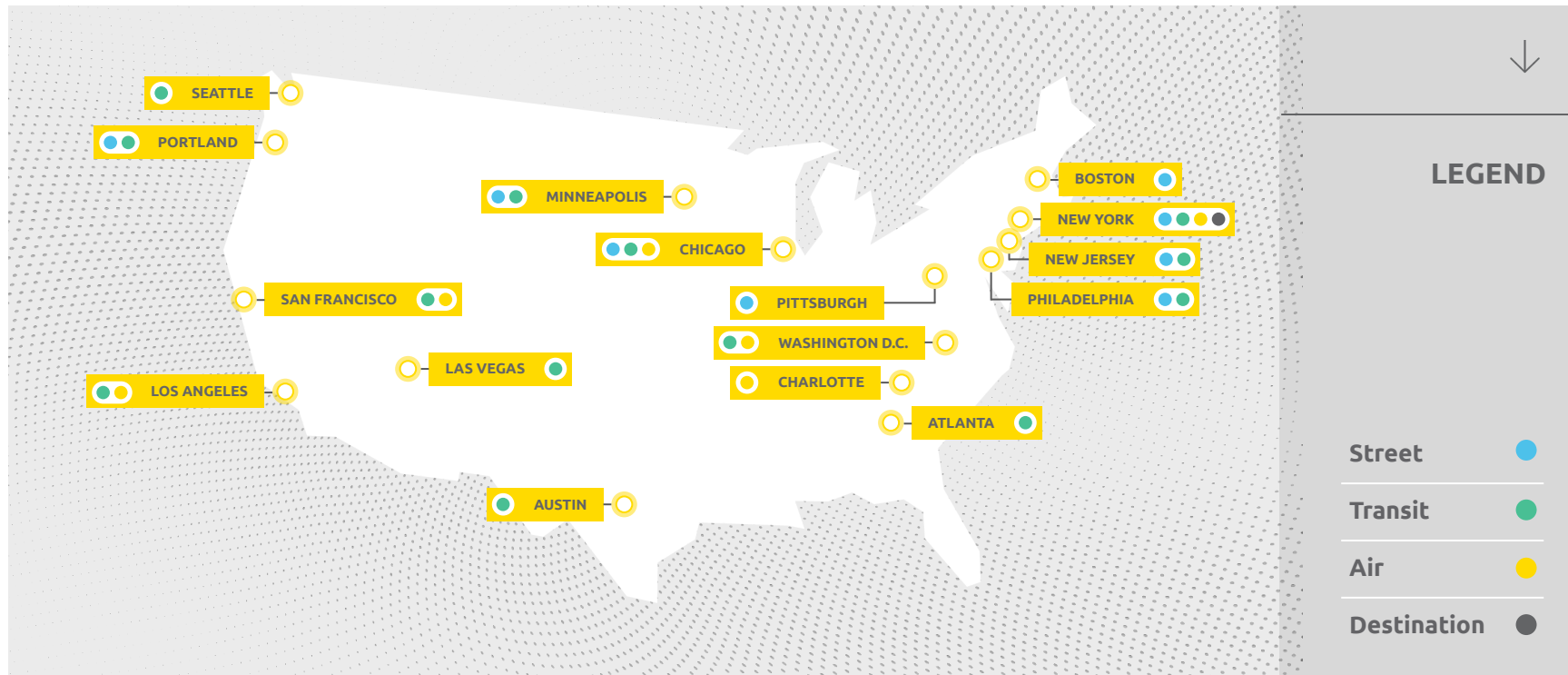
The Intersection difference Chicago

- Over 23 million monthly rides taken across CTA bus and rail
- Media positioned to reach and target each one of Chicago's 77 community neighborhoods
- The city's largest digital out-of-home network with over 400 screens and growing

Sources: NJ TRANSIT & PATH 2023 Ridership Reports, Geopath



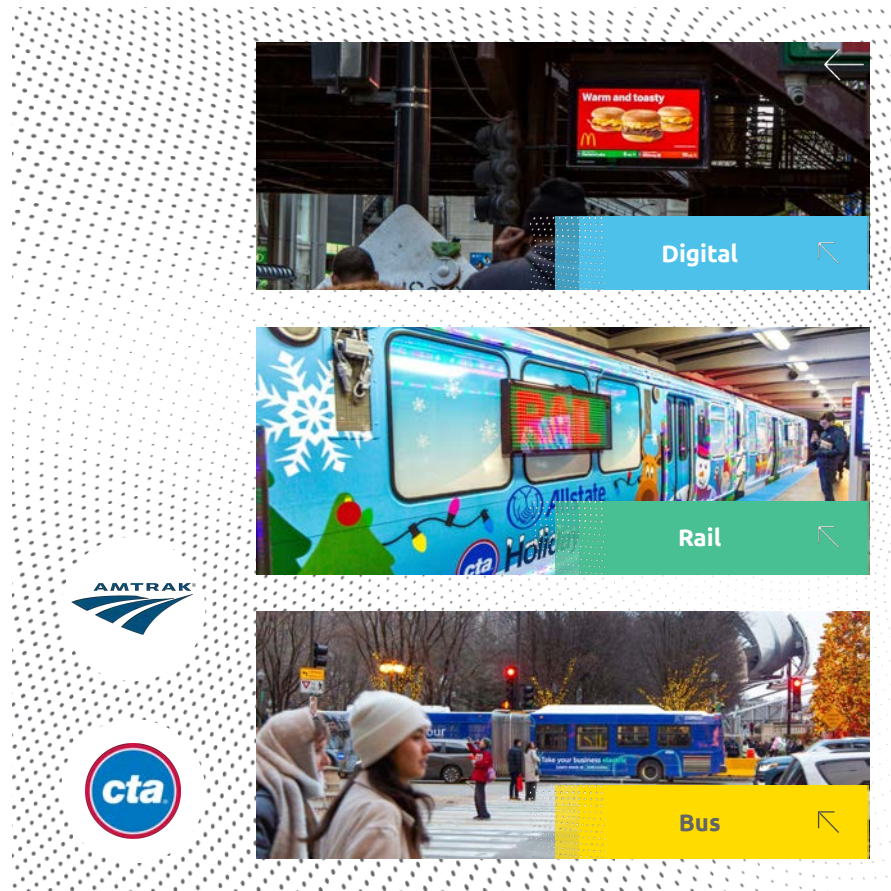
Premium products, national scale.



Join our mission to support public transit and improve the lives of consumers in Chicago

CTA is the second largest public transit system in the U.S., providing safe and accessible transportation to millions of Chicagoans each week. Amtrak provides long-distance travelers with convenient service to and from Union Station.

We support our transit partners by generating revenue - **totaling over \$1B in payments to municipalities over the last 10 years** - largely to support public mobility.

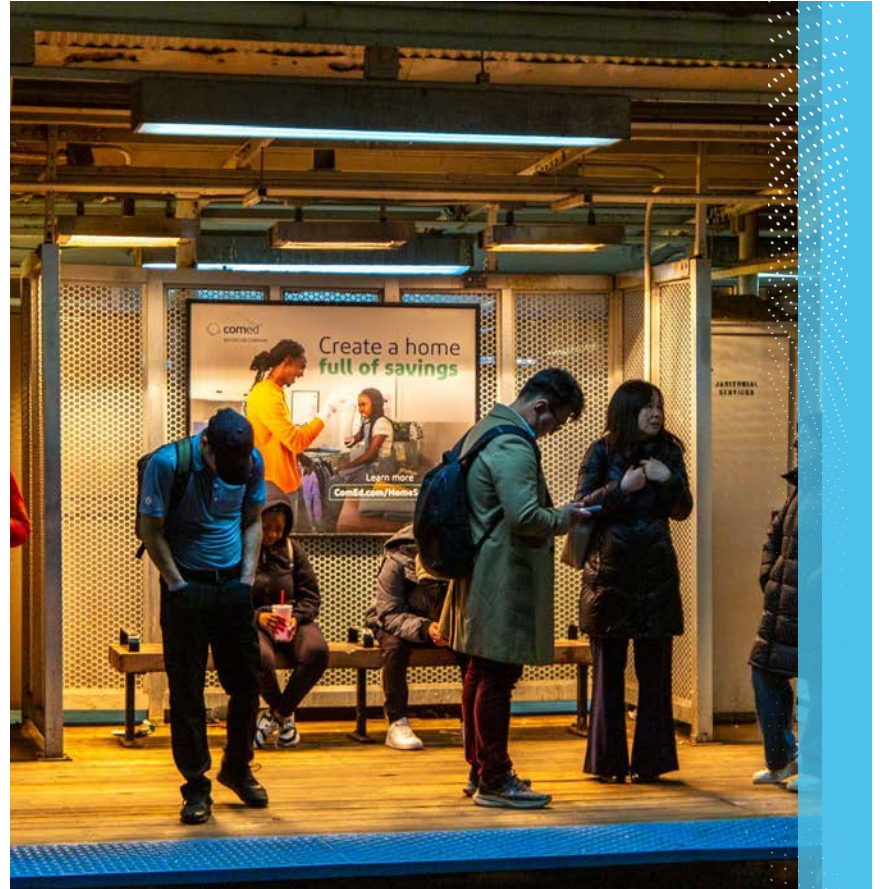


CTA

The nation's second largest transit authority

- The CTA received the highest honors in the industry: the 2020 Outstanding Public Transportation System Award and the Outstanding Public Transportation Manager Award, from the APTA.
- 1,864 busses operate on 129 routes, covering 1,500 route miles, and serving almost 11,000 bus stops.
- 1,492 rail cars operate eight routes and 224.1 miles of track, and serving 145 rail stations.

Source: CTA





Amtrak

Access to thousands of travelers & suburban commuters at Chicago Union Station

- Chicago Union Station is the 4th largest rail terminal in the country, the largest outside of the East Coast.
- Chicago Union Station serves both Amtrak regional customers, and Metra suburban commuters—providing a diverse audience for advertisers.

Source: Amtrak

1

2

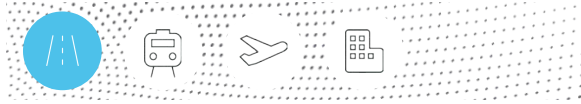
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Products



Street Media



Product overview

With static and dynamic digital formats, Intersection's street-level media is strategically placed throughout a consumer's daily route. From LinkNYC and digital urban panels to street banners, creative and messaging is always prominent, eye catching, and on-target.



Digital Urban Panels

Specs

| | |
|-------------|---------------|
| Screen Size | 55" |
| Resolution | 1920H x 1080W |



Digital Urban Panels are strategically placed throughout some of the country's most popular neighborhoods, in highly trafficked areas. This media is ideal for reaching people on-the-go with messaging at street level. Digital Urban Panels support both static and video creatives, and have an extensive library of dynamic capabilities.

Vertical Digital Urban Panels

Specs

| | |
|-------------|-----------------|
| Screen Size | 75" |
| Resolution | 3240 H x 2160 W |



75" Vertical Digital Urban Panels are strategically placed along busy streets in the Loop. This media is ideal for reaching Chicagoans on-the-go with larger than life messaging at street level.

Headhouse

Specs

Headhouse

Custom install



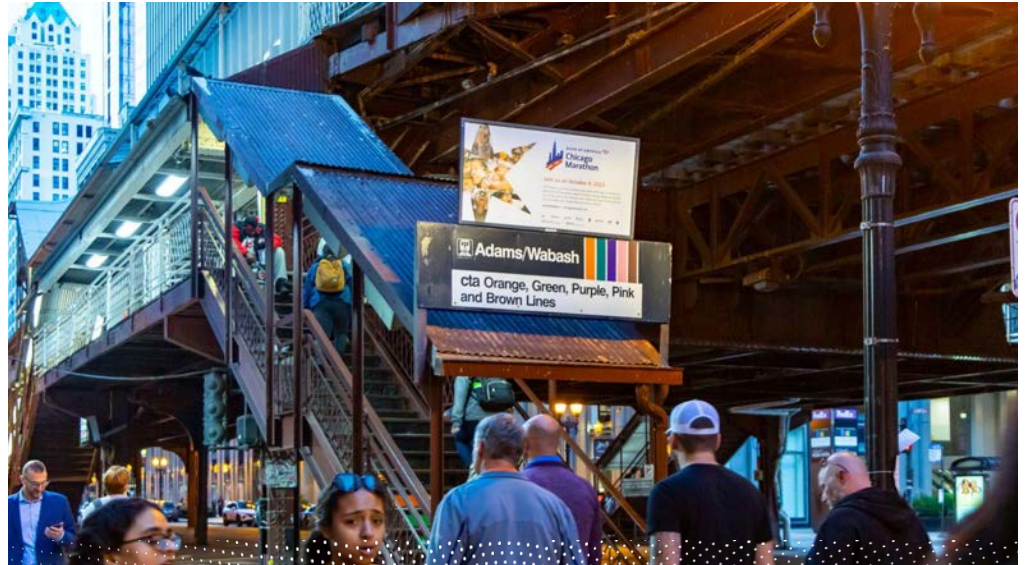
Located in many top neighborhoods, Headhouses allow for custom build-outs and bold, memorable executions, creating the perfect opportunity for social buzz.

Urban Panel

Specs

Urban Panel

30"H x 60"W



Urban Panels are in many major downtown junctures and intersections, providing daily exposure to both pedestrians and motorists.

Elevator Wrap



Specs

Elevator Wrap

Custom install



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

Wallscapes

Specs

Wallscape

19'H X 11'6"W



Wallscapes are highly visible, and stand out above the busy streets of Chicago. Our Diversey Wallscapes are illuminated, for full impact, no matter the time of day. Located within the bustling Lincoln Park neighborhood, these wallscapes are surrounded by shopping, dining, and nightlife with many popular hot spots within walking distance.

Windows

Specs

Windows

Custom install



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

Bus Media



Product overview


With the largest bus network in the U.S., Intersection delivers unbeatable, eye-level coverage in the heart of the country's largest cities and DMAs.

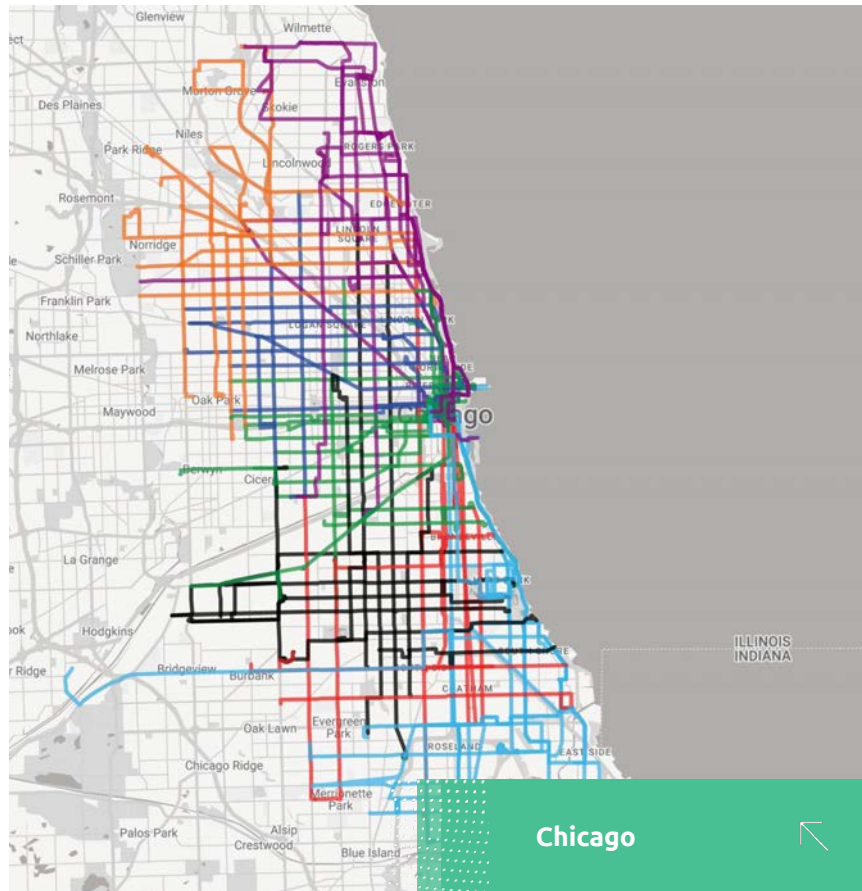


Chicago

CTA Bus

Legend

| | |
|-------------|---|
| 103rd |  |
| 74th |  |
| 77th |  |
| Chicago |  |
| Forest Glen |  |
| Kedzie |  |
| North Park |  |





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.

Bus Wraps

Specs

Bus Wraps

Custom Install



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

Articulated Bus Wraps

Specs

Articulated Bus Wraps

Custom Install



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.

Bus Ultra Super Kings

Specs

Ultra Super Kings

Custom Install

Bus Kings

Specs

Bus Kings

30"H x 144"W



transitchica

Fast, fresh & the most affordable.
Delivery in 30 minutes or less.

gopuff

↗

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

Bus Queens



Specs

Queens

30"H x 96"W



Targeting both pedestrians and commuters, Bus Queen displays deliver for advertisers that want extensive market penetration and coverage.



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

Bus Headliners

Specs

Headliner

Custom Install

Headlights



Specs

Headlights

14.5"H x 47.5"W



As pedestrians watch the bus approach, they'll also watch your brand arrive. Establish brand awareness from pedestrians and oncoming traffic throughout Chicagoland with Headlight Displays on CTA busses.

Bus Tails



Specs

Tail

21"H x 72"W



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

Bus Fullbacks

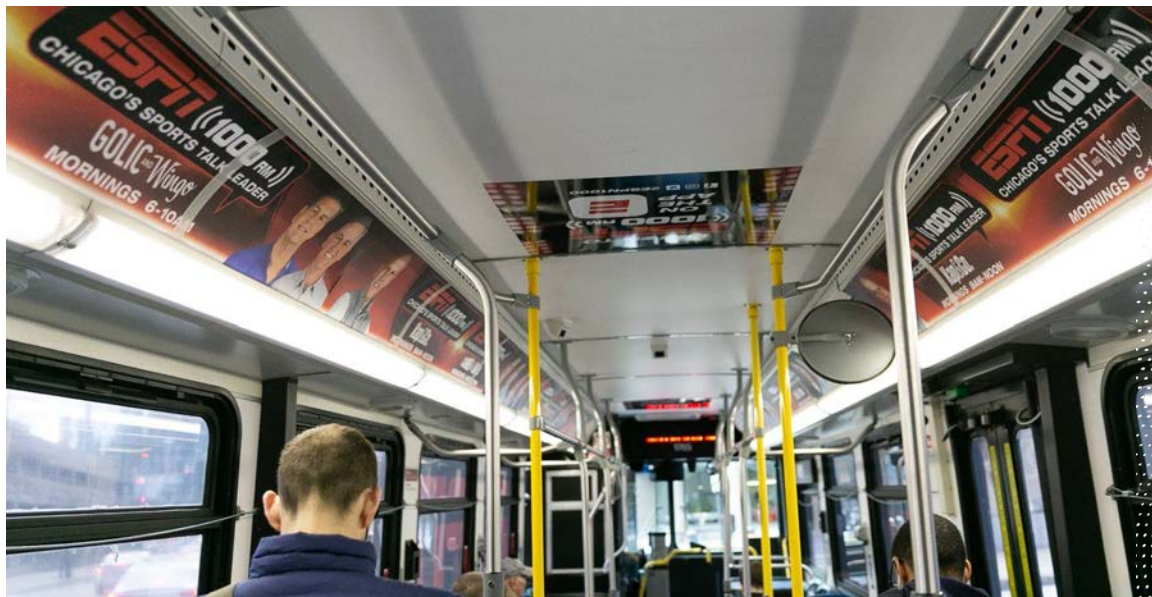


Specs

Bus Fullbacks

Custom install

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 Chicago traffic.



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

Brand Buses

Specs

Interior Car Cards

Varies

Michelangelo

Custom Install

Michelangelos



Specs

Michelangelos

30"H x 30"W



Eye-catching Michelangelos draw passenger attention upward, making your brand stand out above the crowd. Michelangelos can be die cut into any shape to add originality to campaigns.

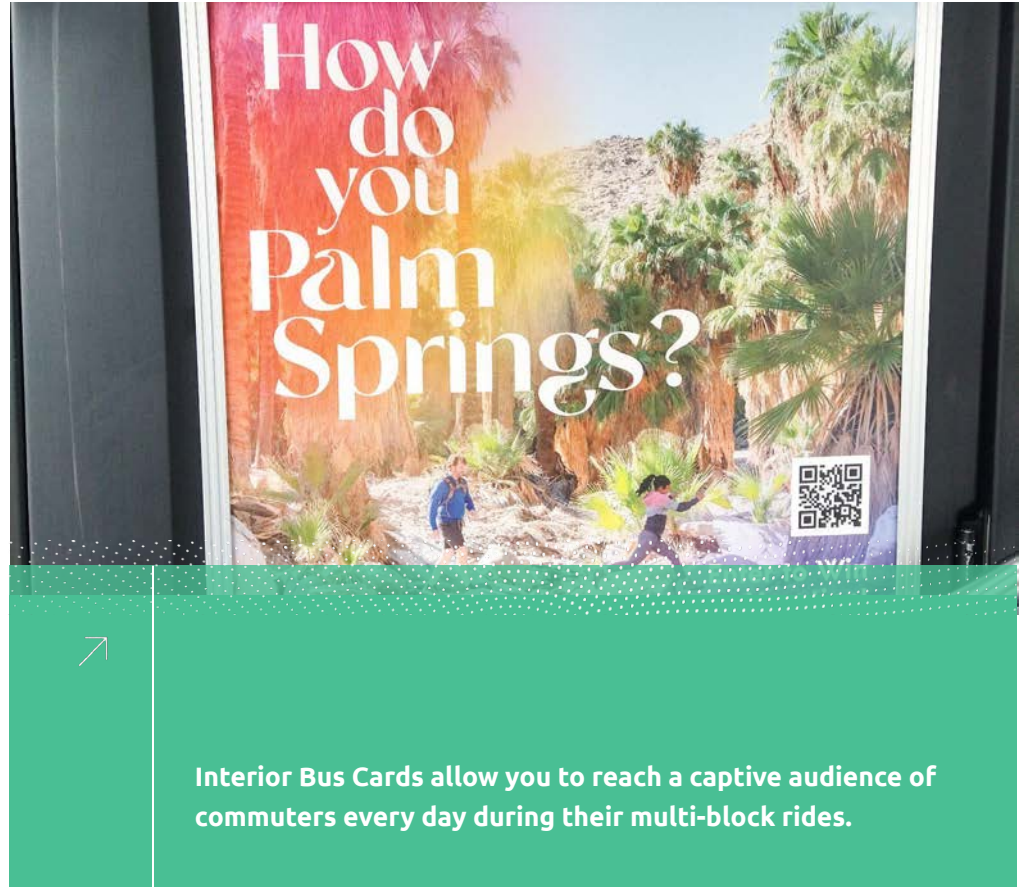
Bus Interiors

Specs

Interior Car Card

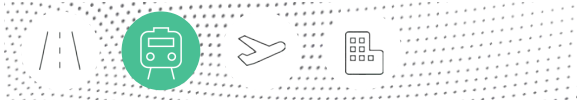
11"H x 28"W

22"H x 21"W (CTA)



The image shows an interior bus card advertisement. The top half features a vibrant photograph of a desert landscape with palm trees and a bright sunburst effect. Overlaid on the left side of the image is the text "How do you Palm Springs?" in a large, white, serif font. In the bottom right corner of the image, there is a small QR code. Below the image, there is a green section with a white arrow pointing up and to the right. To the right of the arrow, the text reads: "Interior Bus Cards allow you to reach a captive audience of commuters every day during their multi-block rides."

Rail Media



Product overview

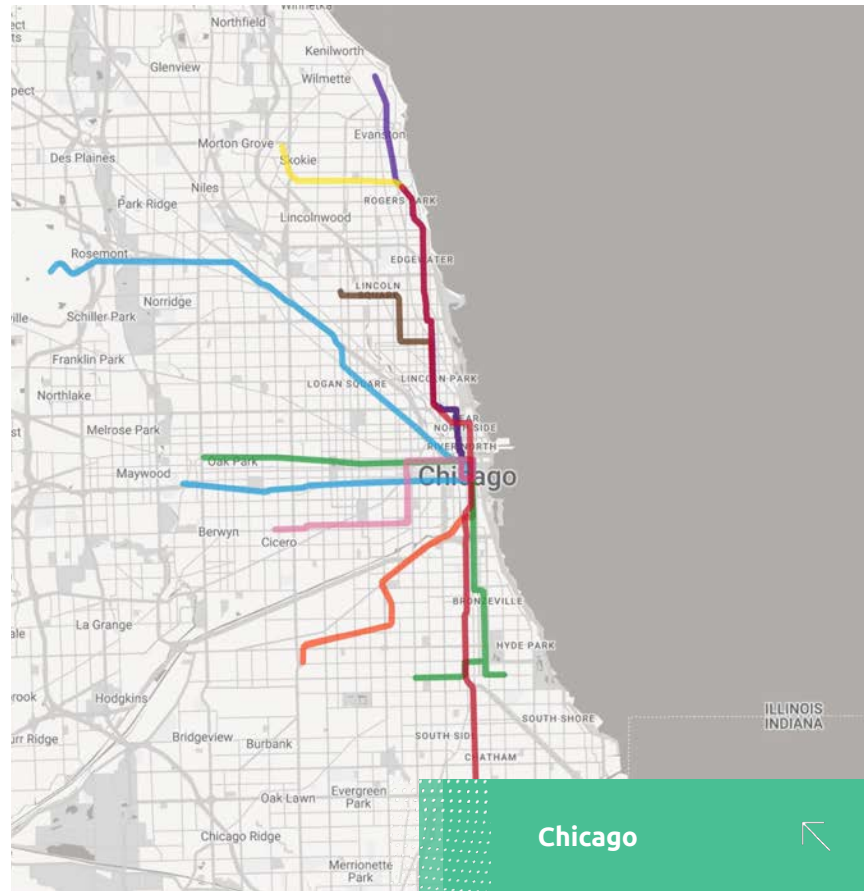
Rail media allows brands to target on-the-go customers and daily commuters with vibrant displays placed strategically throughout rail cars, major transit hubs, and on station platforms.



Chicago CTA Rail

Legend

| | |
|--------|---|
| Pink |  |
| Purple |  |
| Green |  |
| Red |  |
| Brown |  |
| Blue |  |
| Yellow |  |
| Orange |  |





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.

Train Wrap

Specs

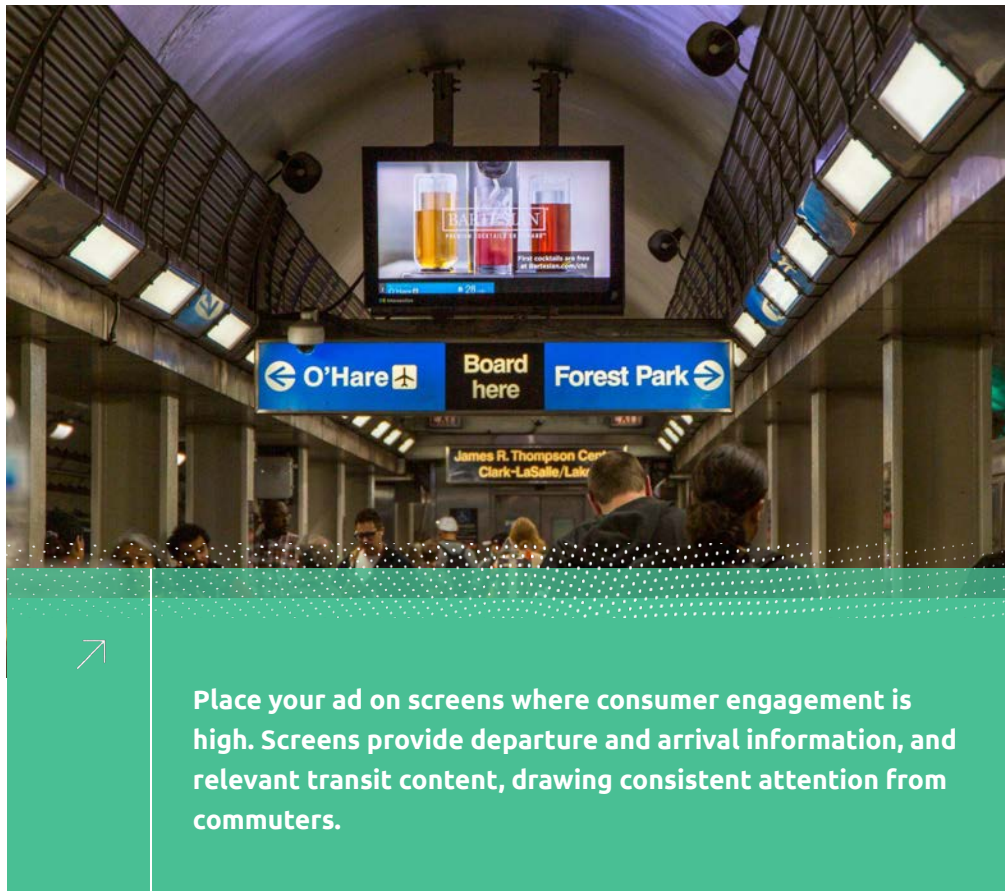
Train Wraps

Custom Install

Digital Platform & Station

Specs

| | |
|-------------|--------------|
| Screen Size | 52" |
| Frame Rate | 30 FPS |
| Resolution | 960H x 1920W |



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.

Interactive Transit Kiosks (ITK)

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

| | |
|----------------------|---------------|
| Size A (default) | 1440H x 1080W |
| Size B (interaction) | 270H x 1080W |
| Animation | Full |



Size A



Size B



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.

Station Dominations

Specs

Station Dominations

Custom Install



Tunnel Wraps provide a dramatic showcase in high-traffic areas, creating a fully immersive experience for commuters passing through.

Tunnel Wraps

Specs

| | |
|--------------|----------------|
| Tunnel Wrap | Custom Install |
| Hallway Wrap | Custom Install |

Clark & Lake Video Wall

Specs

| | |
|-------------|---------------|
| Frame Rate | 30 FPS |
| Resolution | 2160H x 3840W |
| Spot Length | 7.5 Seconds |



Generate massive reach through the digital wall at Clark & Lake Station, enabled with Directional Sound capabilities. Deliver static, dynamic or full-motion video creative for a fully immersive commuter experience.

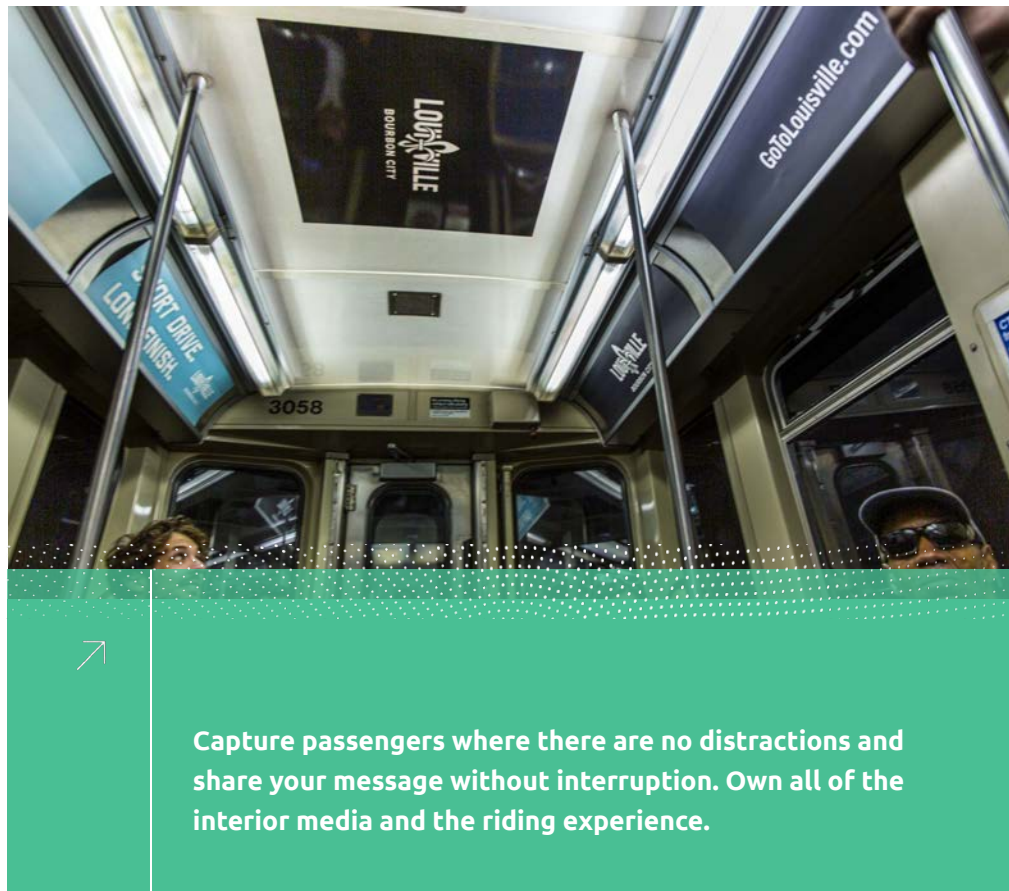
Interior Brand Trains

Specs

| | |
|--------------------|-------------|
| Interior Car Cards | 11"H x 46"W |
|--------------------|-------------|

| | |
|--|-------------|
| | 22"H x 21"W |
|--|-------------|

| | |
|--------------|--------------|
| Michelangelo | 30" H X 30"W |
|--------------|--------------|



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

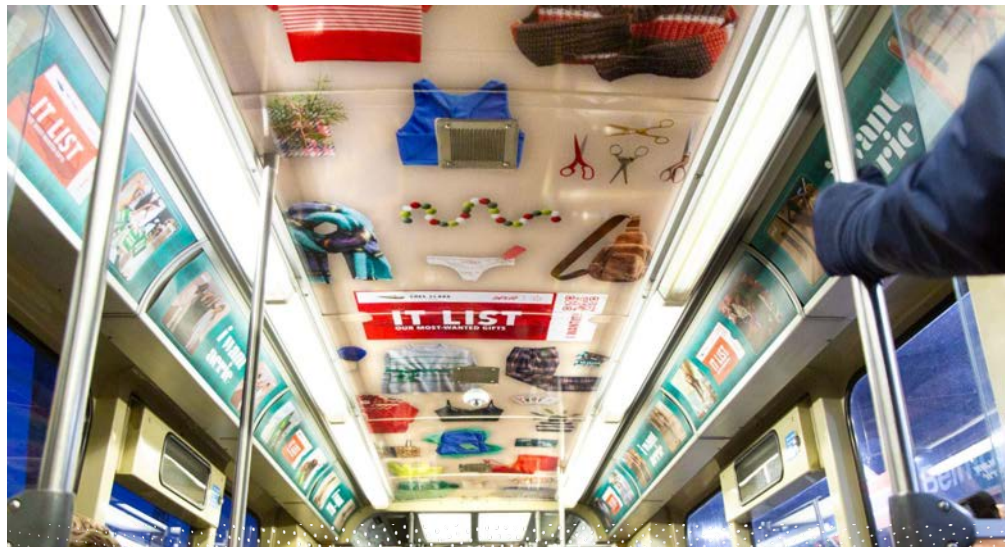
Brand Train w/Ceiling Wrap

Specs

| | |
|--------------------|-------------|
| Interior Car Cards | 11"H x 46"W |
|--------------------|-------------|

| | |
|--|-------------|
| | 22"H x 21"W |
|--|-------------|

| | |
|--------------|----------------|
| Ceiling Wrap | Custom Install |
|--------------|----------------|



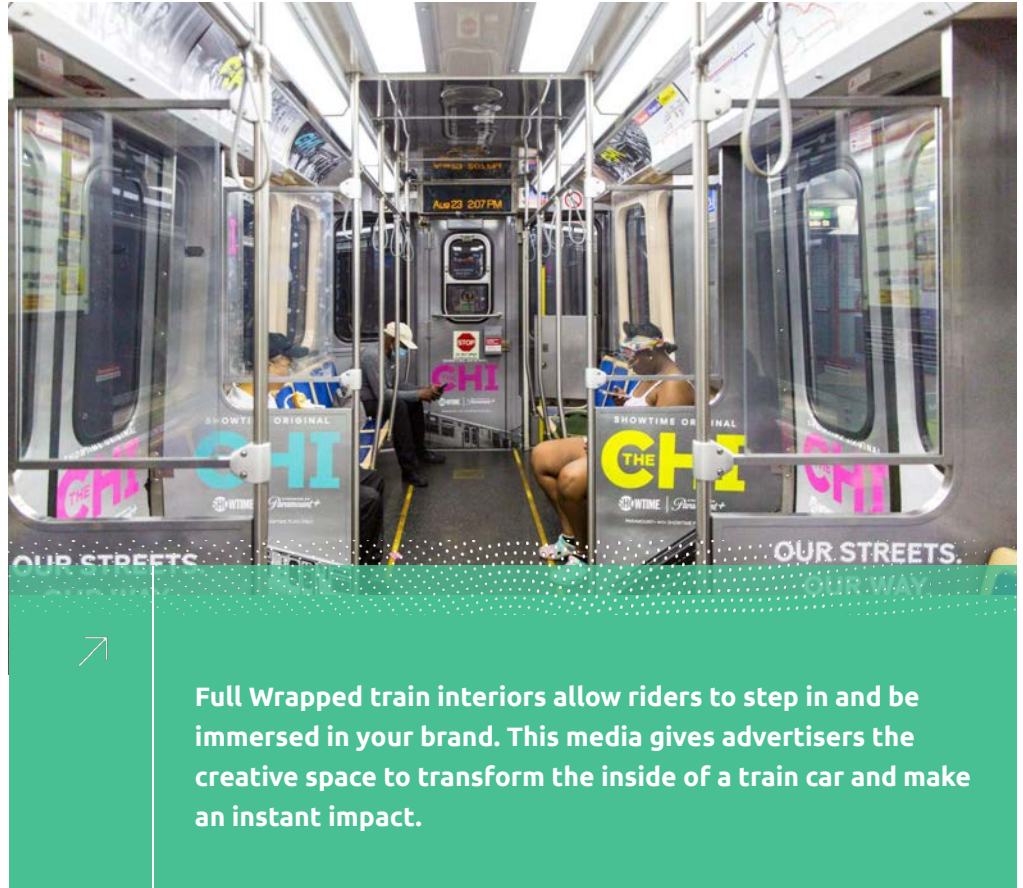
Captivate Chicago commuters with total interior coverage, and add a towering ceiling wrap for the ultimate impact. Once the train doors close, your brand message impossible to miss.

Interior Wraps

Specs

Full Wrap Interior

Custom Install



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.

Rail Interiors



Specs

| | |
|--------------------|-------------|
| Interior Car Cards | 11"H x 28"W |
| | 22"H x 21"W |



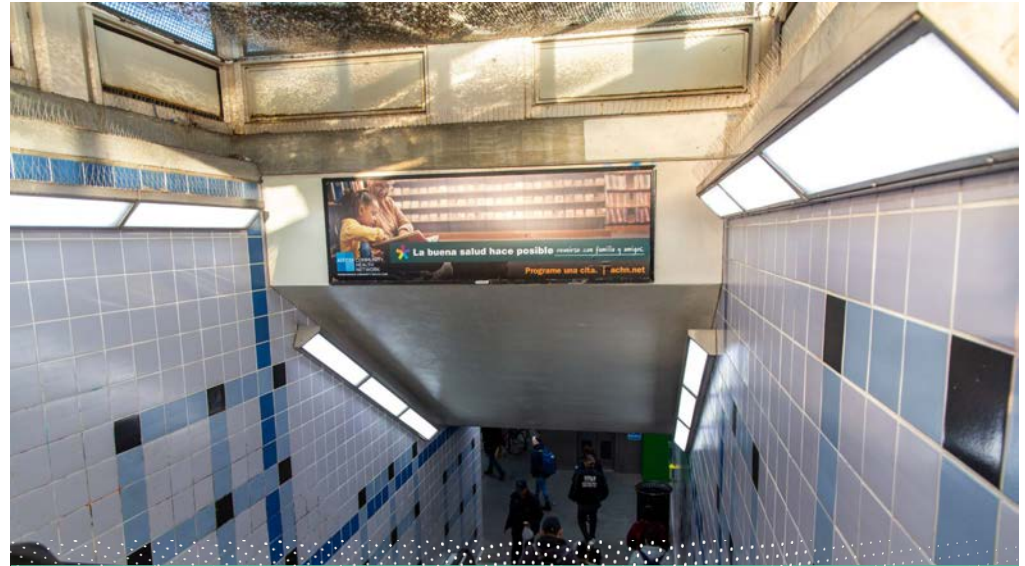
Rail Interiors place your ad directly in front of passengers, providing the perfect way to communicate with this captive audience.

Station Queen

Specs

Station Queen

24"H x 65"W



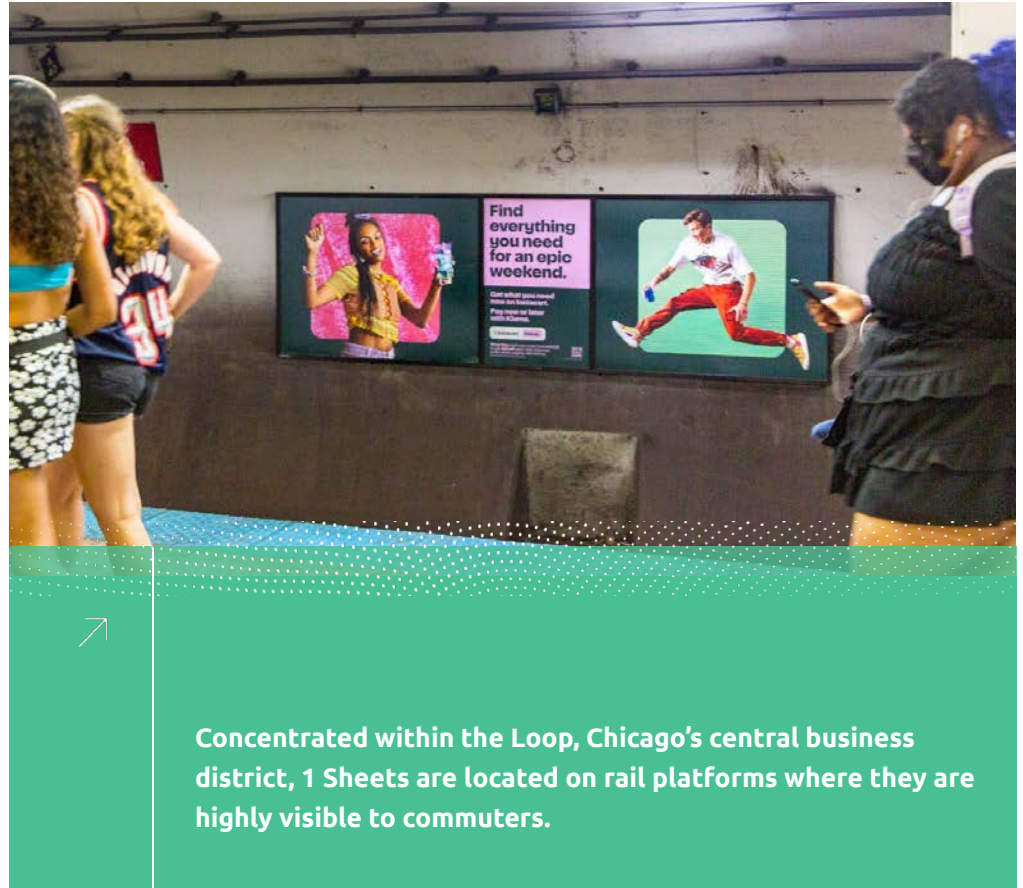
Station Queens are found exclusively in high-traffic areas of CTA Orange Line stations. The same size as Bus Queens, Station Queens enable brands to create a uniform media campaign across the bus and rail system.

1-Sheets

Specs

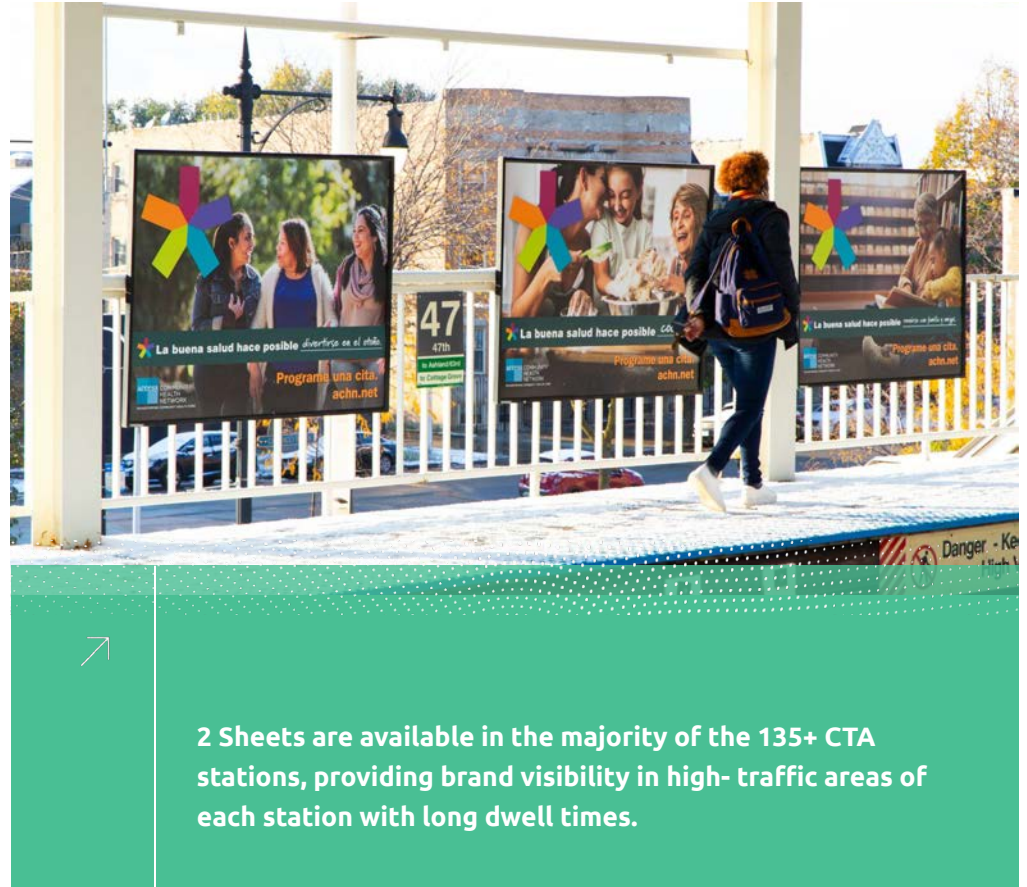
1-Sheets

46"H x 30"W



Concentrated within the Loop, Chicago's central business district, 1 Sheets are located on rail platforms where they are highly visible to commuters.

2-Sheets



Specs

2-Sheet

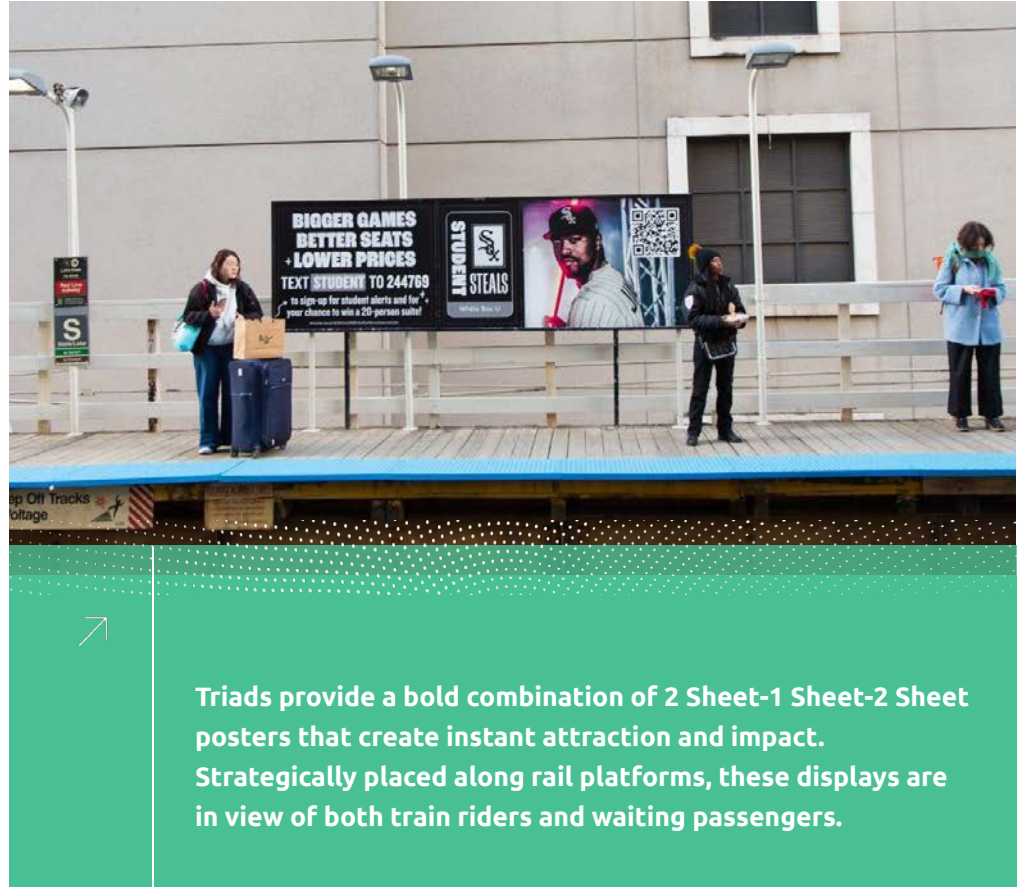
46"H x 60"W

2 Sheets are available in the majority of the 135+ CTA stations, providing brand visibility in high- traffic areas of each station with long dwell times.

Rail Triad

Specs

| | |
|---------|-------------|
| 1-Sheet | 46"H x 30"W |
| 2-Sheet | 46"H x 60"W |



Backlit Dioramas

Specs

| | |
|--------------------|-----------------|
| Horizontal Diorama | 43"H x 62"W |
| Vertical Diorama | 68.5"H x 47.5"W |



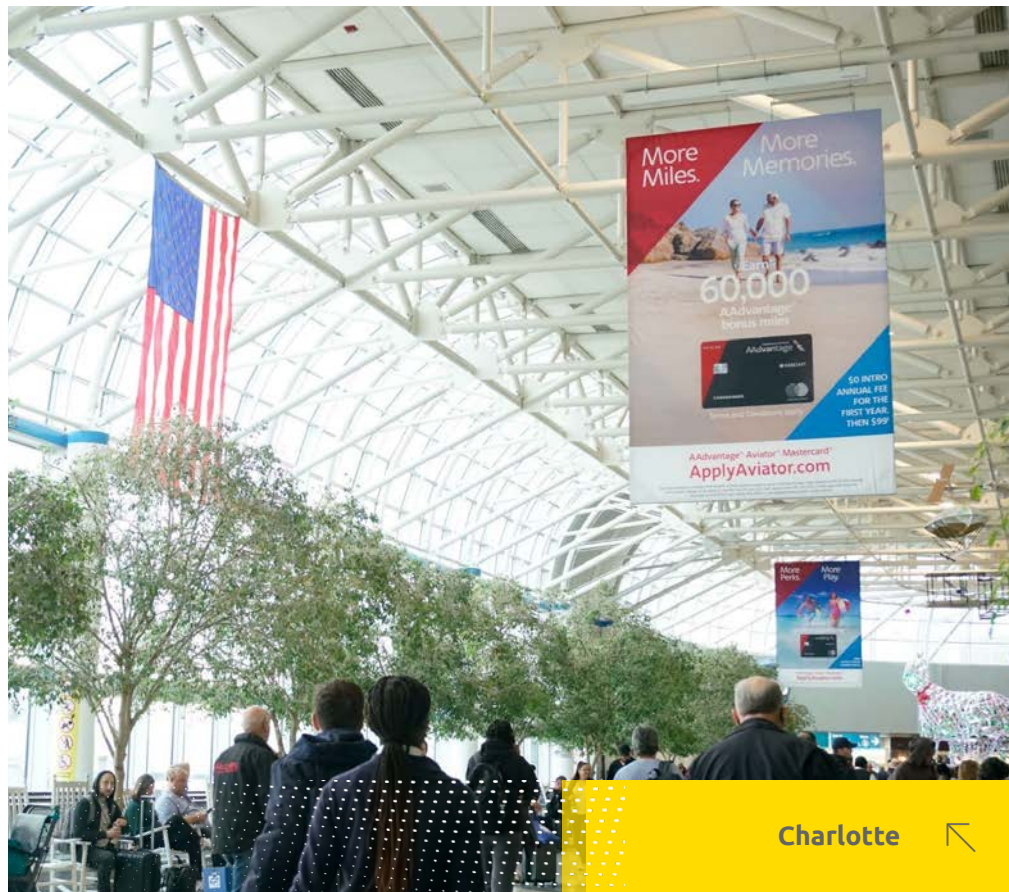
Backlit Dioramas are located in high-traffic areas at some of the CTA's busiest stations. Their bright illumination captures commuter attention and makes brands appear vibrant and fresh.

Air Media



Product overview

From the moment consumers enter the airport through the duration of their flights, Intersection can deliver powerful messaging via traditional and digital formats.

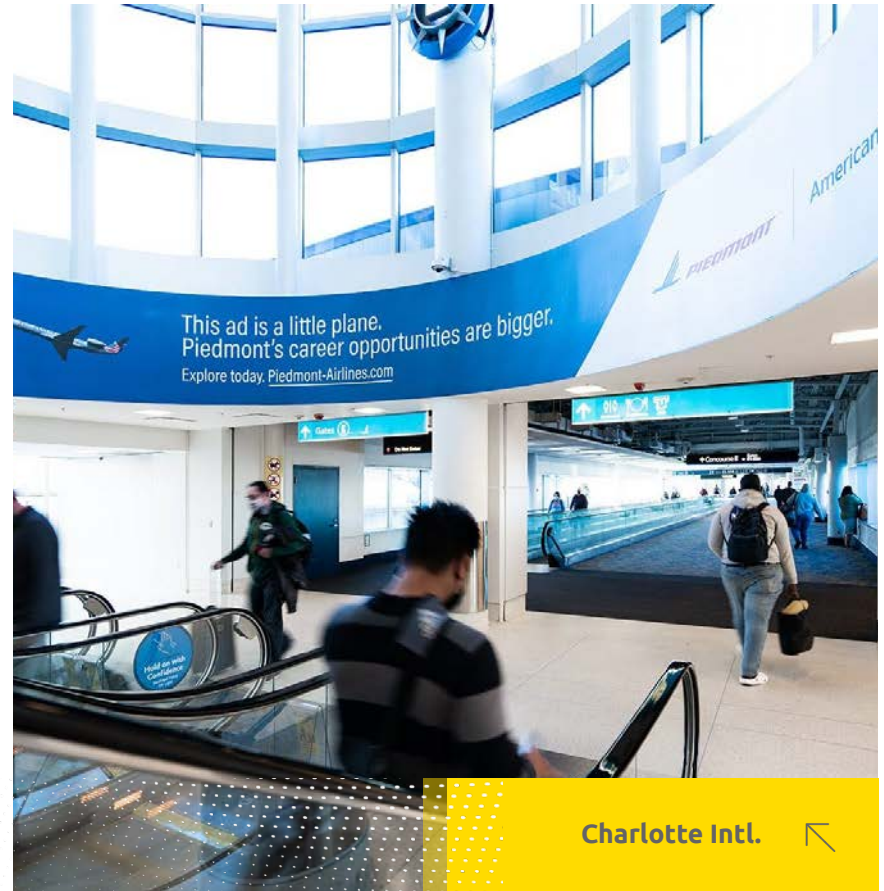


Reaching a national audience of air travelers with Intersection

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

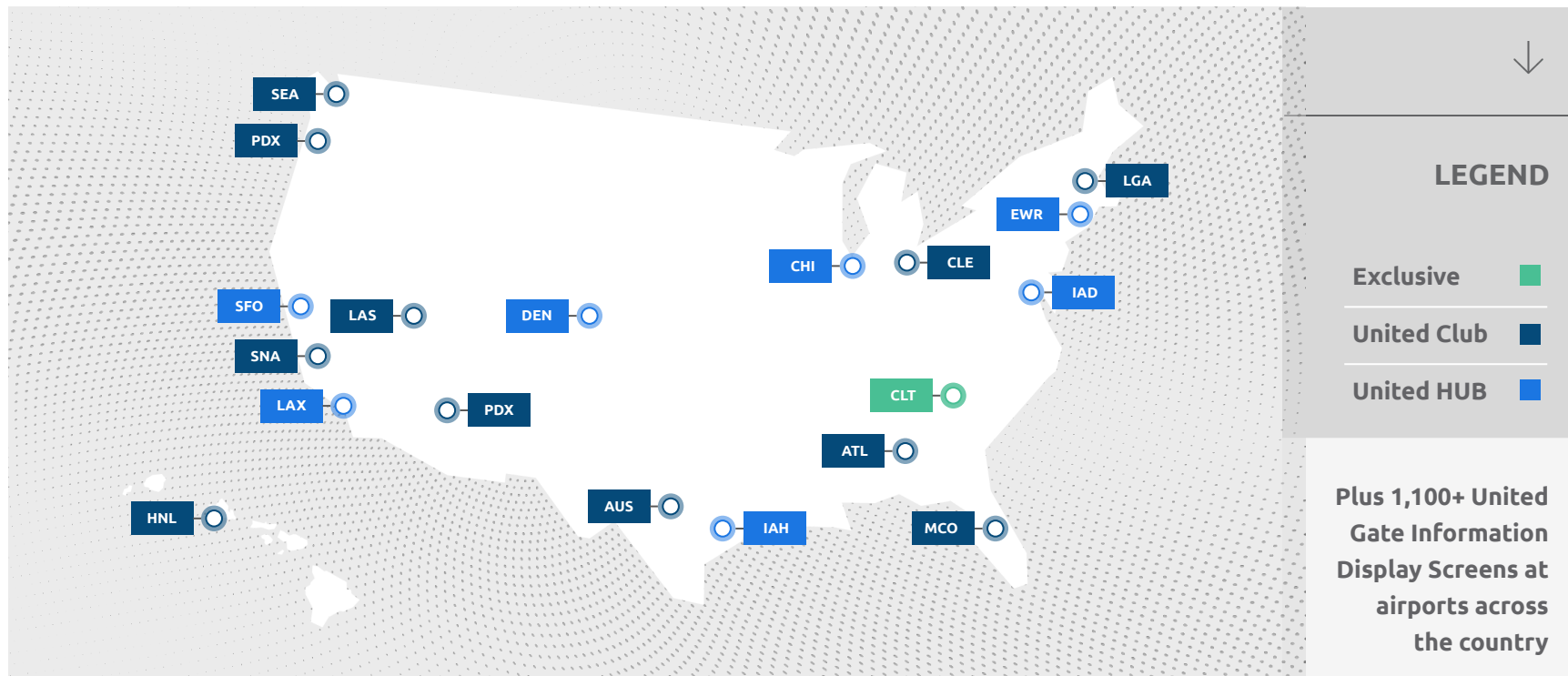
AIRLINE PARTNERSHIP



Charlotte Intl.



Premium products, national scale.

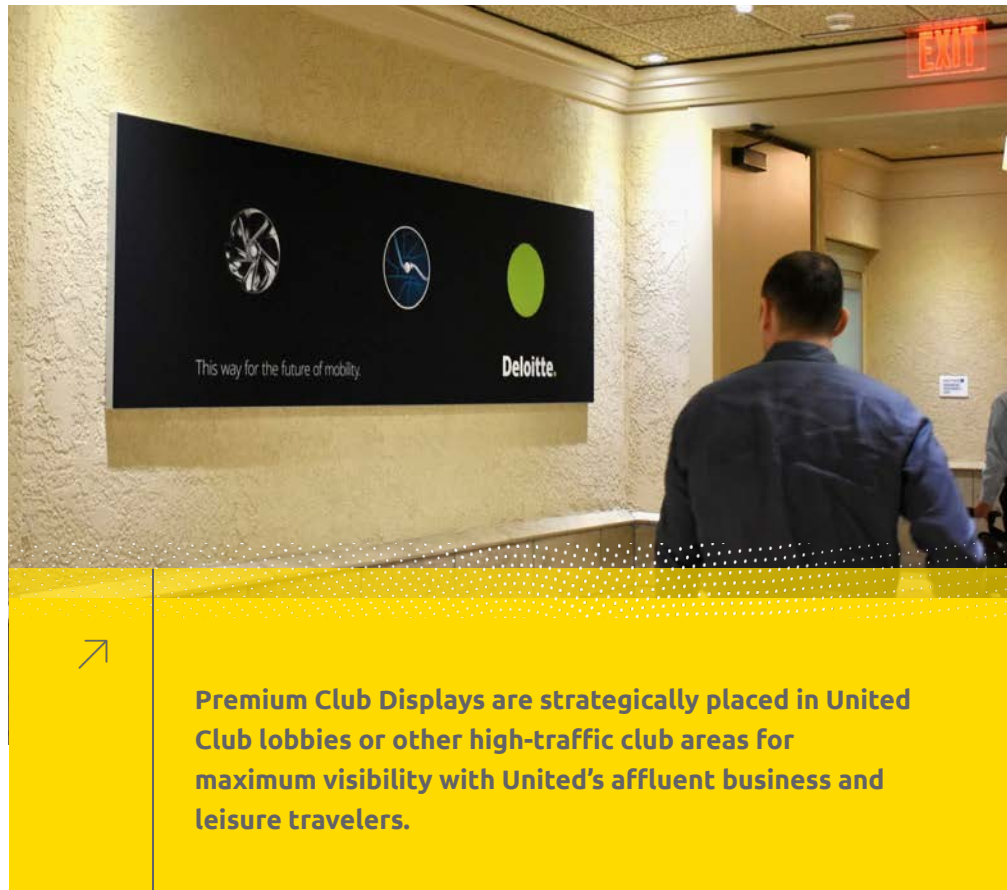


United Premium Club Display

Specs

Ad Space

3'H x 10'W



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.

United Club Digital Display



Specs

United Club Digital

42-55" HD LCD



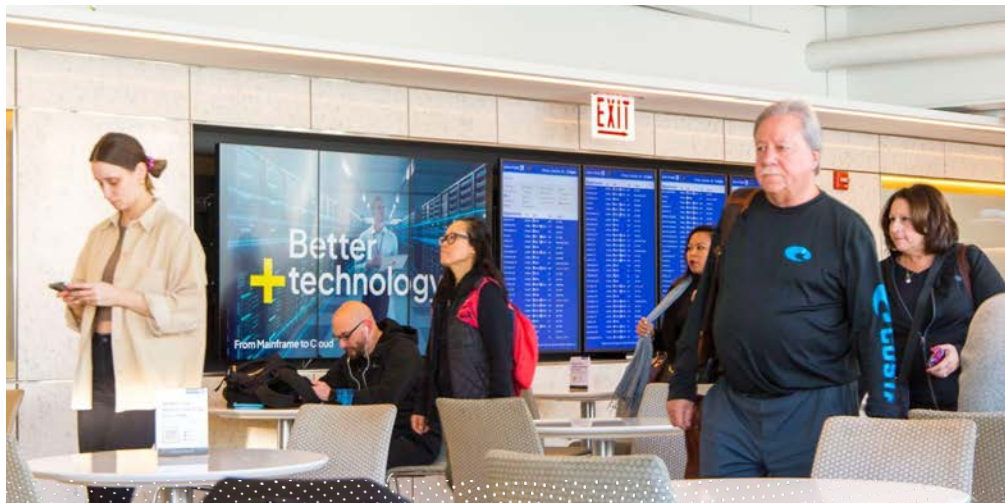
United Club Digital screens have full-motion capabilities and provide excellent brand exposure as club members constantly check the screens for destination information, weather, news, etc.

United Club Video Walls

Specs

Club Video Walls

86-100" HD LCD



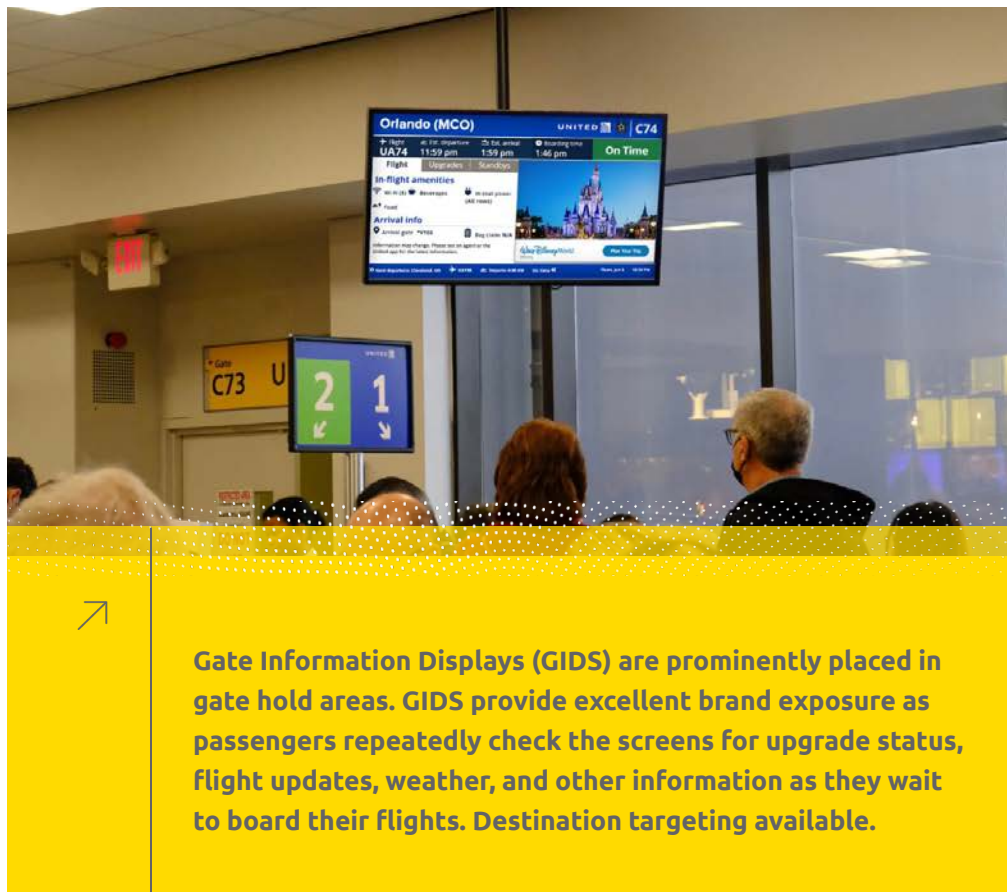
Capture consumer attention with the largest United Club digital assets in the U.S.

- 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

Gate Information Displays (GIDS)

Specs

Gate Information Displays 46" HD LCD



Jet Bridge Wraps

Specs

Jet Bridge Wraps

Custom



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.

1

2

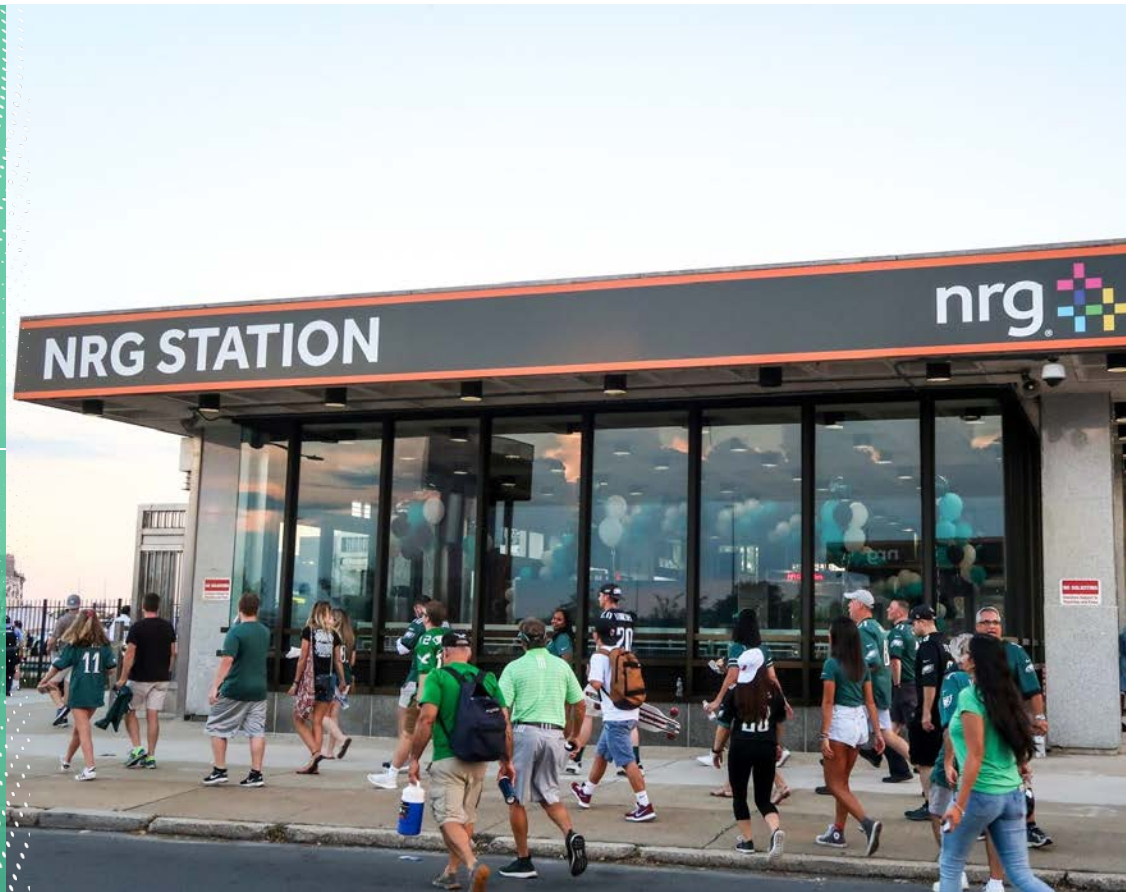
3

Additional offerings



Sponsorship

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



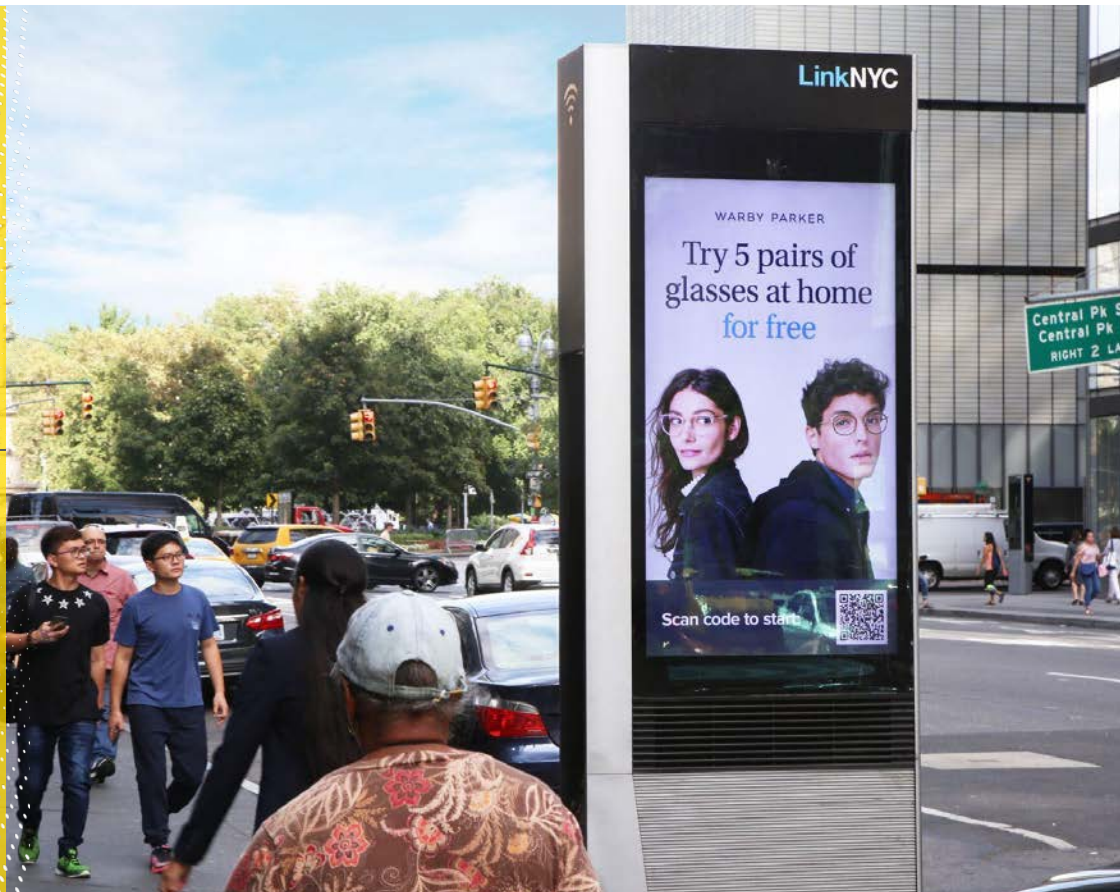
Experiential

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



Attribution

We offer measurement and attribution strategies including case studies, data integrations, and custom research insights.





Thank You



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