



Minneapolis 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.



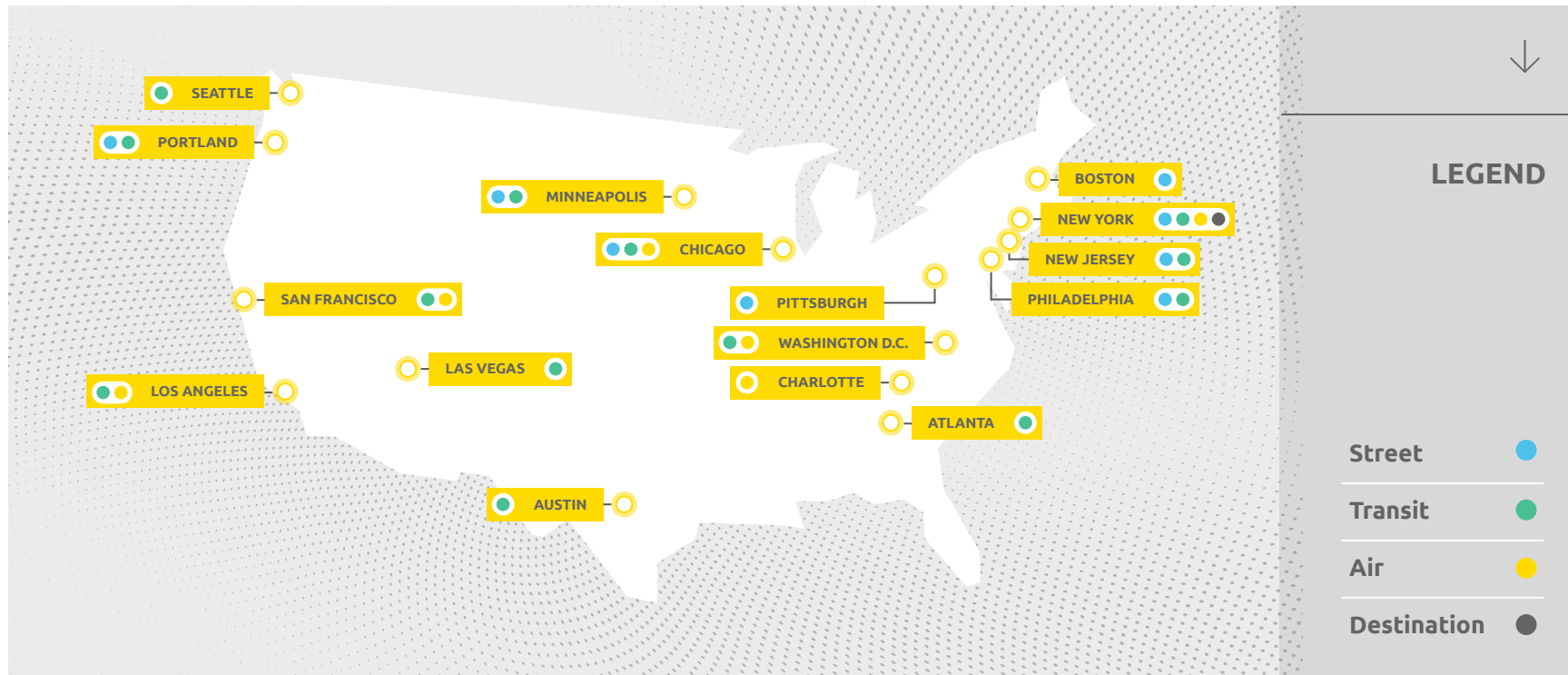
The Intersection difference Minneapolis

- Minneapolis is the 16th largest U.S. CBSA with a population of over 4 MM residents.
- Our media footprint spans 900 sq. miles of bus and rail routes, providing seamless coverage throughout the Twin Cities and surrounding suburbs.¹

Sources: Center City District, SEPTA.



Premium products, national scale.

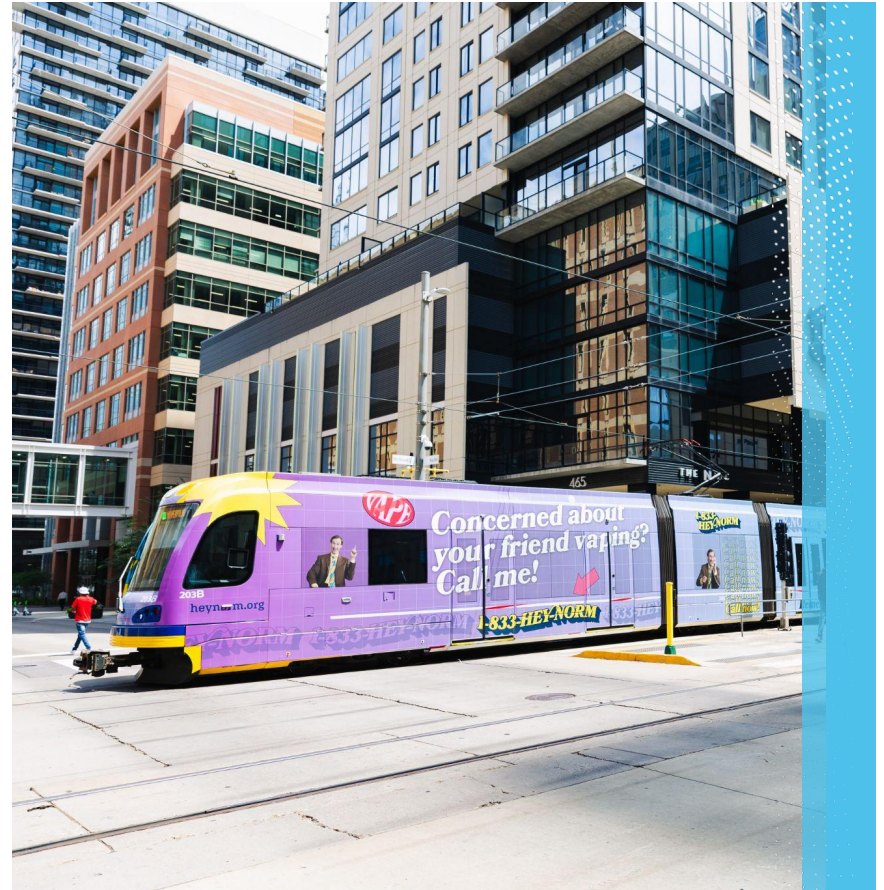


Metro Transit

The largest transit operator in Minnesota

- Over 900 buses and 3 rail lines (2 light rail, 1 commuter) serving 42 stations
- 835K weekly system riders
- Metro Transit continues to build on their high-frequency bus network, currently with five targetable lines.

Source: Metro Transit



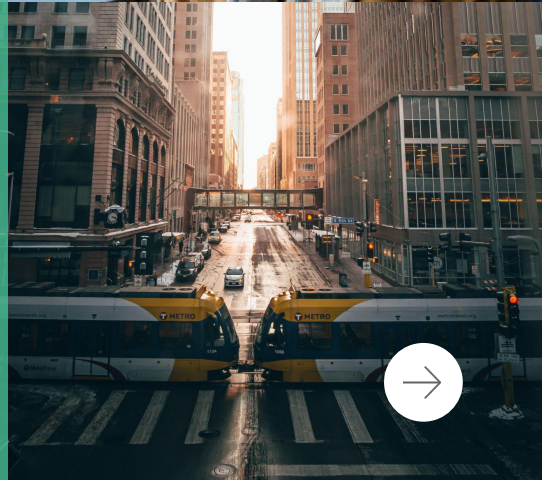
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Products



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.



Minneapolis

Metro Transit

Street Media

Legend

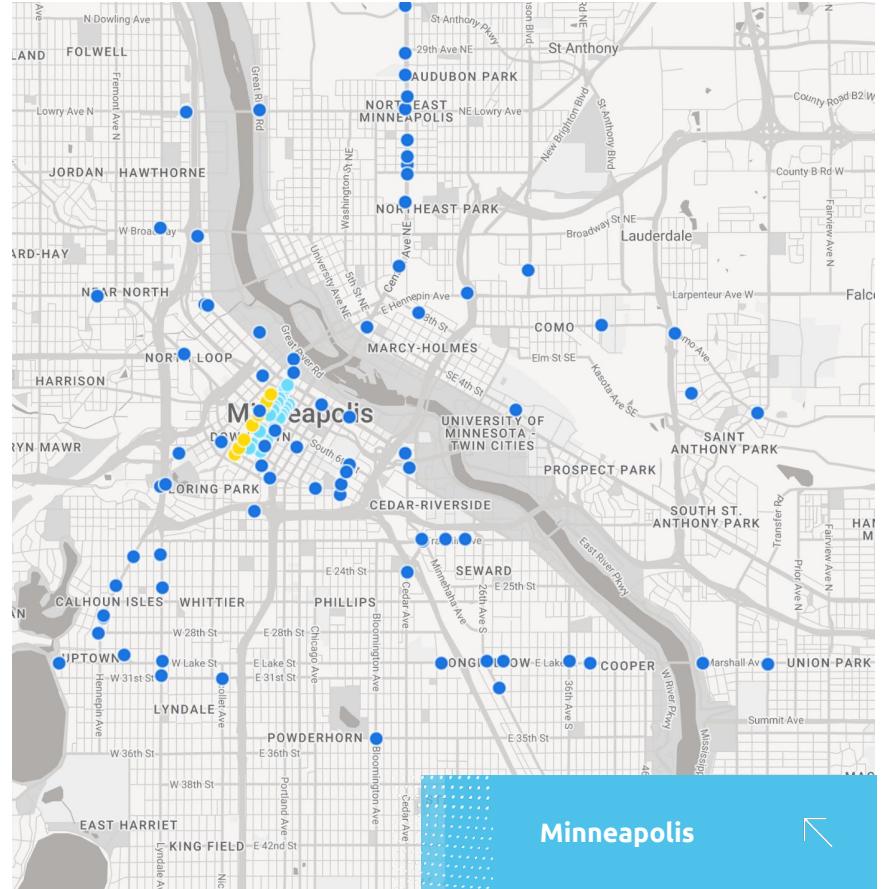
Bus Shelter



Bus Super Shelter



Nicollet Mall Shelter Wrap



Bus Shelters



Specs

Standard Shelter

68.5"H x 47.5"W

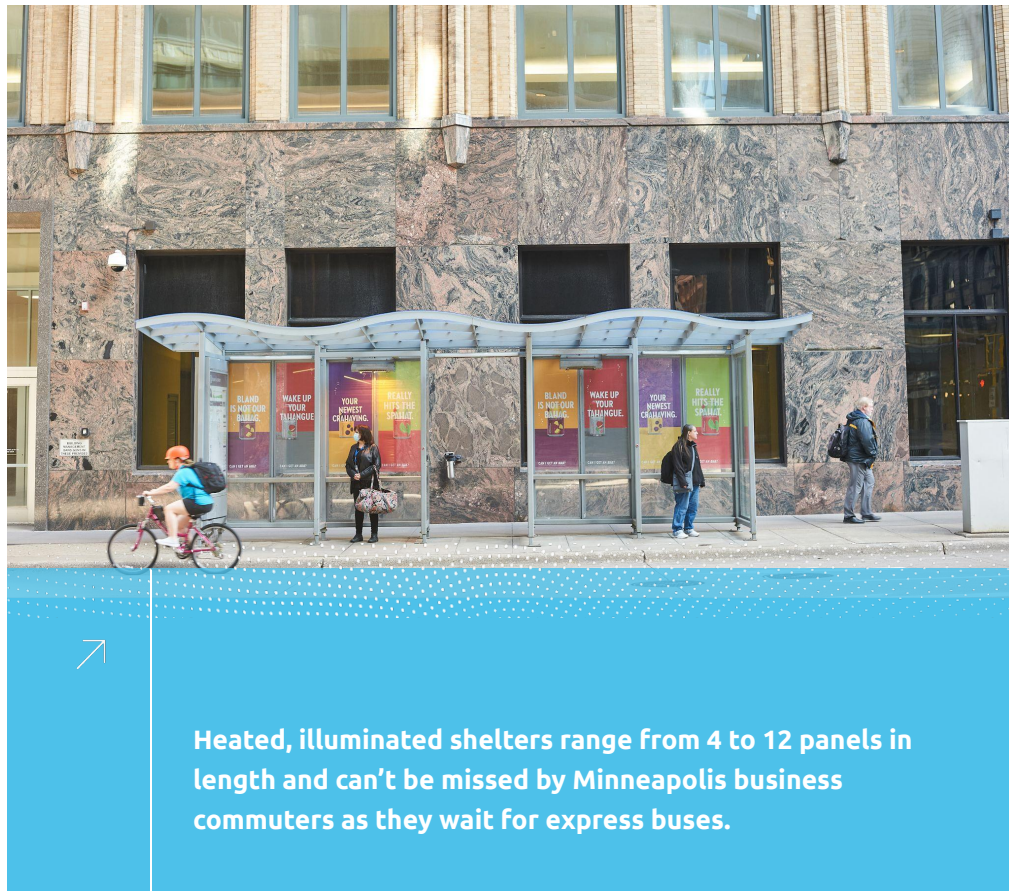
Oversized bus shelter ads draw immediate attention from consumers walking down the street, waiting for the bus, or driving by.

Bus Super Shelters

Specs

Bus Super Shelter

Custom Install



Heated, illuminated shelters range from 4 to 12 panels in length and can't be missed by Minneapolis business commuters as they wait for express buses.

Nicollet Mall Bus Shelters

Specs

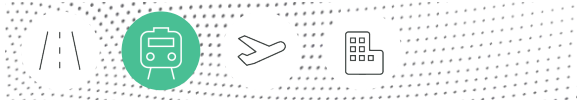
Bus Shelter Wrap

Custom Install



High-impact shelters line the iconic pedestrian transit mall, providing shelter to shoppers and entertainment-seekers using the free bus service.

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.

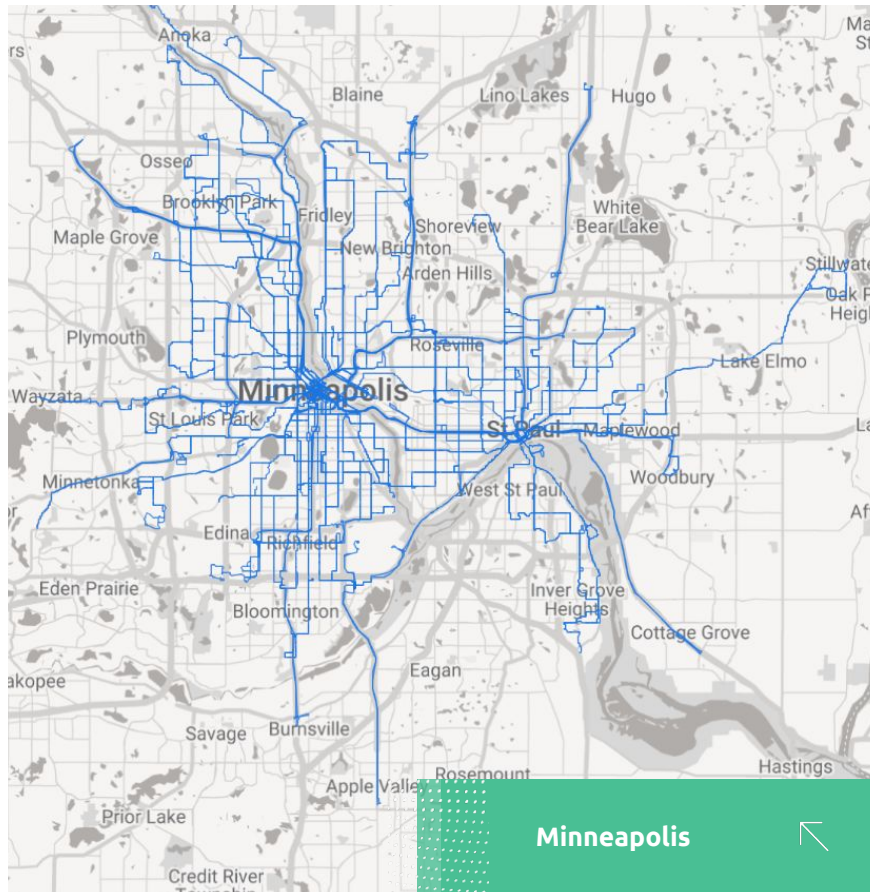


Minneapolis

Metro Transit Bus

SEPTA Bus Garages

Metro Bus Routes

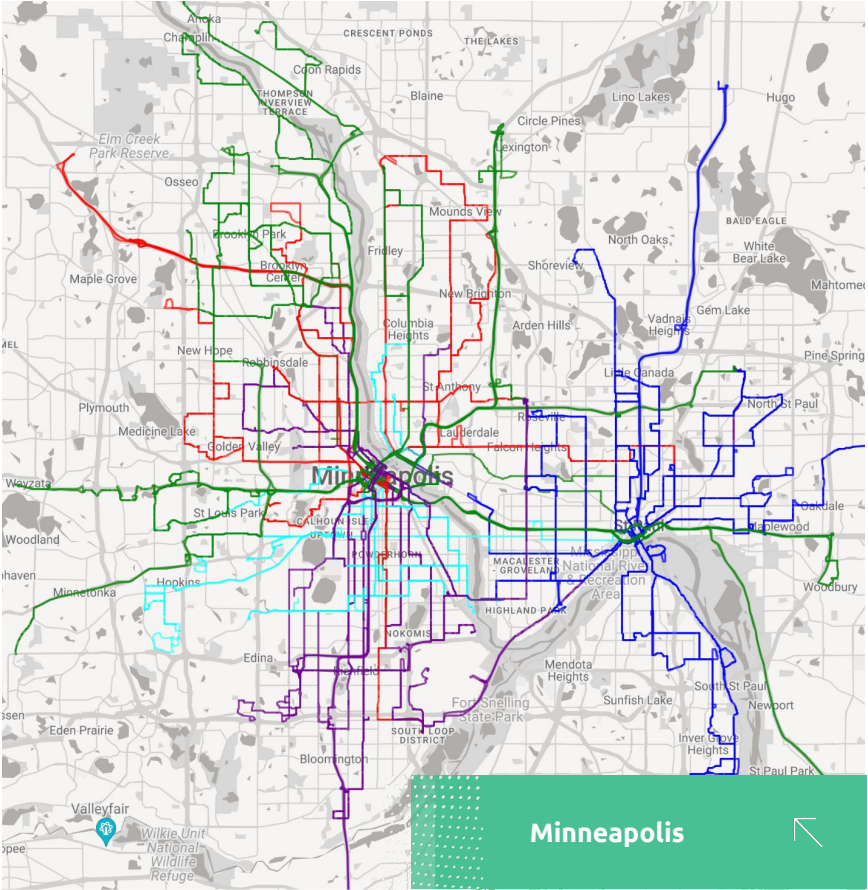


Minneapolis

Metro Transit Bus

Metro Bus Garages

East Metro	
Heywood	
Nicollet	
North Loop	
South	



Minneapolis

Metro Transit Bus

Metro Specialty Bus Garages

Red Line



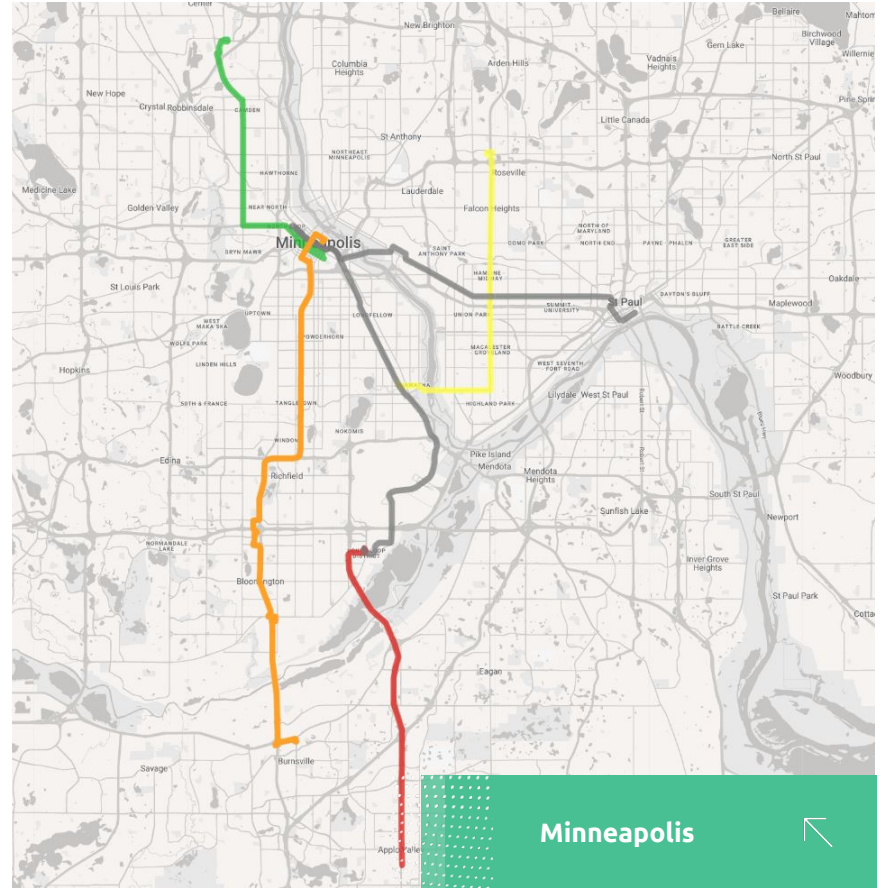
Orange Line



A Line



C Line





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



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 King

Custom Install

Bus Kings



Specs

King

30"H x 144"W



Bus Kings successfully reach pedestrians throughout urban areas and beyond. A high reach format, this media quickly builds awareness for your ad amongst key audiences.



Bus King Extensions
enhance a brand message
with eye-catching creative
treatments that stand out
in the eyes of Twin Cities
consumers.

Bus King with Extensions

Specs

Extensions

Custom Install



Paired with Bus Kings, Headliners create top-of-mind awareness and increase advertising impact with Twin Cities commuters and pedestrians.

Bus Kings with Headliners

Specs

King w/Headliner

Custom Install

Bus Headlights & Tails

Specs

Headlight	19.25"H x 44"W
Tail	21"H x 72"W



Headlight



Tail



Headlight and Tail displays establish your brand awareness citywide, both coming and going.

Bus Fullbacks



Specs

Fullback

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 Twin Cities traffic.



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

Brand Buses

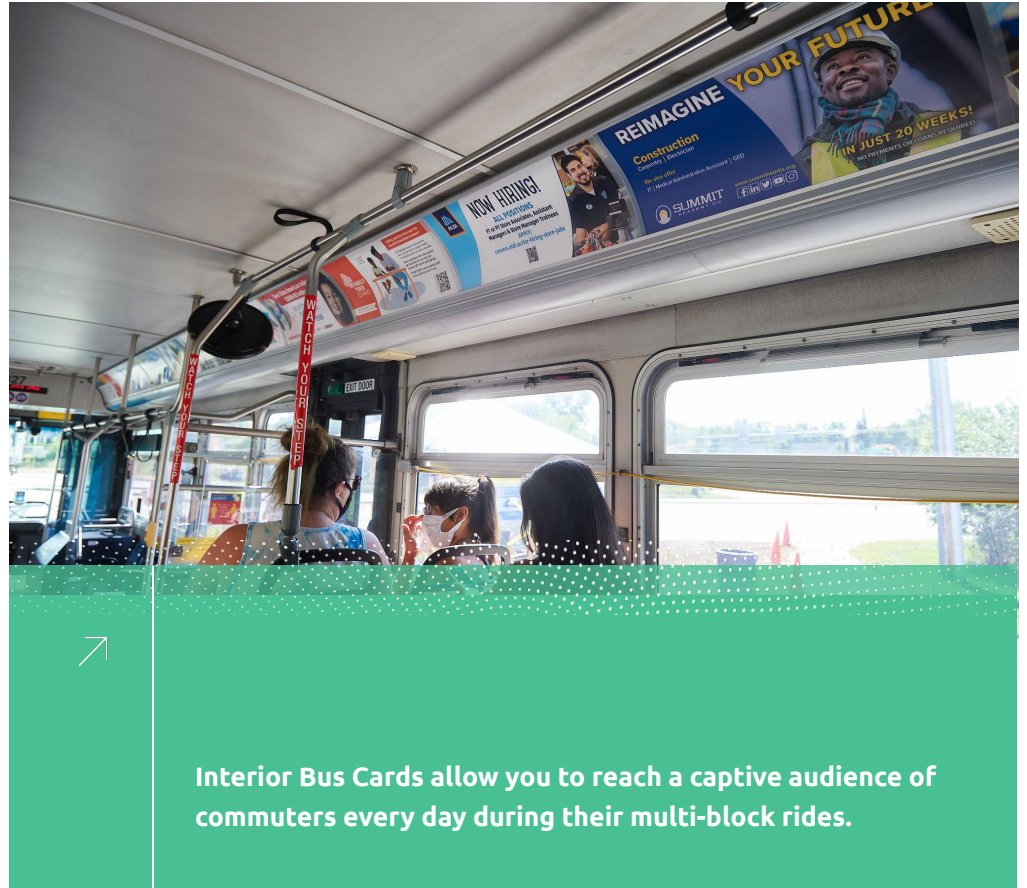
Specs

Interior Car Cards	11"H x 28"W
Michelangelo	48"H x 24"W

Bus Interiors

Specs

Interior Bus Card	11"H x 28"W
	11"H x 56"W



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 riders and daily commuters with vibrant displays placed strategically throughout rail cars, major transit hubs, and on station platforms.



Minneapolis

Metro Transit Rail & Digital

Rail Routes

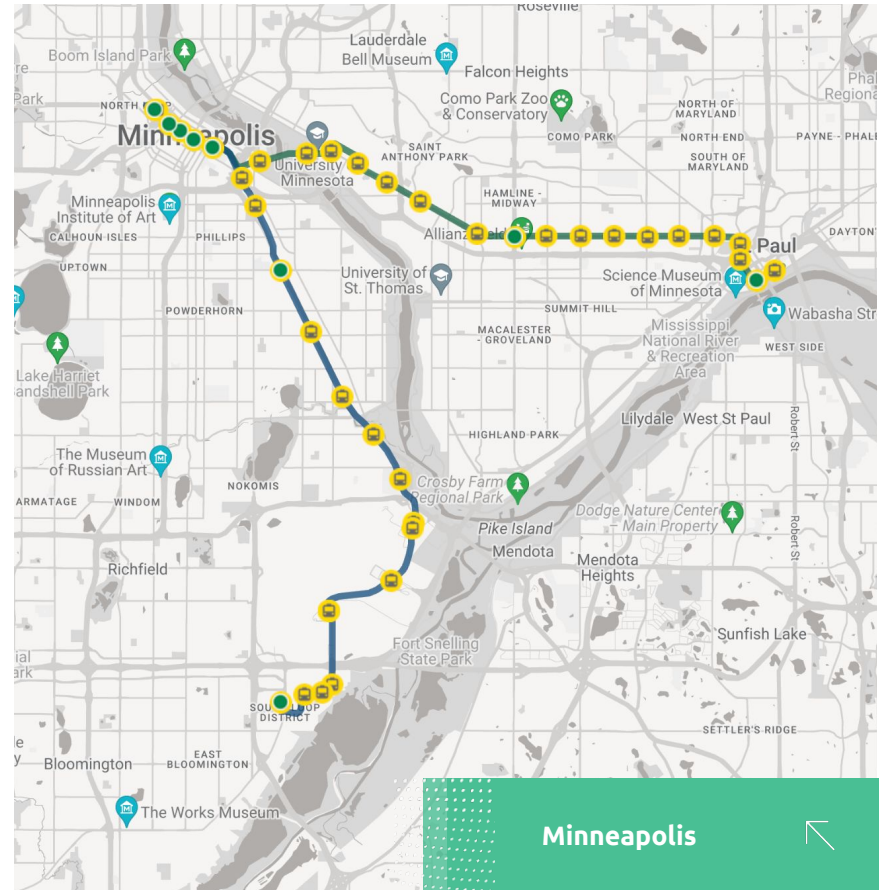
Metro Light Rail Routes



Rail Stations



Digital Platforms



Minneapolis Commuter Rail

Rail Routes

Metro Light Rail Routes

Rail Stations





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.

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

Station Dominations

Specs

Station Domination

Custom Install





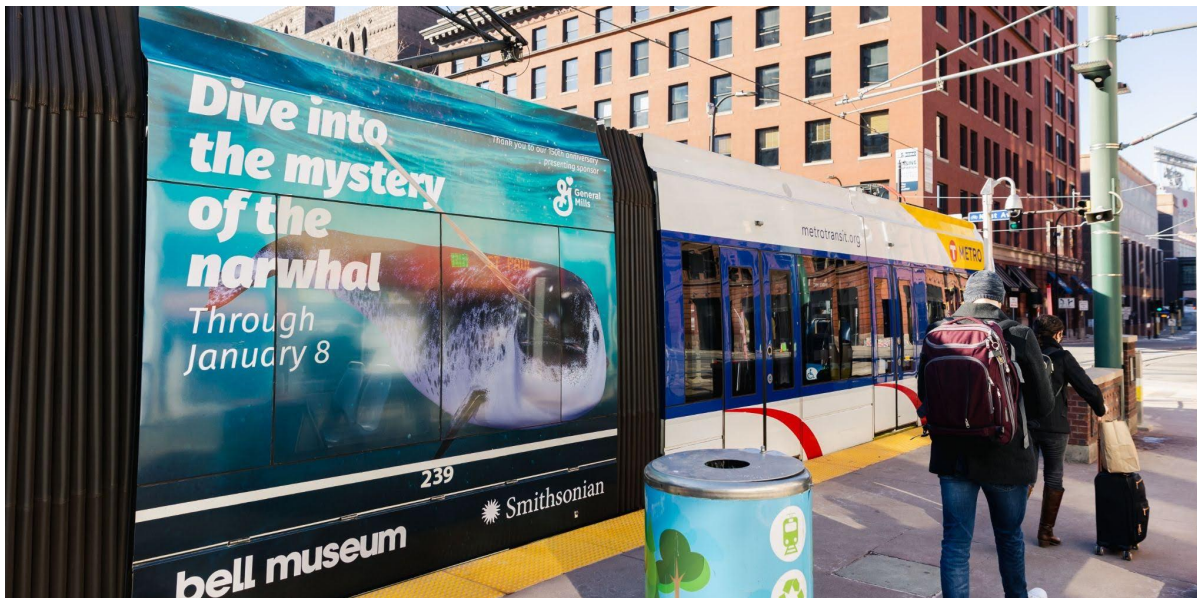
Full Wrap Train advertising covers the entire exterior of a train car and 50% of the windows. These huge ads provide the space for larger-than-life creative, turning heads as they roll through cities and rail stations.

Train Wraps

Specs

Train Wraps

Custom Install



Rail Ultra Super Kings
 provide an ideal canvas for
 bold, eye-catching
 creative. This media
 reaches commuters,
 pedestrians, and drivers
 throughout cities and
 stations.

Ultra Super King

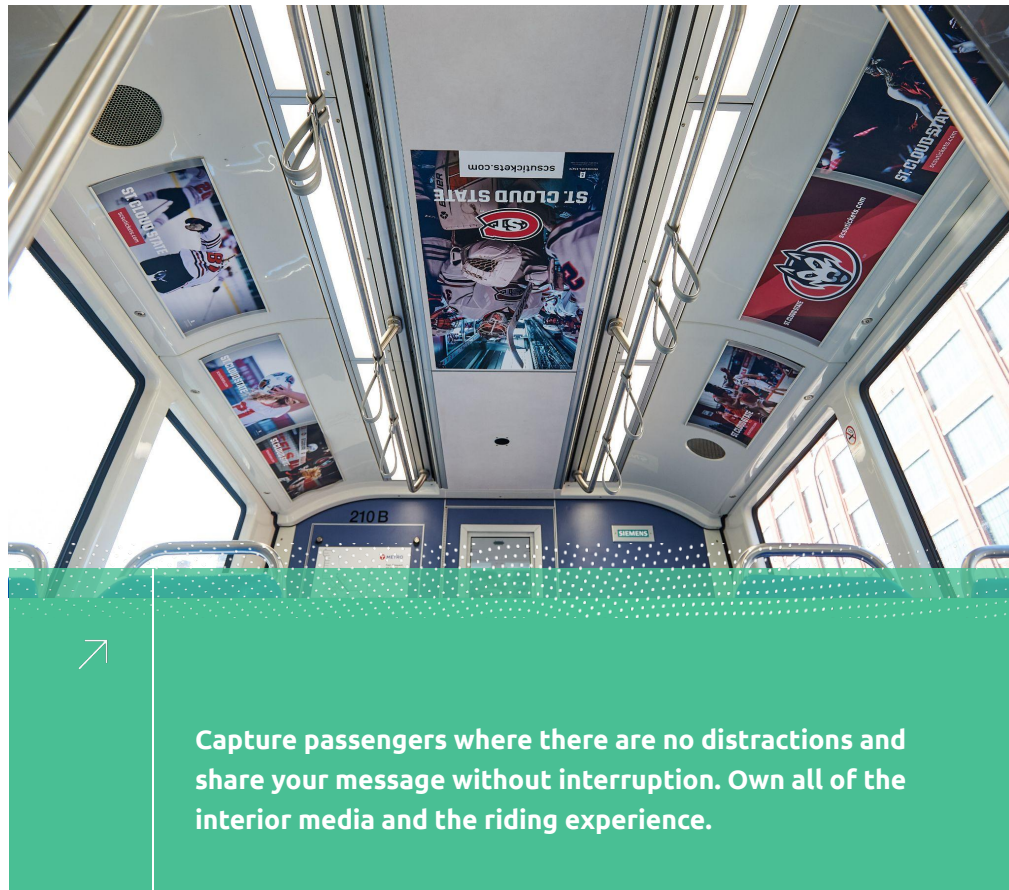
Specs

Ultra Super King	Custom Install
Commuter Rail USK	Custom Install

Interior Brand Trains

Specs

Interior Car Cards	11" H x 28" W(11)
	22" H x 21" W(2)
Michelangelo	44"H x 21"W (4)



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

Rail Interiors

Specs

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



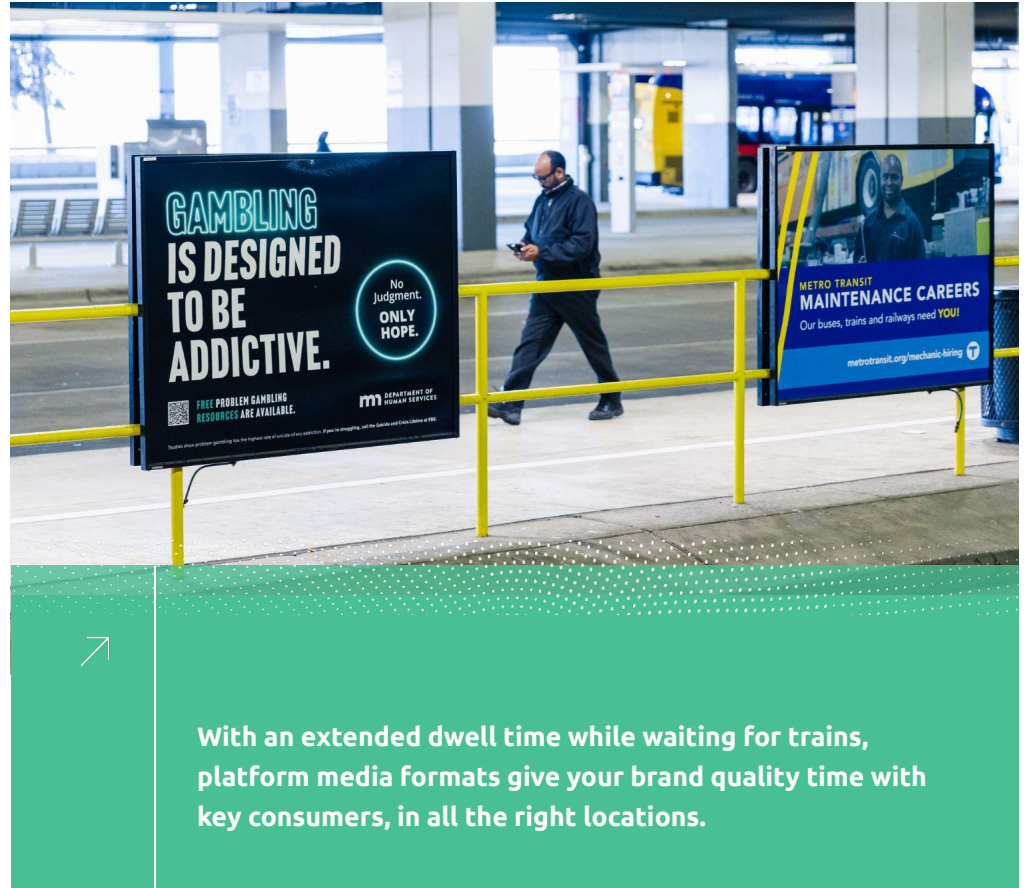
Rail Interiors place your ad directly in front of passengers, providing the perfect way to communicate with this captive audience.

Rail 2-Sheets

Specs

2-Sheet

46"H x 60"W



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.

Backlit 2-Sheets

Specs

2-Sheet

46"H x 60"W



STADIUM VILLAGE
to downtown Saint Paul

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Backlit Diorama



Specs

Backlit Diorama

46"H x 60"W



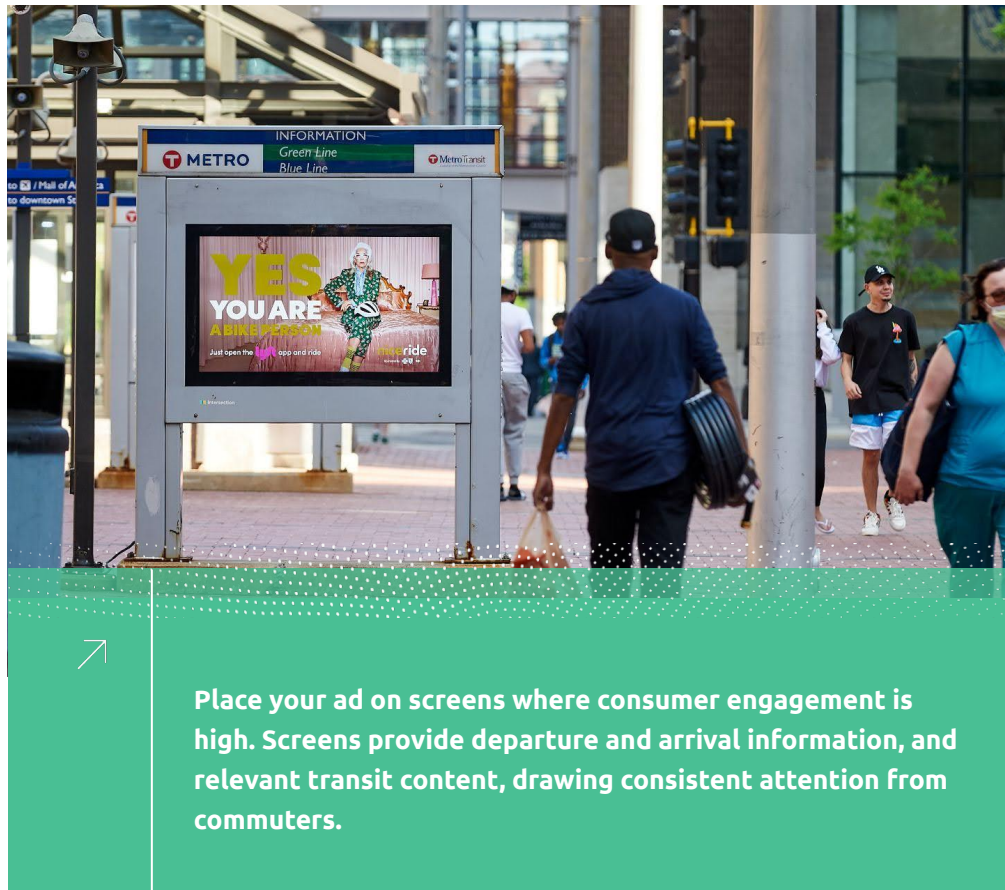
With an extended dwell time while waiting for trains, platform media formats give your brand quality time with key consumers, in all the right locations.



Digital Platform & Station

Specs

Screen Size	55" LCD
Frame Rate	30 FPS
Resolution	1920 x 1080



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.

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Additional offerings



Experiential

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



Park & Rides

→ Park & Ride garage dominations offer a unique advertising opportunity for brand ownership of a parking garage facility.

Park & Rides are the perfect venue to create buzz and generate higher recall with location-based messaging that stops auto commuters in their tracks.





Intersection

Thank You



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