



Philadelphia Media Kit 2024



Contents

About Intersection	03
Products	10
Additional Offerings	40
Contact Info	50



1

2

3

4

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.

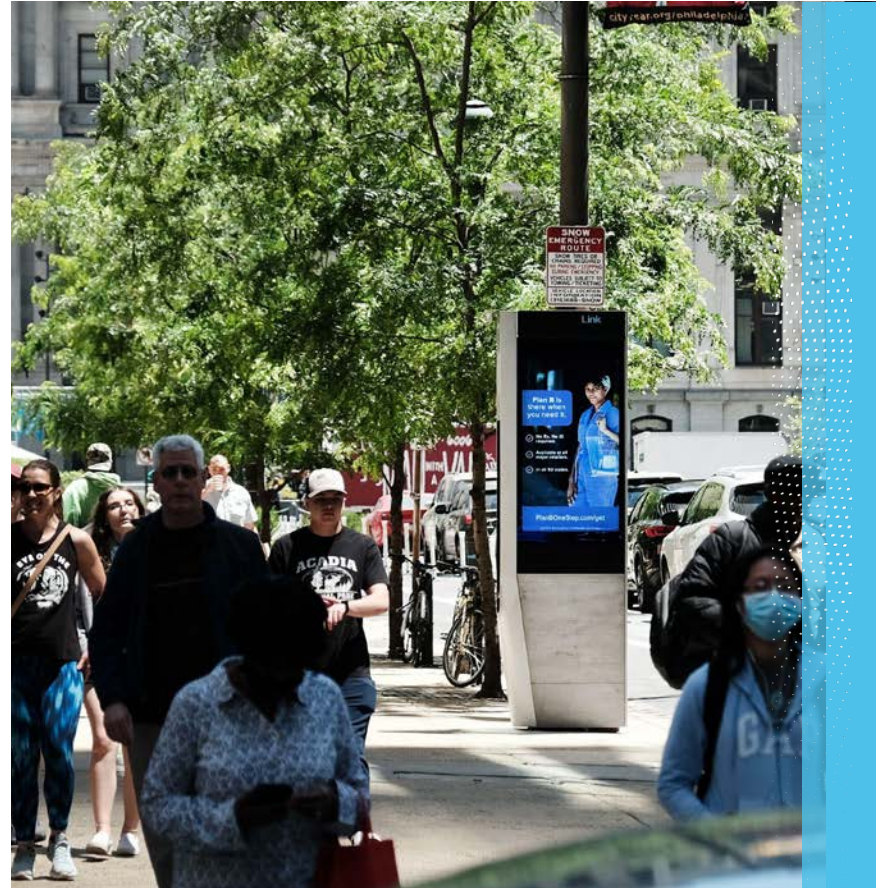
With advertising partnerships across some of the country's largest and busiest cities—including New York, Chicago, Philadelphia, and other major metros—Intersection provides scale among valuable audiences that other media can't offer.



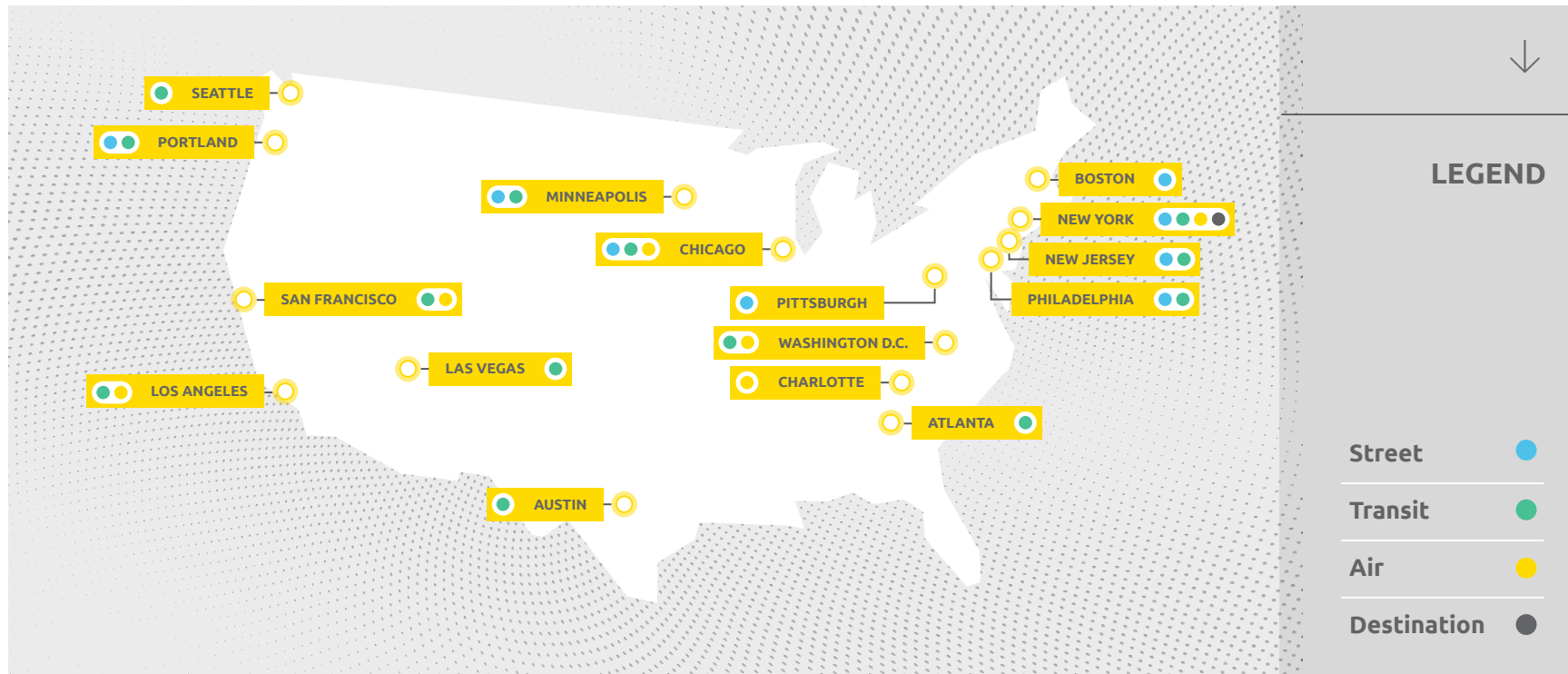
The Intersection difference Philadelphia

- 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 380,000 on average
- Monthly ridership across the region is nearly 16 million

Sources: Center City District, SEPTA.



Premium products, national scale.

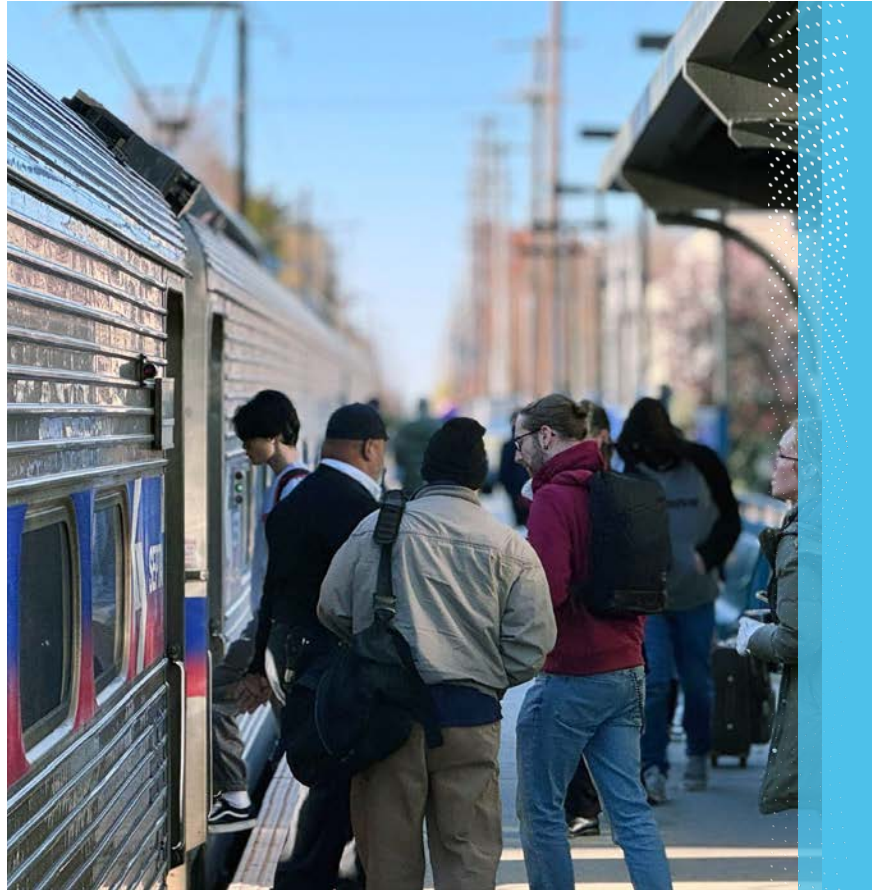


SEPTA

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

Source: SEPTA





The City of Philadelphia Pennsylvania's largest city

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

Source: PATH 2023

PATCO

High Speed Transit Line connecting Philadelphia and New Jersey

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

Source: PATCO





Amtrak

Keeps the Northeast moving

- In 2023, Northeast Regional ridership grew more than 29% compared with FY22, serving nearly 9.2 million customer trips
- Acela ridership grew 38% over FY22, serving nearly 3 million customer trips
- Amtrak's Northeast Corridor accounts for 62% of all rail and air traffic between NY and DC

Source: Amtrak

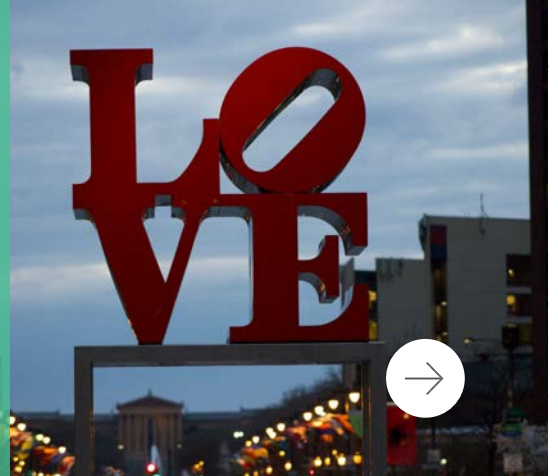
1

2

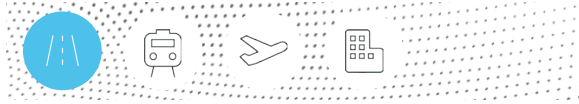
3

4

Products

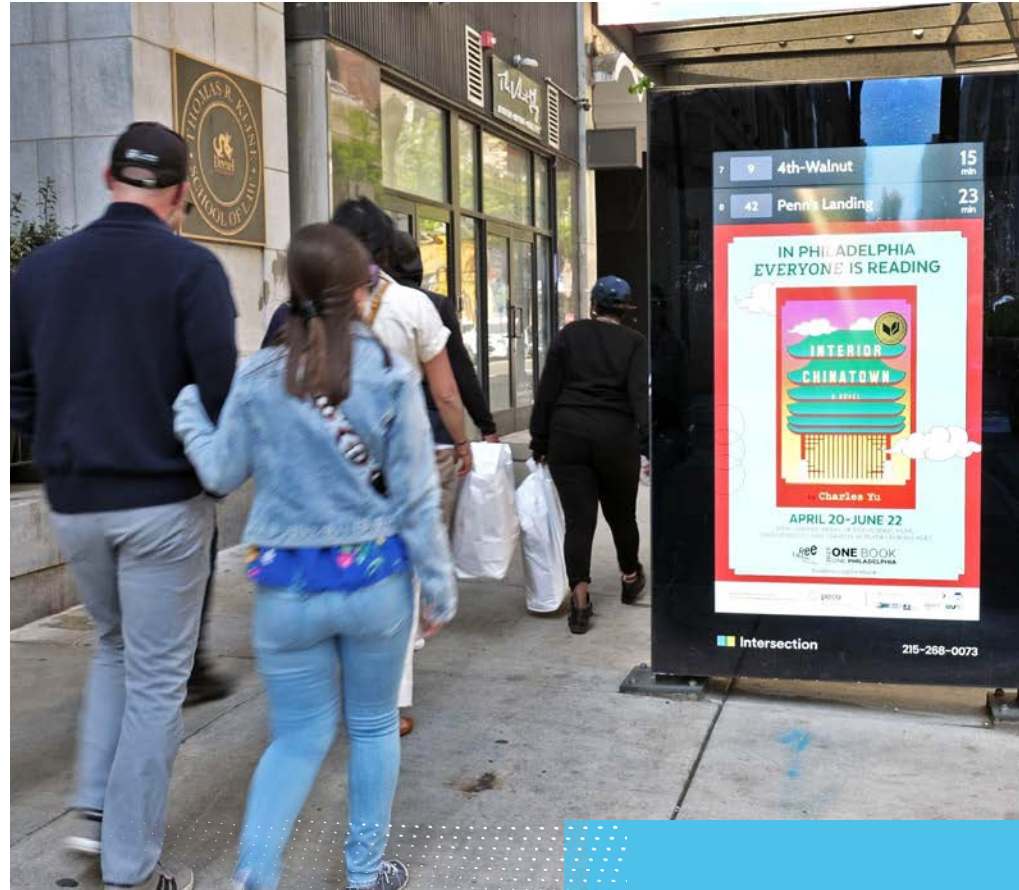


Street Media



Product overview

With static and dynamic digital formats, Intersection's street-level media is strategically placed throughout a consumer's daily route. From street furniture to wallsapes, creative and messaging is always prominent and eye catching.



Link

Specs

Screen Size	55"
Resolution	1920H x 1080W

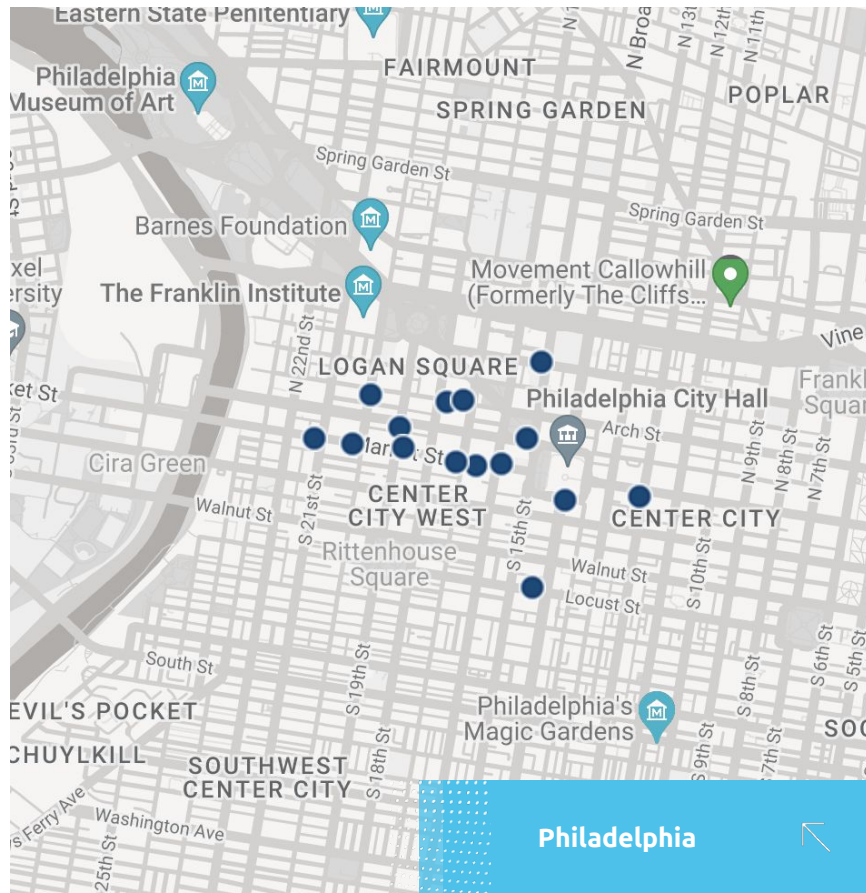


Link brings gigabit Wi-Fi and a host of other public utilities to citizens for free, and is one of the largest digital networks in the world. Two-sided units with 55" displays allow advertisers to reach consumers at-scale.

Philadelphia LinkPHL Coverage

Legend

LinkPHL



Digital Bus Shelters

Specs

Screen Size	72"
Resolution	1620H x 1080W
Ad Formats	M-PEG-2 / JPEG

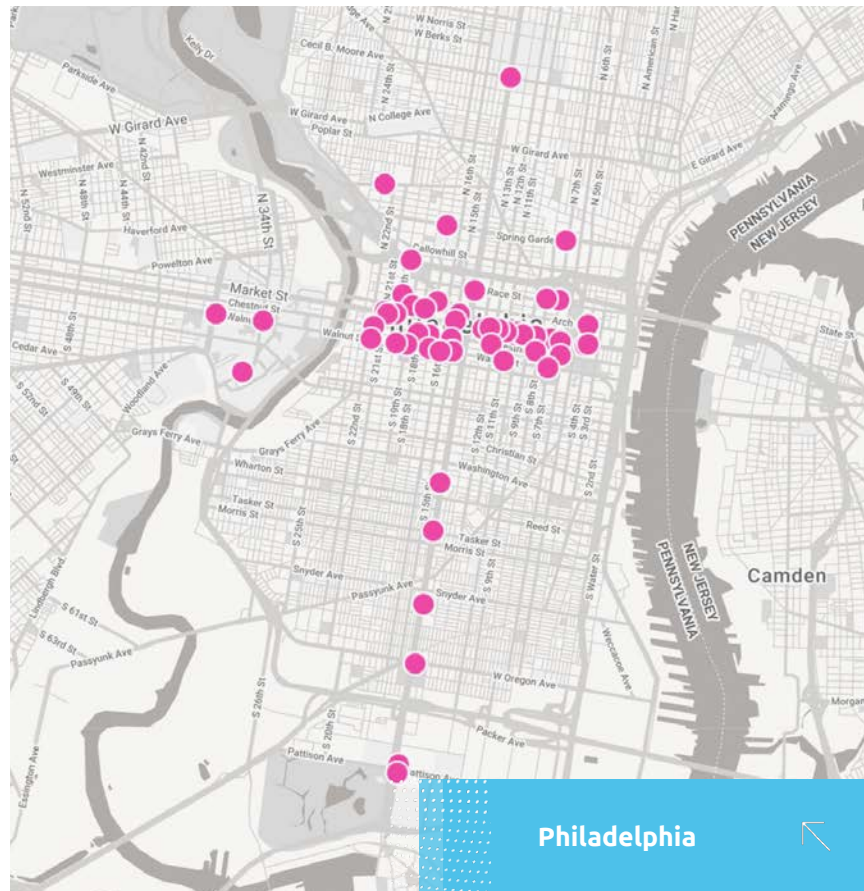


Located along high-traffic city streets, these 72" displays offer advertisers the opportunity to reach consumers with larger than life, dynamic digital messages.

Philadelphia Digital Bus Shelter Coverage

Legend

Digital Bus Shelters



Dilworth Park LED Wall

Specs

Screens	2
Screen Size	157" LED
Spot Length	7.5 Seconds
Loop Length	75 Seconds
Spot Breakdown	8 Commercial
	2 CCD
	10 Civic
Screen Power Down	10pm(North)
	8pm(South)



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.

Digital Urban Panels

Specs

Screen Size	72"
Resolution	1620H x 1080W
Frame Rate	30 FPS
Spot Length	7.5 Seconds



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.

Philadelphia

Digital Urban Panel Coverage

Legend

Digital Urban Panels



Bus Shelters



Specs

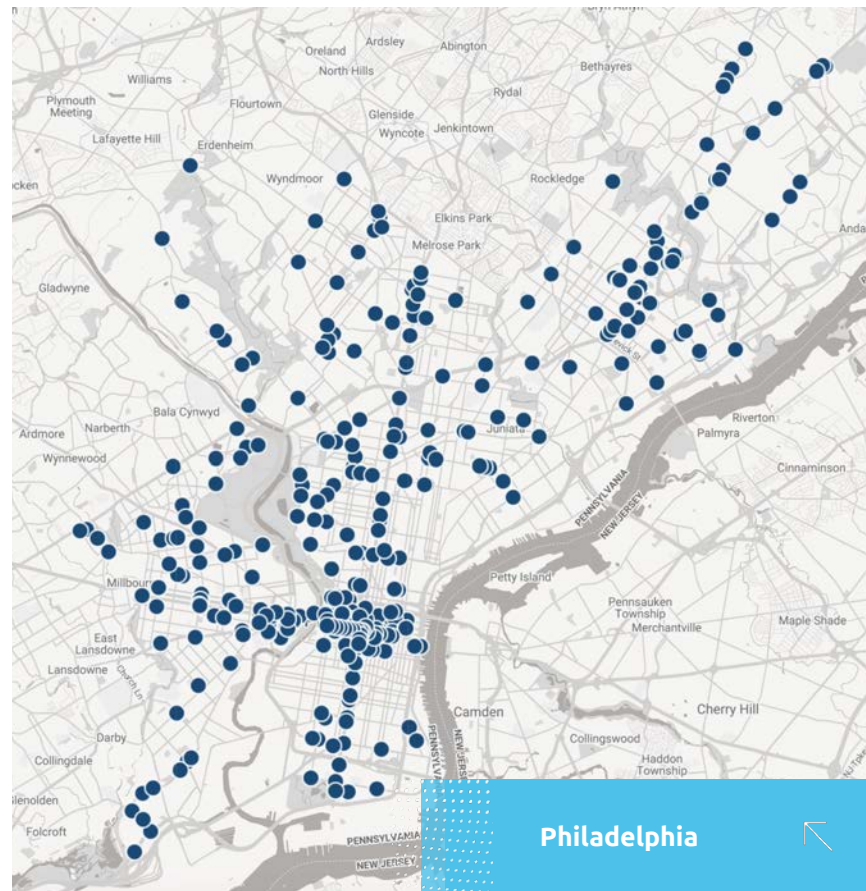
Bus Shelter	68.5"H x 47.5"W
Shelter Wrap	Custom Install

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

Philadelphia Bus Shelter Coverage

Legend

Bus Shelters





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

Market Street Furniture

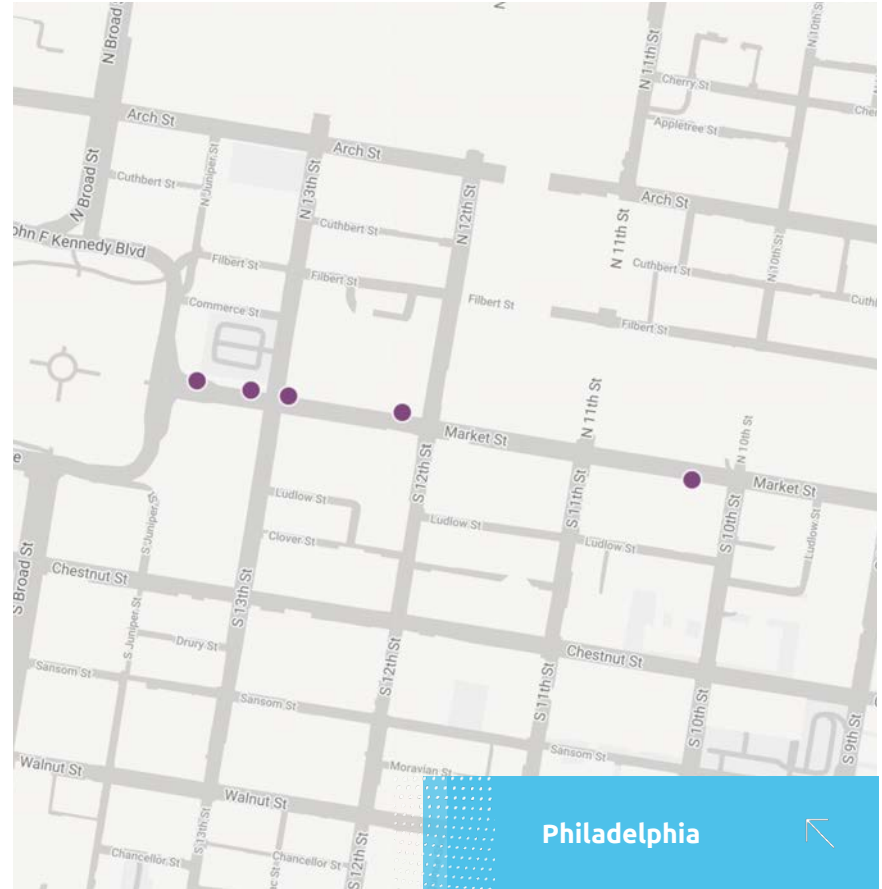
Specs

Headhouse Wraps	5
Backlit Panels	5
Elevator Wrap	1

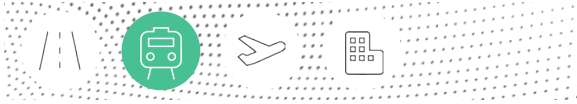
Philadelphia Market Street Furniture

Legend

Market Street Furniture Headhouses



Bus Media



Product overview

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

Allegheny



Callowhill



Comly



Frankford



Frontier



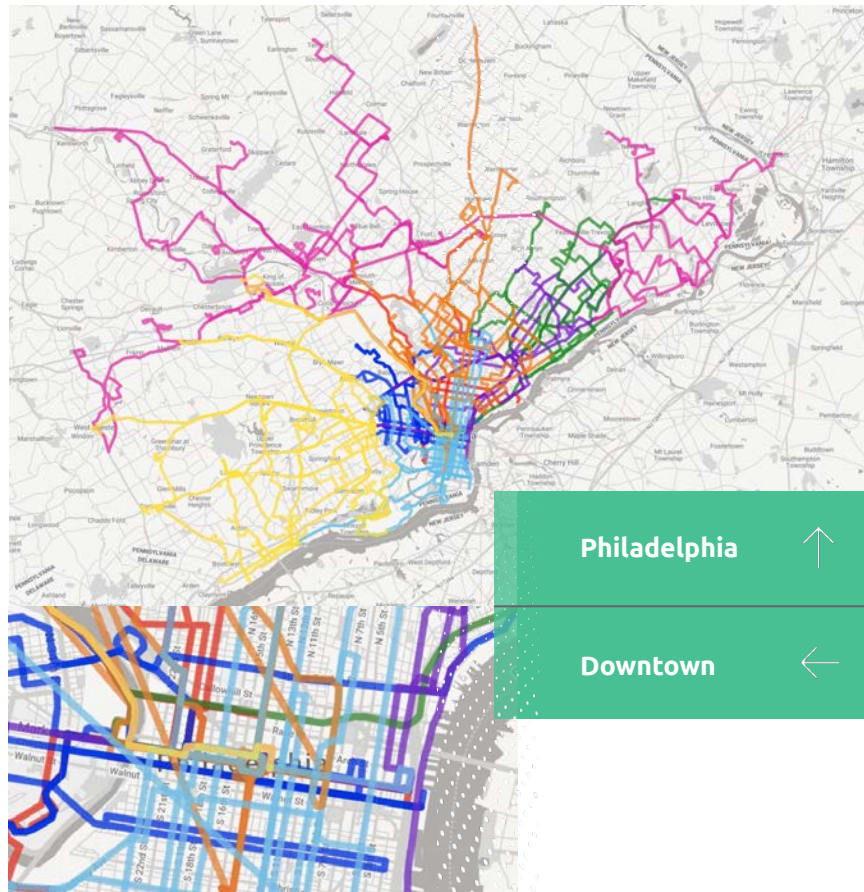
Midvale



Southern



Victory



Philadelphia DMA Bus Coverage

SEPTA Bus Garages

Allegheny



Callowhill



Comly



Frankford



Frontier



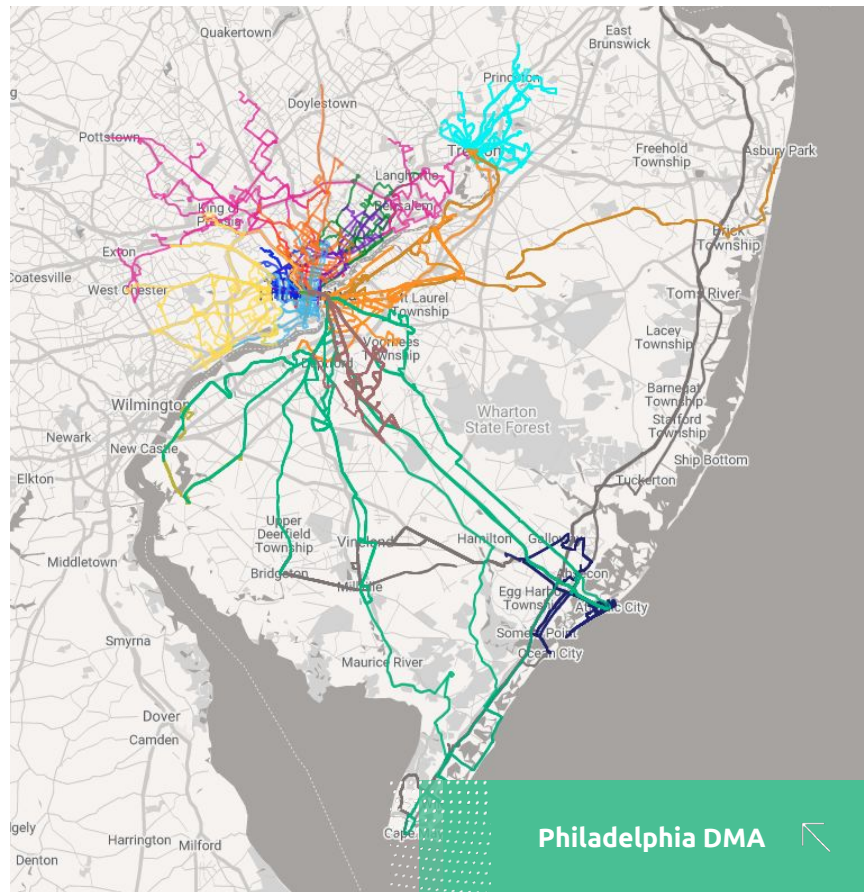
Midvale



Southern



Victory



Philadelphia DMA Bus Coverage

NJT Bus Garages

Egg Harbor Express* —

Egg Harbor Local —

Hamilton Township —

Newton Ave Express* —

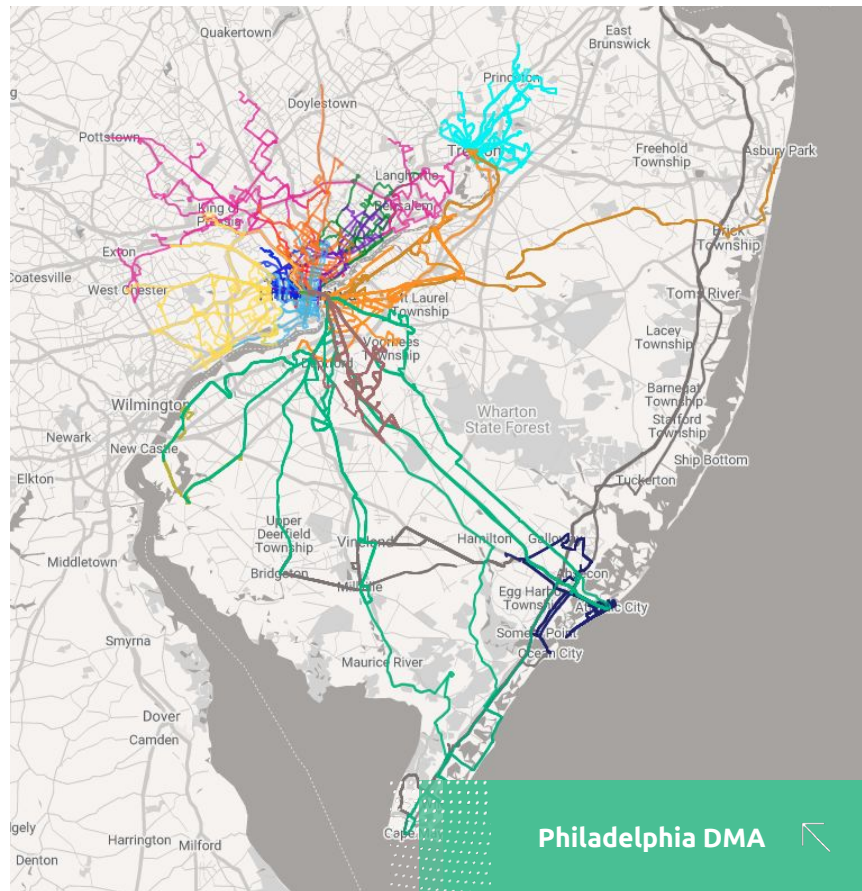
Newton Ave Local —

Salem Local —

Washington Township Express* —

Washington Township Express* —

*garage has routes that enter Philadelphia



Bus Kings



Specs

King

30"H x 144"W



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.



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

Bus Queens

Specs

Queen	30"H x 88"W
Headliner	Varies



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 Wrap

Custom Install



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

Bus Super Kings

Specs

Bus Super King

30"H x 240"W



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.

Bus Super Kings with Extension

Specs

Super King

30"H x 240"W

Extension

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



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.

Extended Bus Ultra Super King

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



Specs

Tail

21" H x 70" W



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.

Bus High Impact Tails



Specs

High Impact Tail

40" H x 86" W



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.





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

Headliners

Specs

Headliner

Varies by Bus Type

Interior Bus Cards

Specs

Interior Car Cards	11" H x 28" W
--------------------	---------------

	11" H x 56" W
--	---------------

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



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

SEPTA In-Bus Digital Screens

Specs

Screen Size	24"
-------------	-----

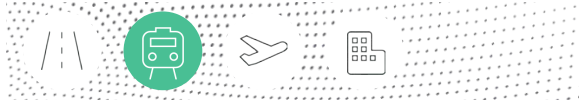
Resolution	1920H x 1080W
------------	---------------

Spot Length	15 Seconds
-------------	------------



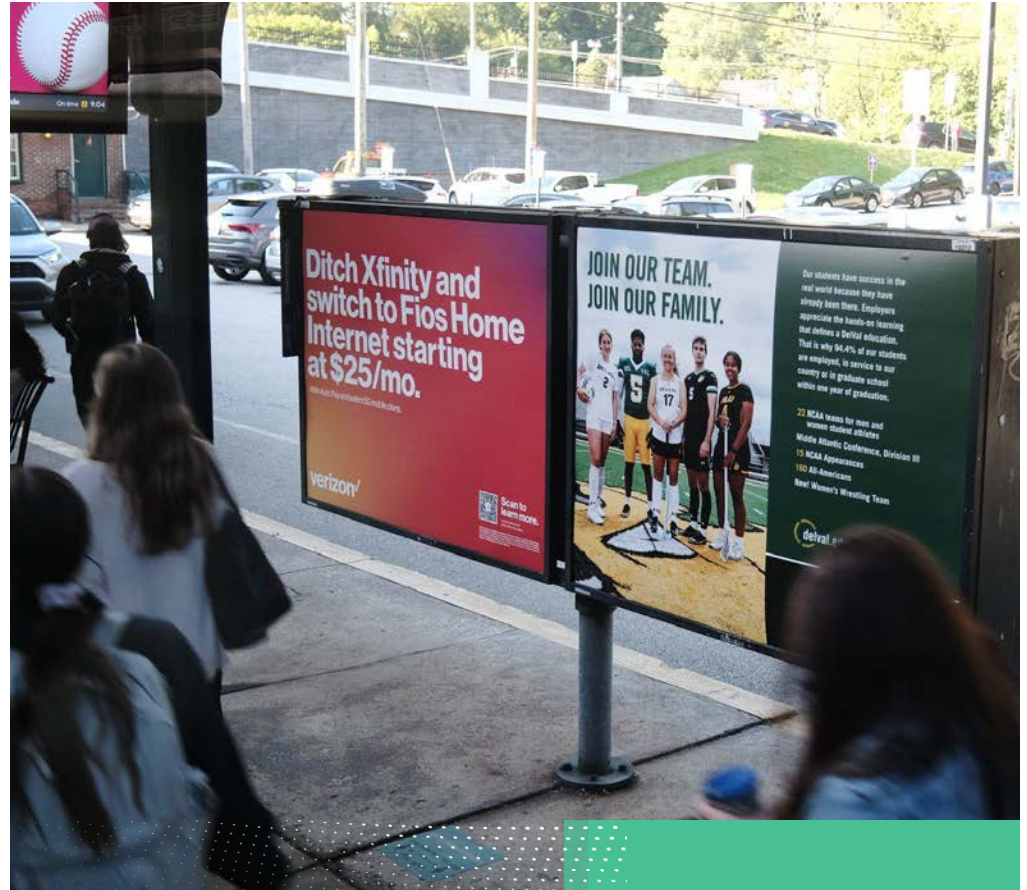
Capture commuters along our extensive Philadelphia bus network with SEPTA's interior bus screens. Each bus has two screens, placed to ensure passenger visibility from any seat.

Rail Media










Product overview

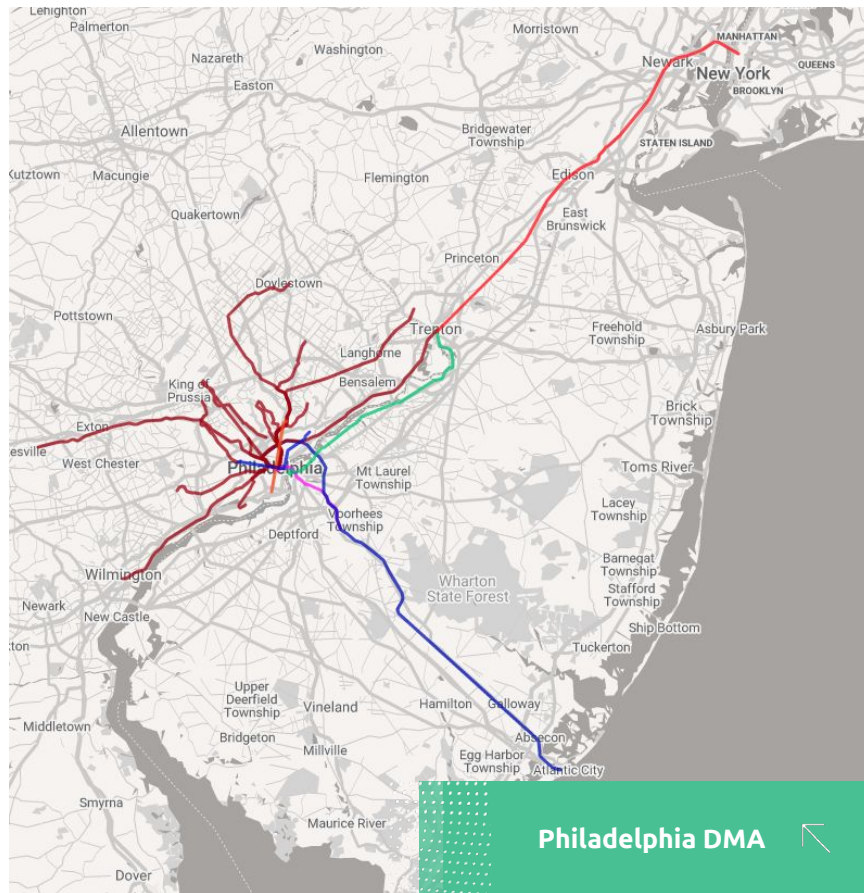
Rail media allows brands to target on-the-go riders and daily commuters with vibrant displays placed strategically throughout rail cars, major transit hubs, and on station platforms.



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 Rail Coverage

Rail Routes & Stations

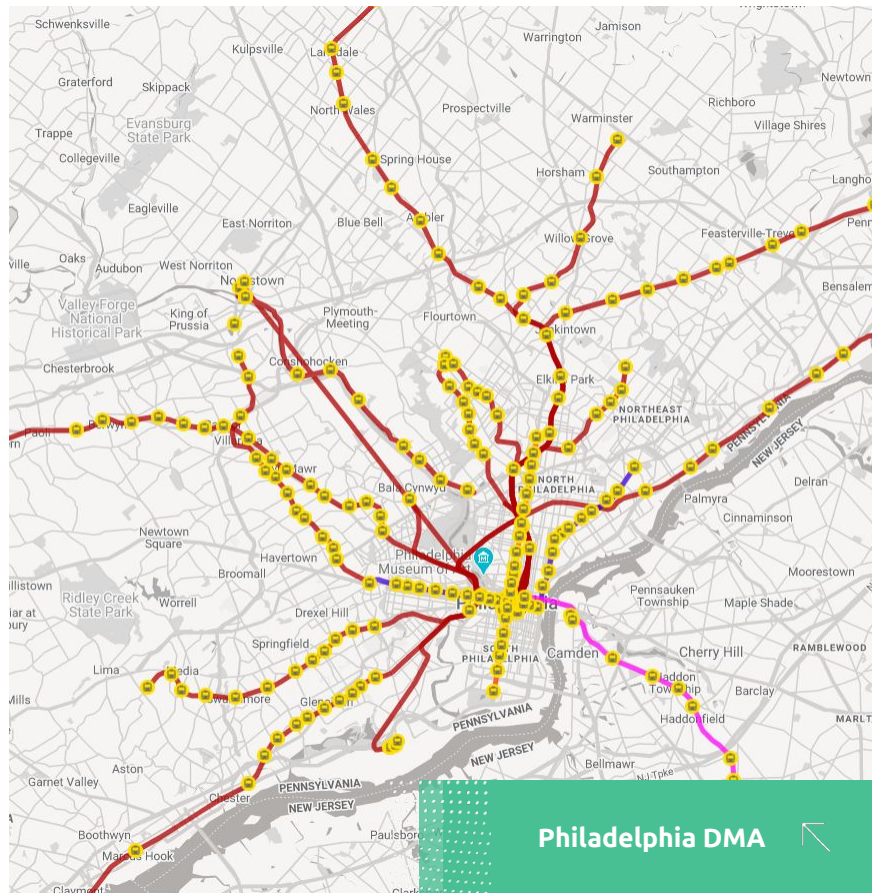
SEPTA Subway



SEPTA Regional Rail



PATCO





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.

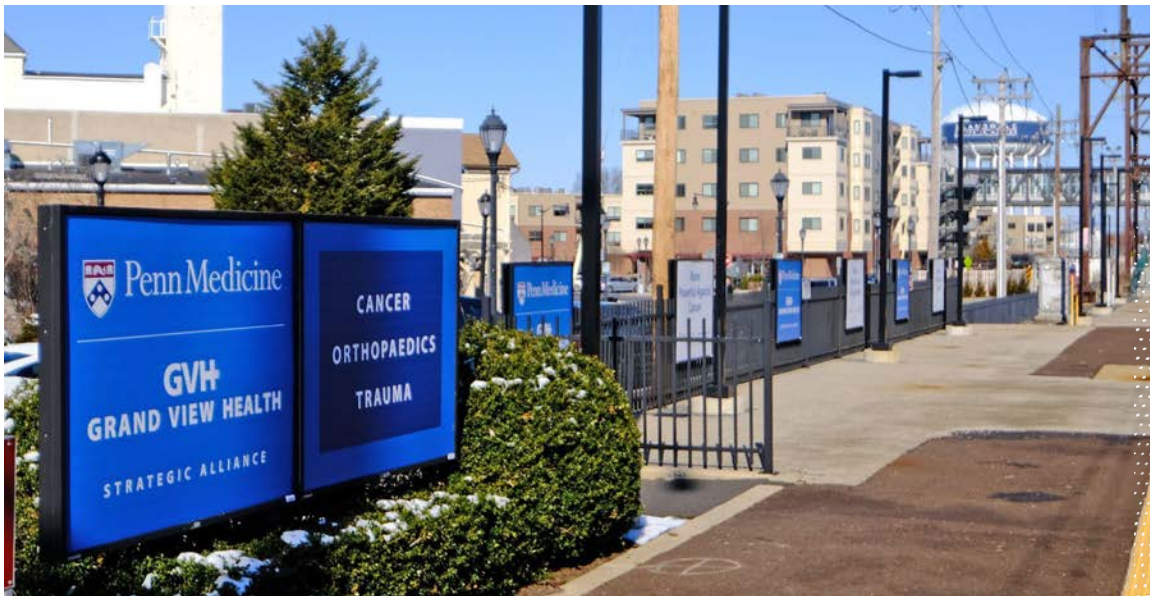
Note: Many Station Dominations offer digital media in addition to static media

Station Dominations

Specs

Station Domination

Custom Install



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.

Station Saturations

Specs

Station Saturations

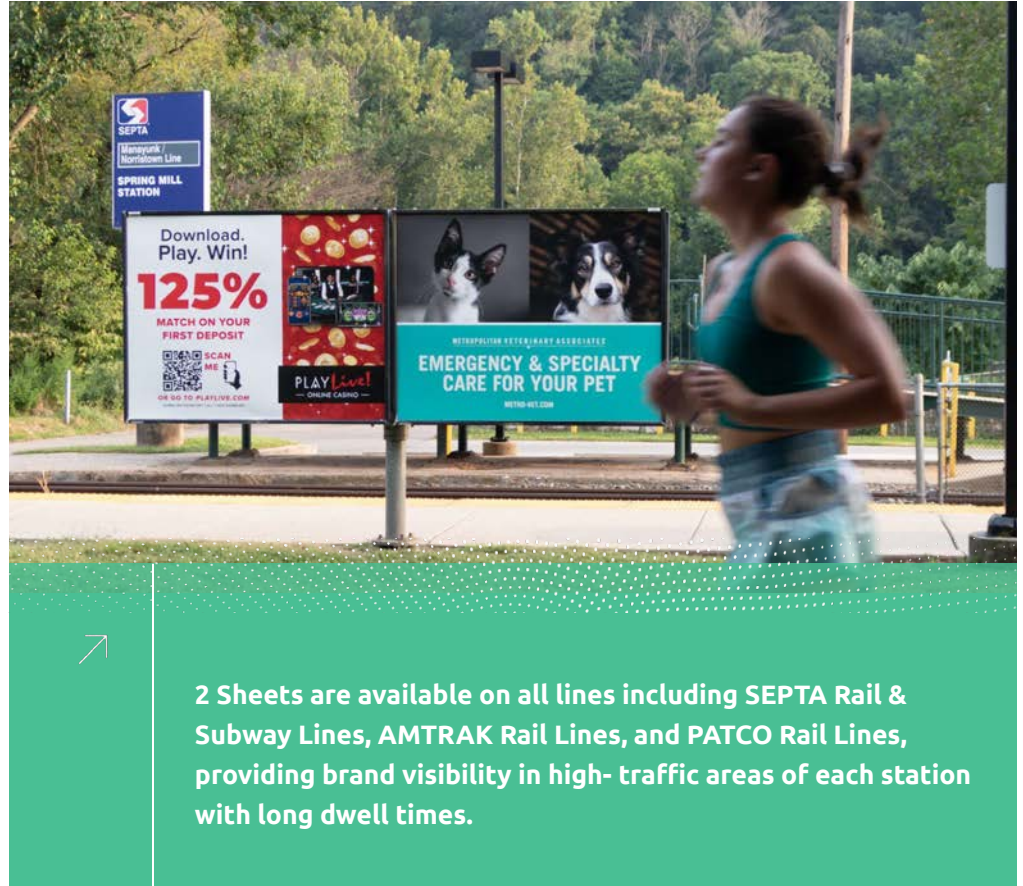
Custom Install

2-Sheets

Specs

2-Sheets

46"H x 60"W



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.



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



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

Exterior Train Media

Specs

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

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.



Interior Brand Trains

Specs

Interior Car Cards	11" H x 28" W
--------------------	---------------

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

Ceiling Wrap	Custom install
--------------	----------------

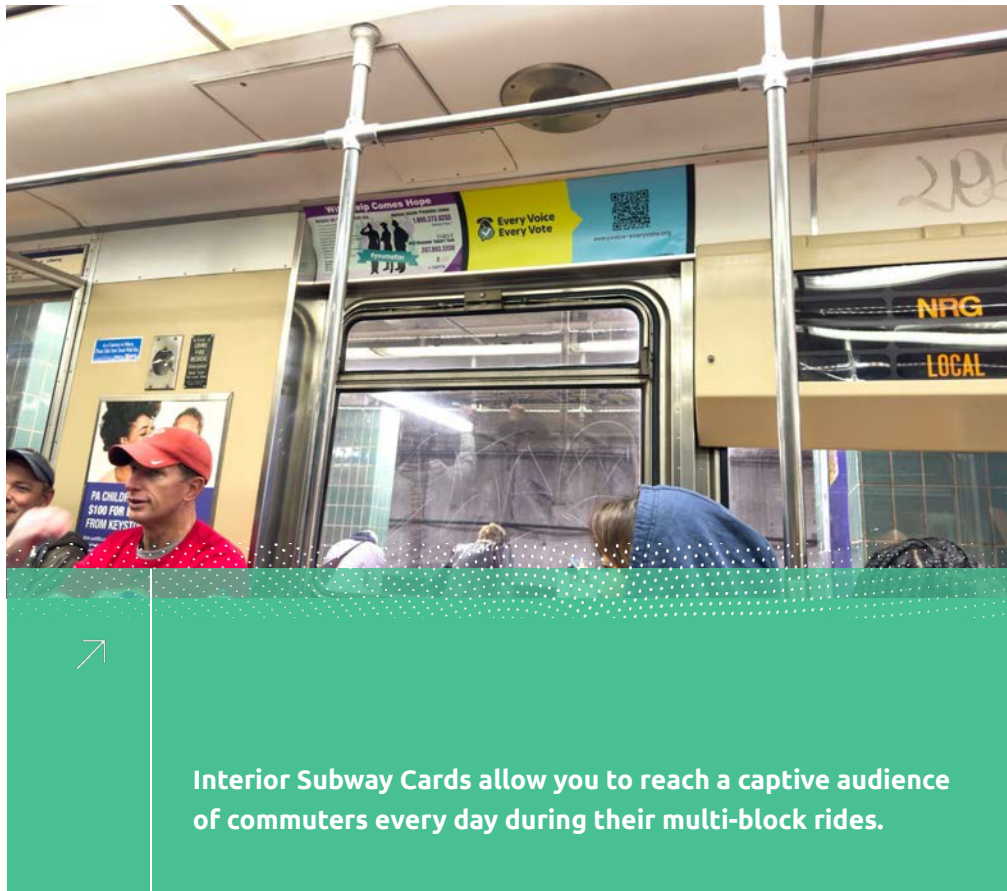


Capture passengers where there are no distractions and share your message without interruption. Own all of the interior media and the riding experience.

Subway Interior Cards

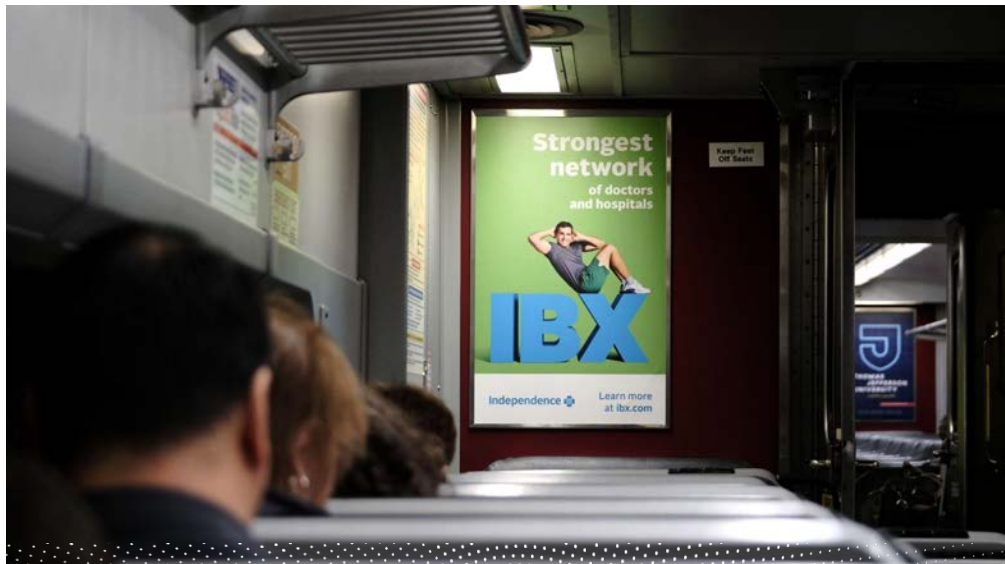
Specs

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



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

Regional Rail Interior Cards



Specs

Interior Car Cards

33.25" H x 21" W



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





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.

Digital Rail Interiors

Specs

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

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

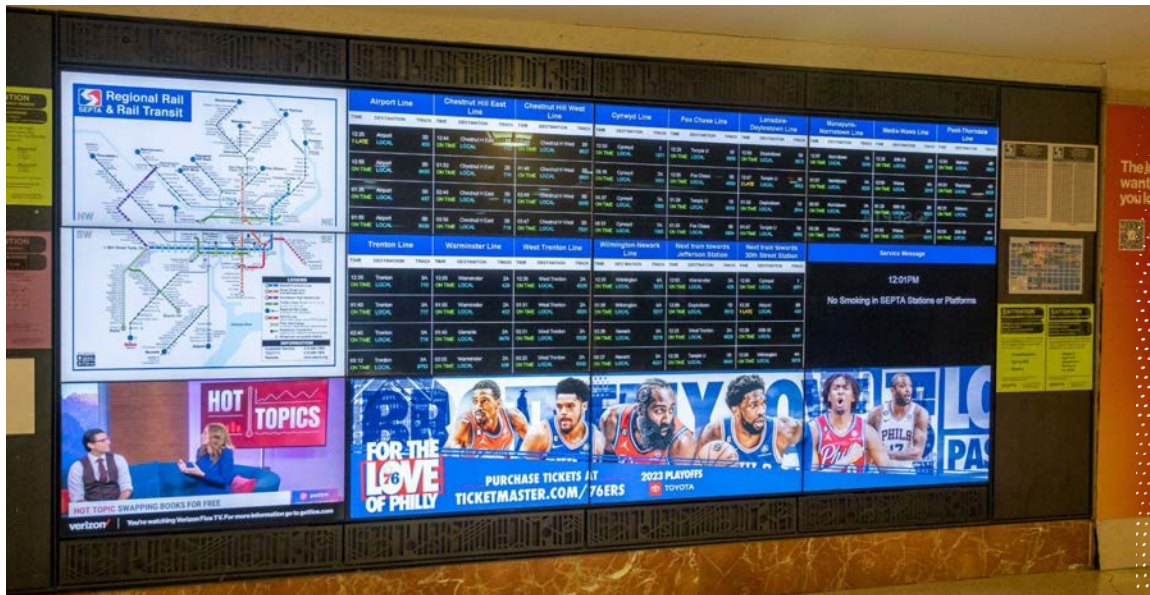
Digital Platform & Station

Specs

Screen Size	Varies by Station
Resolution	960H x 1920W
Frame Rate	30 FPS



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



Suburban Station Video Walls

Specs

Size / Resolution 22.77"H x 120.9"W

Frame Rate 30FPS

Spot Length 7.5 Seconds

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.



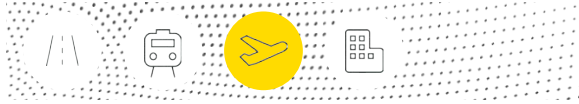
Dilworth Park serves as a major passageway to some of Philadelphia's busiest transit stations. Assets located at the high-traffic concourse level ensure commuter visibility.

Dilworth Park Concourse Screens

Specs

Size / Resolution	84"
Frame Rate	30FPS
Spot Length	7.5 Seconds

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.



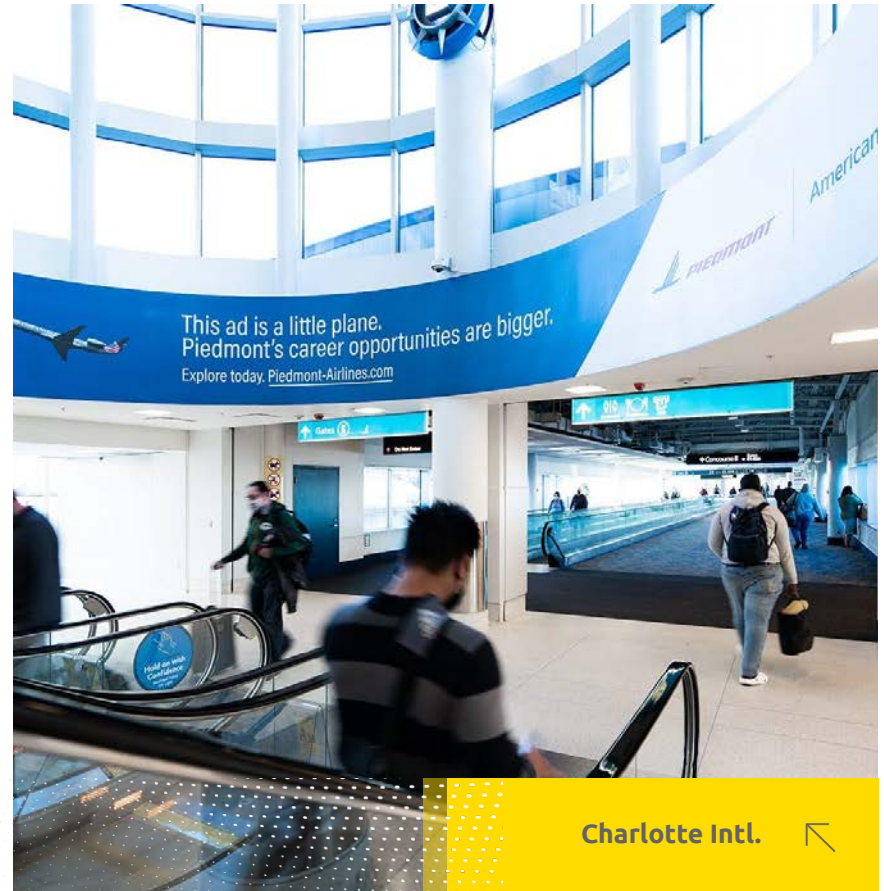
Charlotte ↖

Reaching a national audience of air travelers with Intersection

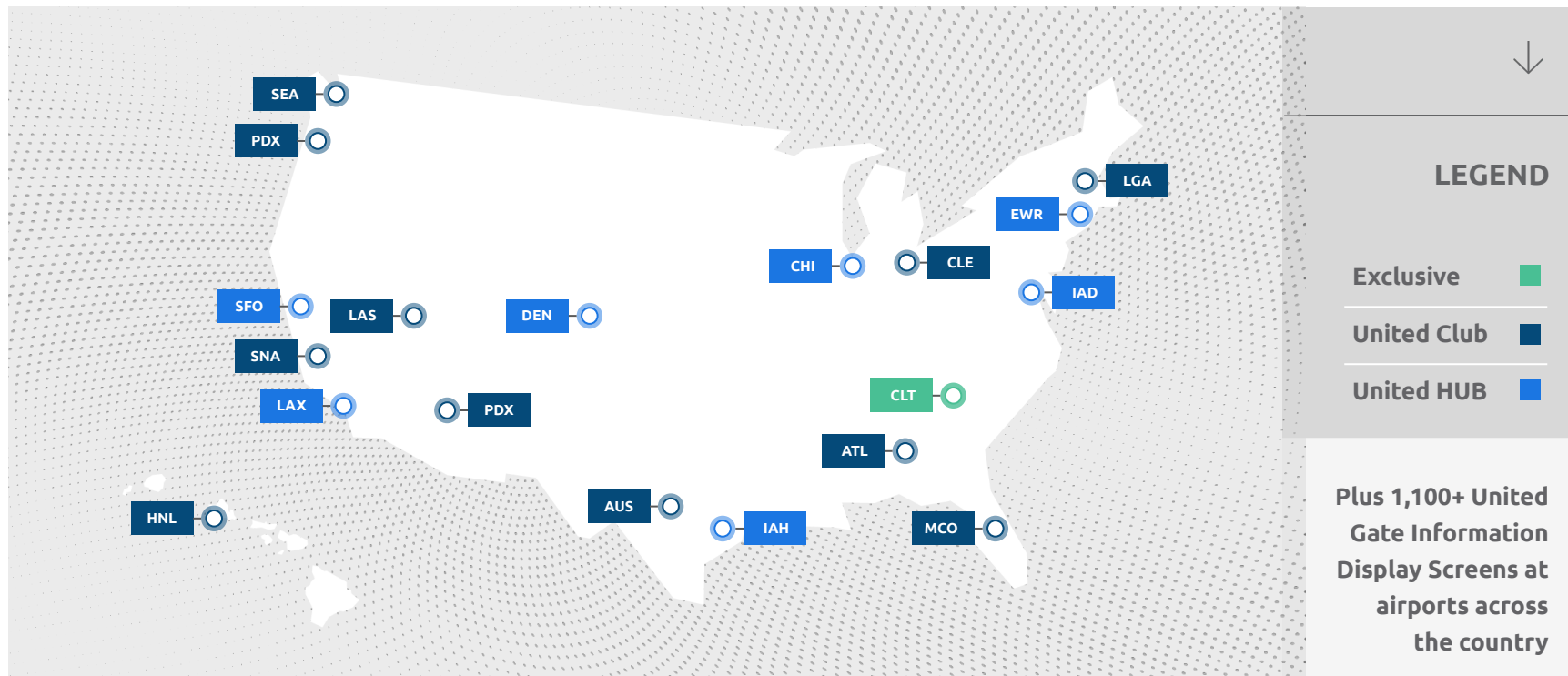
Intersection reaches over 180 million national airline passengers annually, with exclusive media rights at Charlotte Douglas International Airport and an exclusive partnership with United.

EXCLUSIVE AIRPORT

AIRLINE PARTNERSHIP



Premium products, national scale.

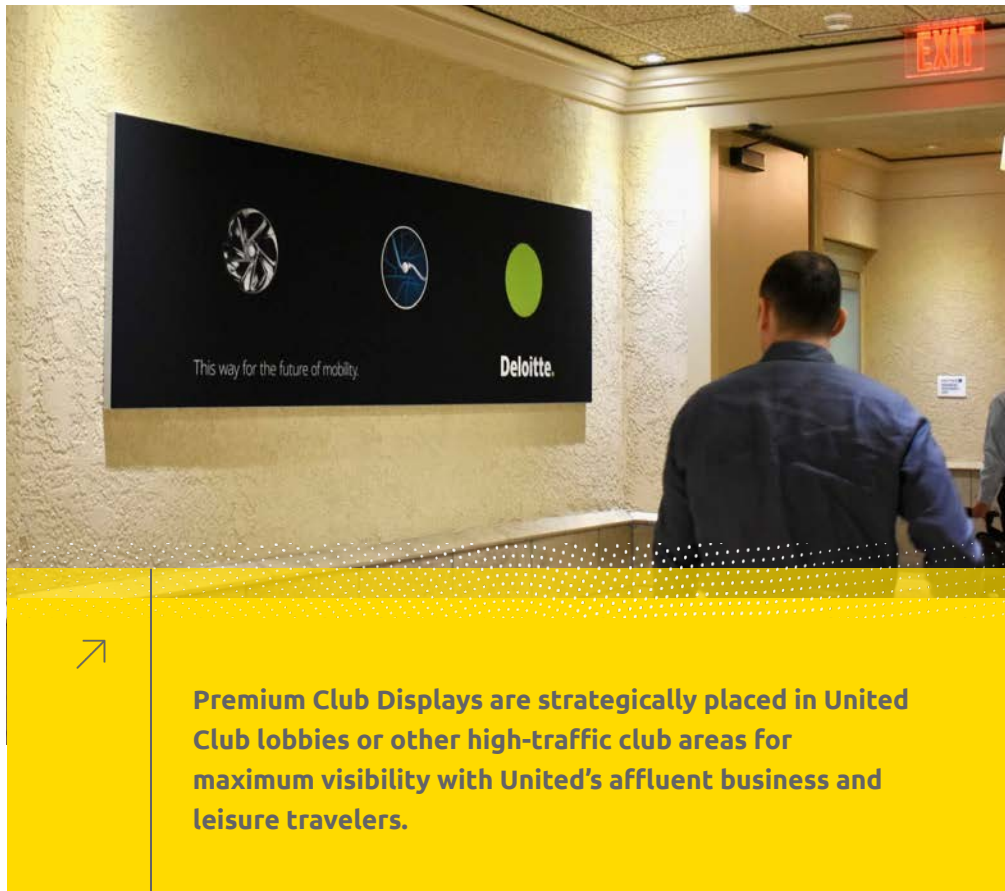


United Premium Club Display

Specs

Ad Space

3'H x 10'W



United Club Digital Display

Specs

United Club Digital

42-55" HD LCD



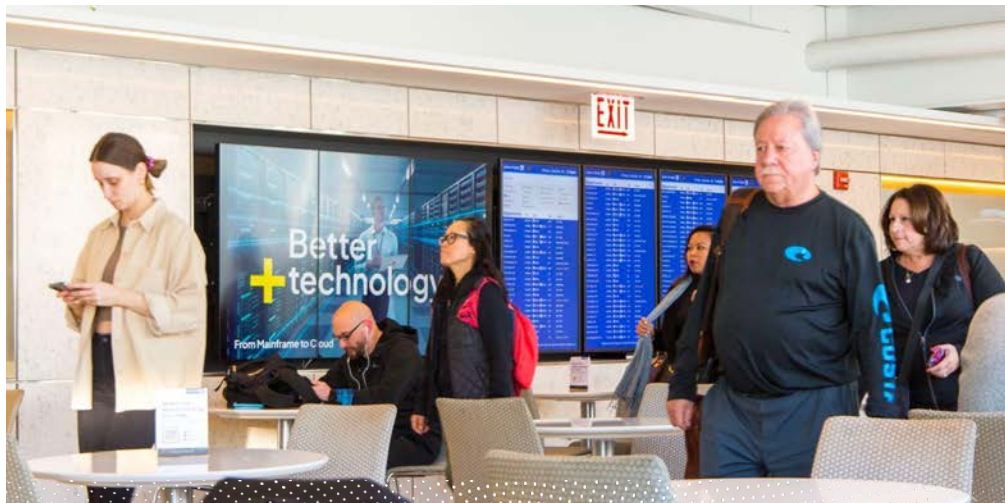
United Club Digital screens have full-motion capabilities and provide excellent brand exposure as club members constantly check the screens for destination information, weather, news, etc.

United Club Video Walls

Specs

Club Video Walls

86-100" HD LCD



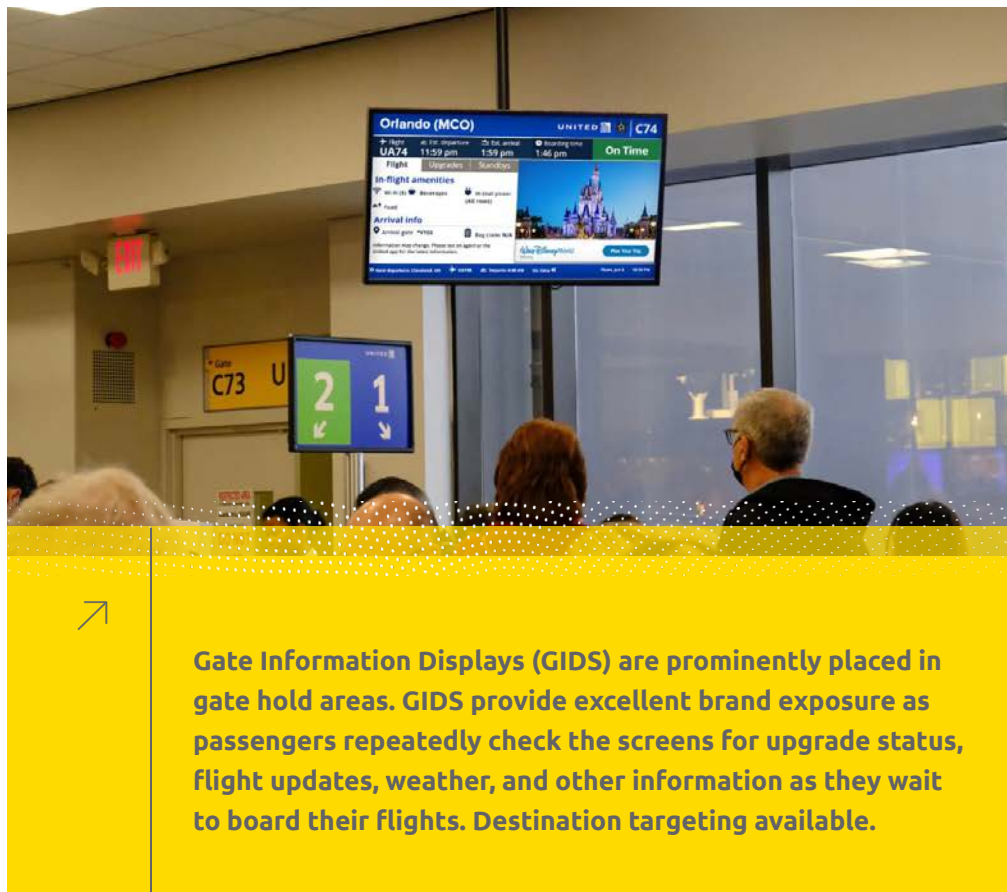
Capture consumer attention with the largest United Club digital assets in the U.S.

- 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.

United In-Flight Entertainment



Specs

In-Flight Screen

8" HD LCD



Reach passengers as they enjoy seatback entertainment on board. Roadblocks play a :30 spot in all classes after the safety video plays and Video on Demand consist of a :15 spot that plays before all videos passengers select onboard with access to all 3 classes.

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.



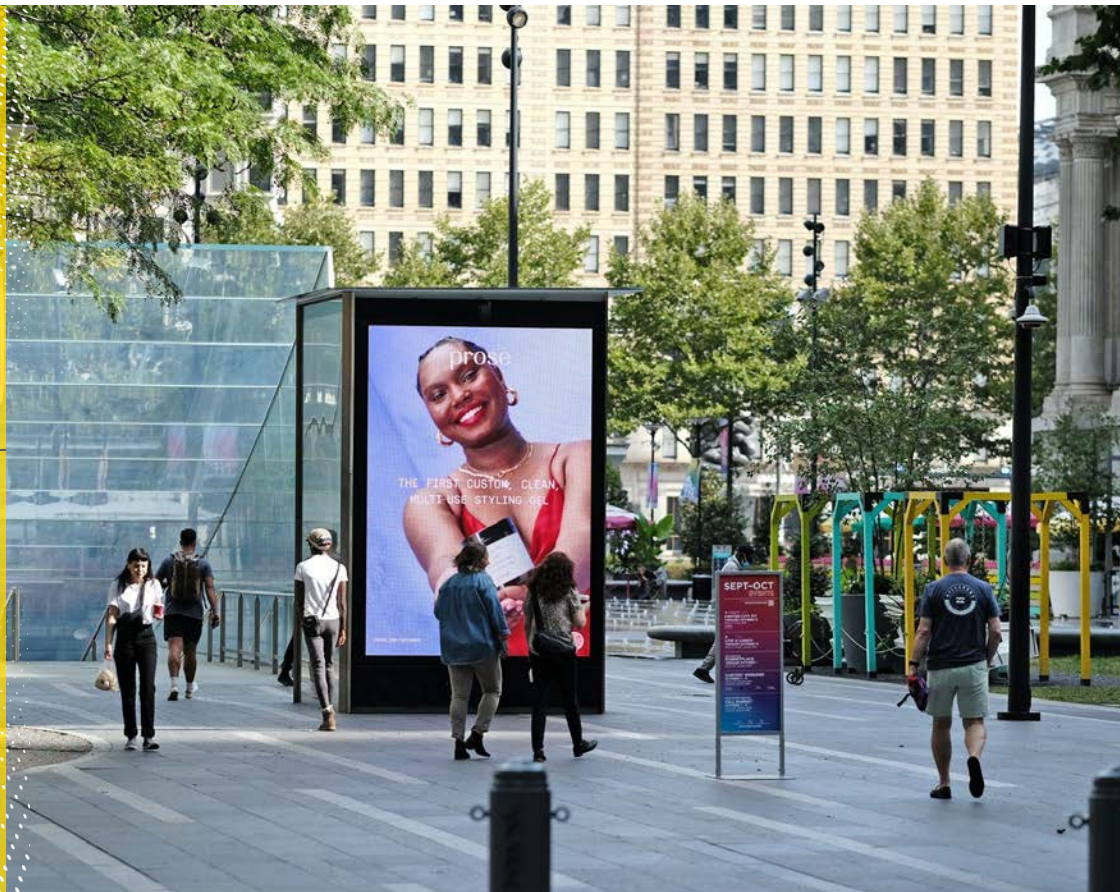
Experiential

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.



 Intersection

Thank You



hello@intersection.com

1635 Market St
Suite 1701
Philadelphia, PA 19103
intersection.com

