



Pittsburgh Media Kit 2024

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About Intersection



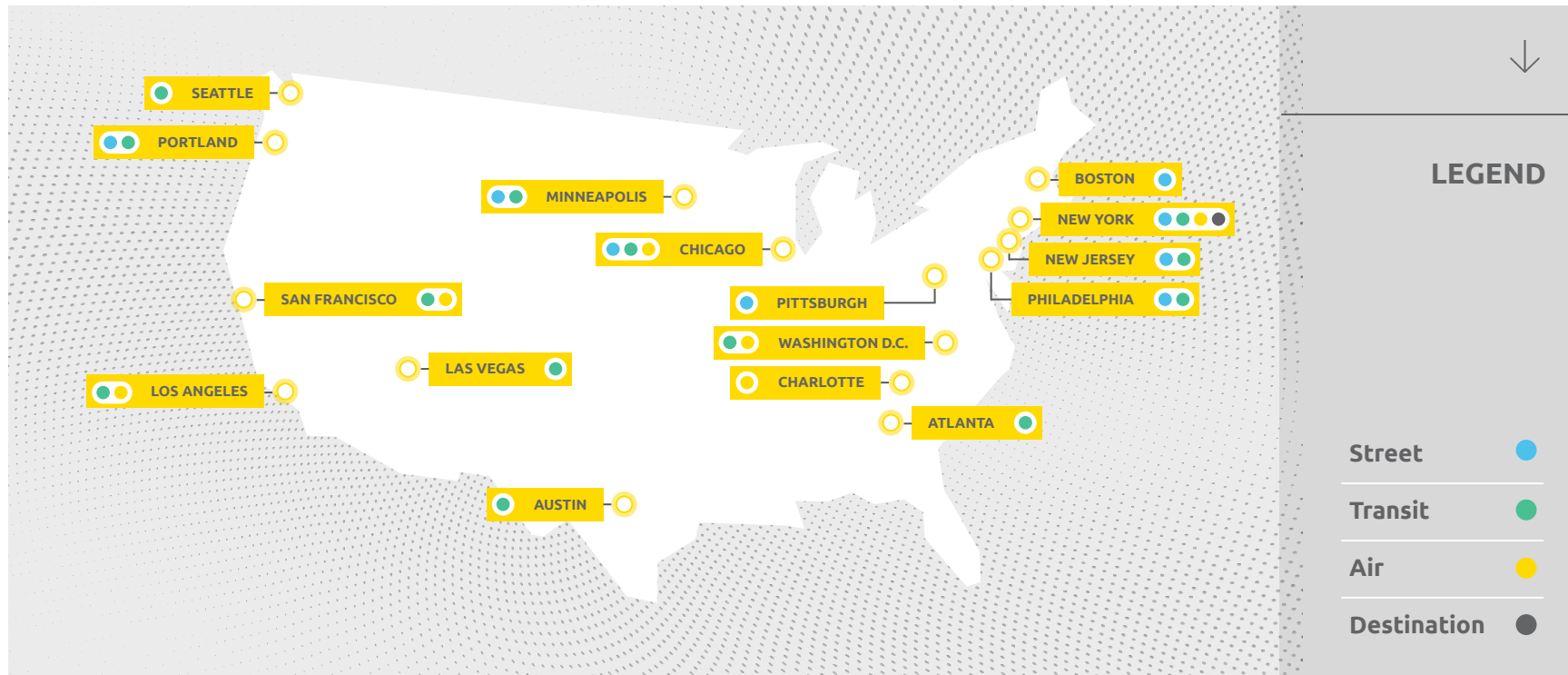
Reach diverse audiences in America's top cities

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.



Premium products, national scale.

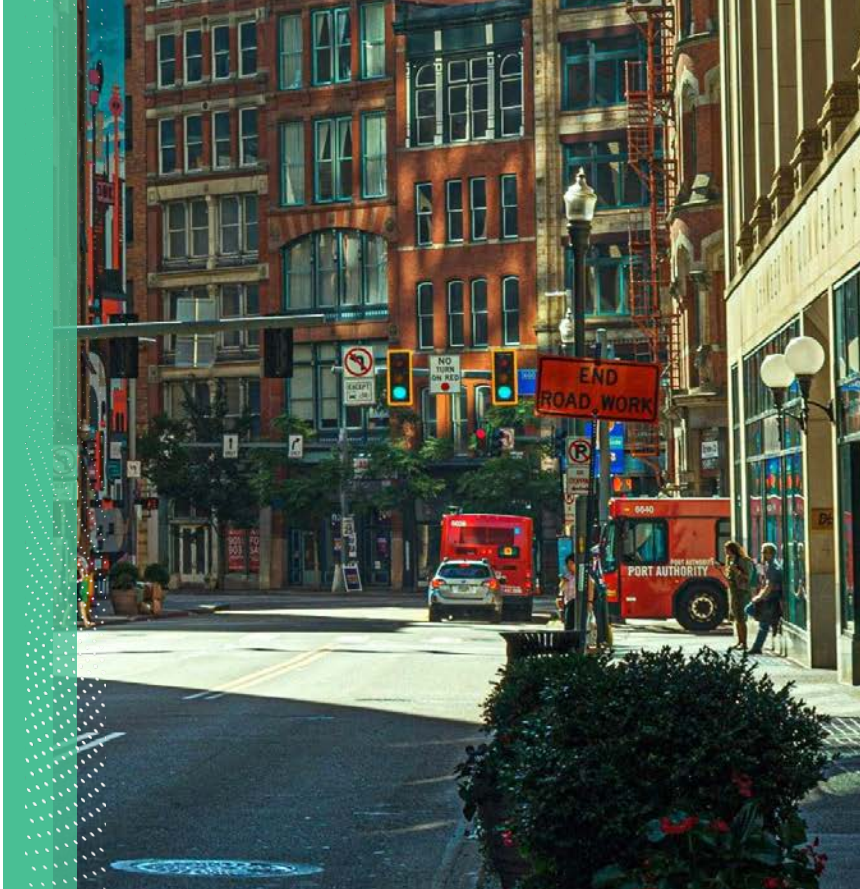


The Intersection difference Pittsburgh

- As of 2023, over 300,000 people live 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





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

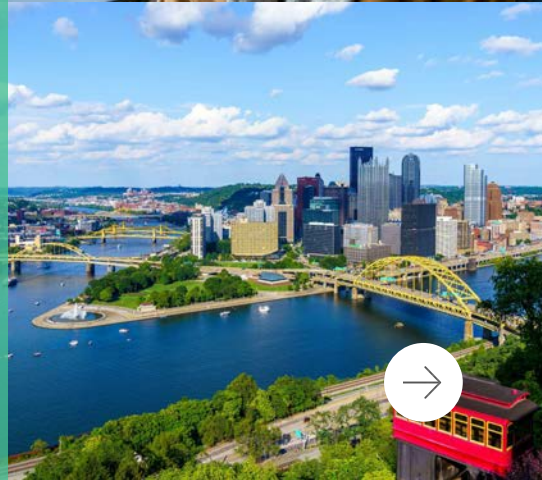
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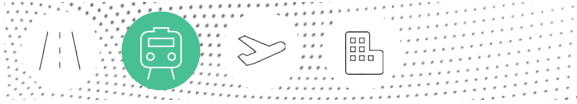
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Products



Bus Media



Product overview

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

Collier



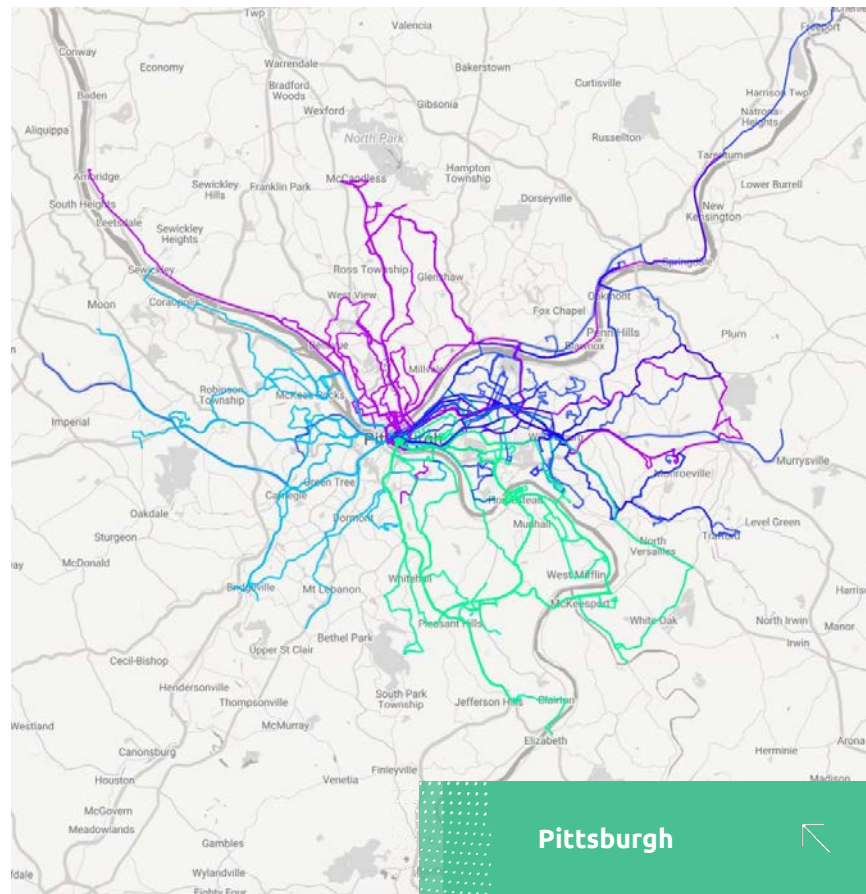
East Liberty



Ross



West Mifflin



Bus Kings

Specs

King

30" H x 144' W



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



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

Bus Queen

Specs

Bus Queen

30" H x 88" W



Ultra Super Kings create a show-stopping moment for your brand with Pittsburgh consumers by combining the sweep of a roadside billboard with eye-level impact.

Ultra Super Kings

Specs

Ultra Super Kings

Custom Install



Bus Fullbacks & Tails

Specs

Tail	21" H x 58" W
Fullback	Custom Install



Tail



Full Back



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 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



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

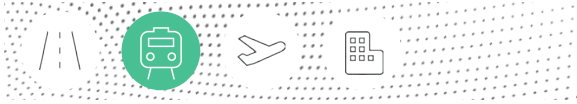
Interior Bus Cards

Specs

Interior Car Cards

11" H x 28" W

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.



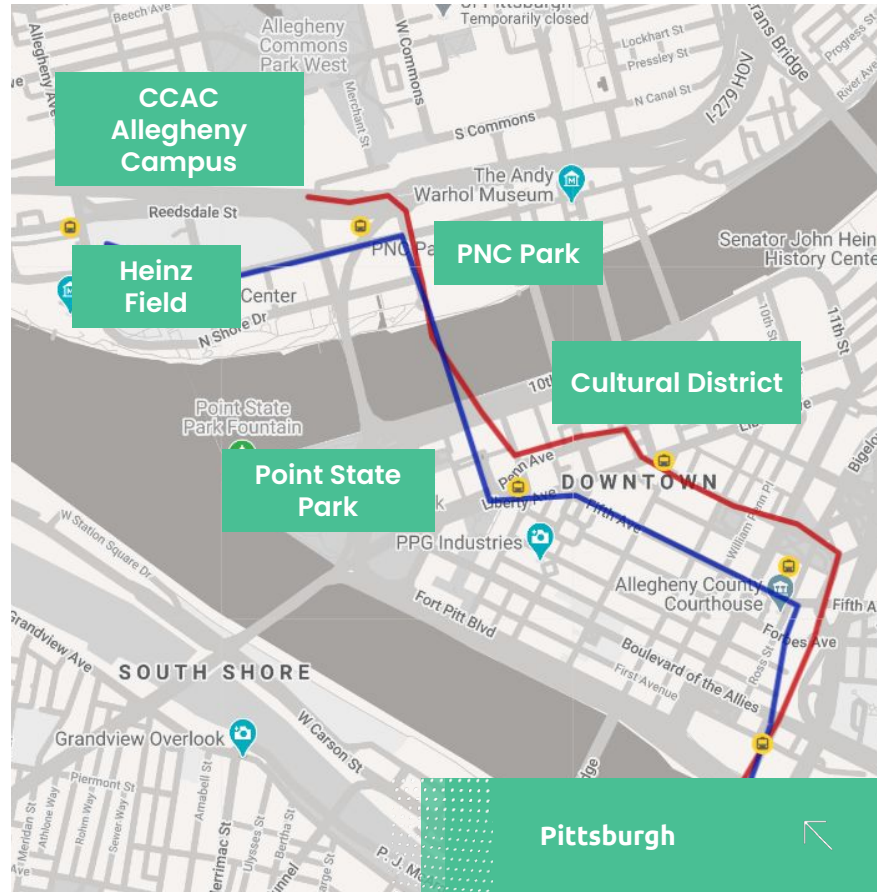
Pittsburgh Rail Coverage

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.

Interior Rail Cards

Specs

Interior Car Cards

20"H x 17"W



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



Catch captive and attentive commuters waiting for their train with high-impact Rail Ultra Super Kings.

Rail Ultra Super King

Specs

Rail Ultra Super King

Custom

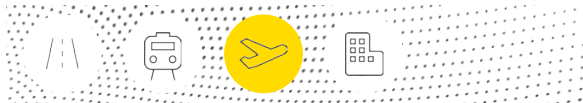
Pittsburgh Digital Network

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.



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.

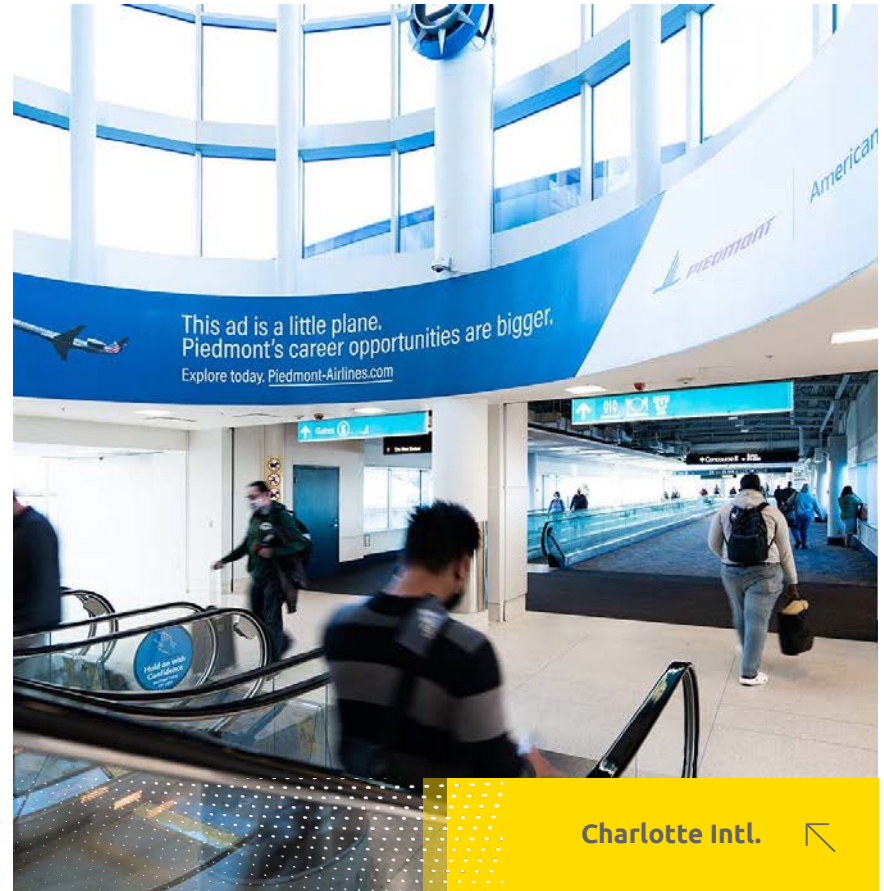


Reaching a national audience of air travelers with Intersection

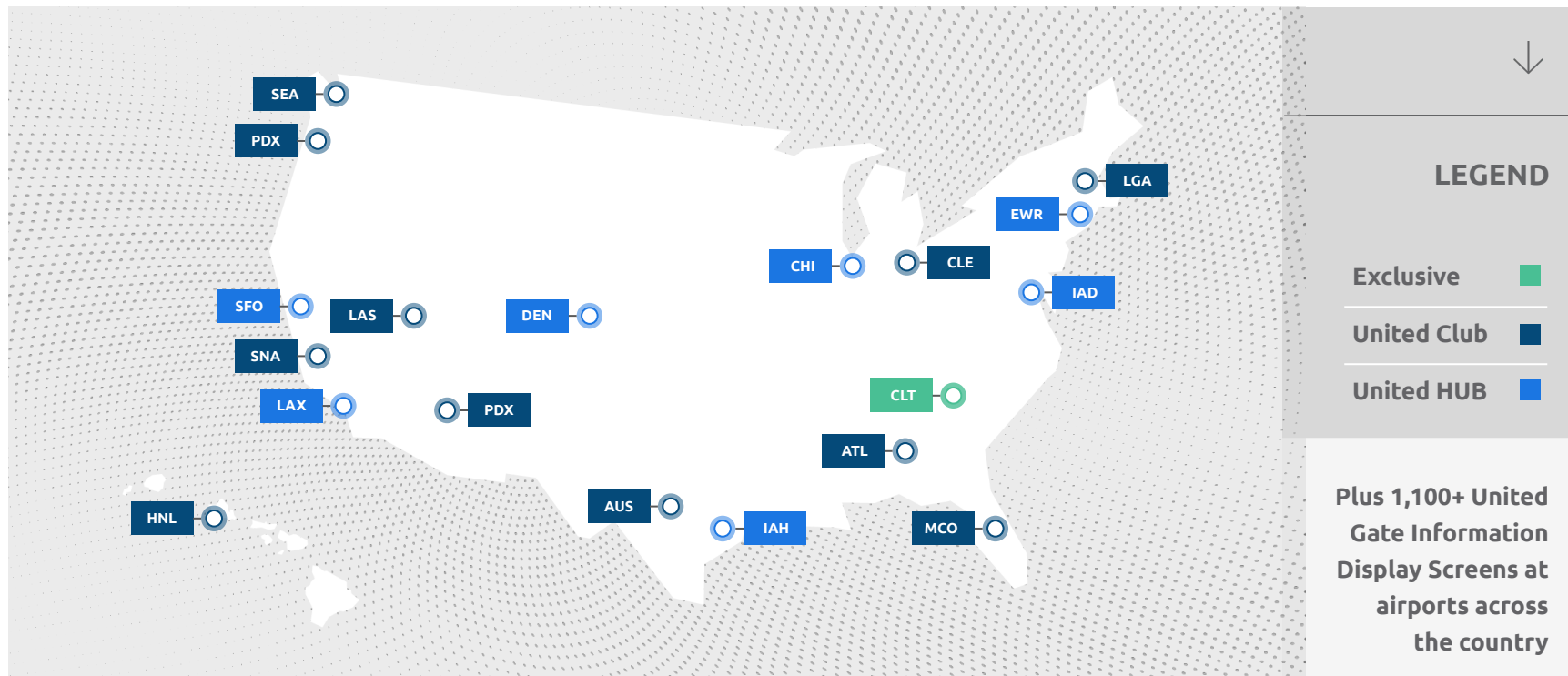
Intersection reaches over 180 million national airline passengers annually, with exclusive media rights at Charlotte Douglas International Airport and an exclusive partnership with United.

EXCLUSIVE AIRPORT

AIRLINE PARTNERSHIP



Premium products, national scale.

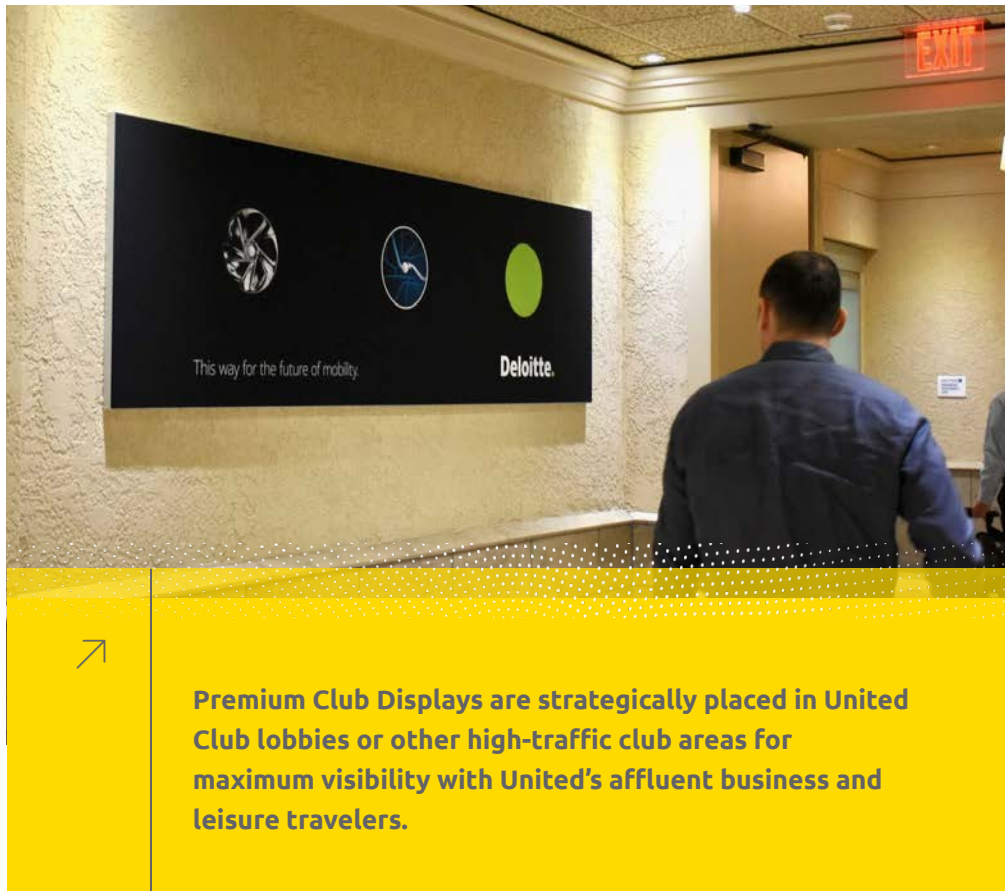


United Premium Club Display

Specs

Ad Space

3'H x 10'W



United Club Digital Display

Specs

United Club Digital

42-55" HD LCD



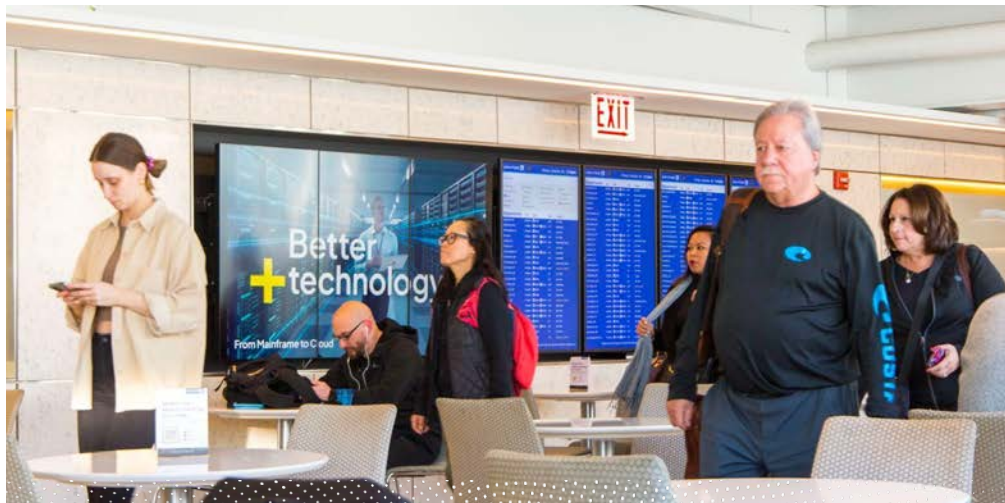
United Club Digital screens have full-motion capabilities and provide excellent brand exposure as club members constantly check the screens for destination information, weather, news, etc.

United Club Video Walls

Specs

Club Video Walls

86-100" HD LCD



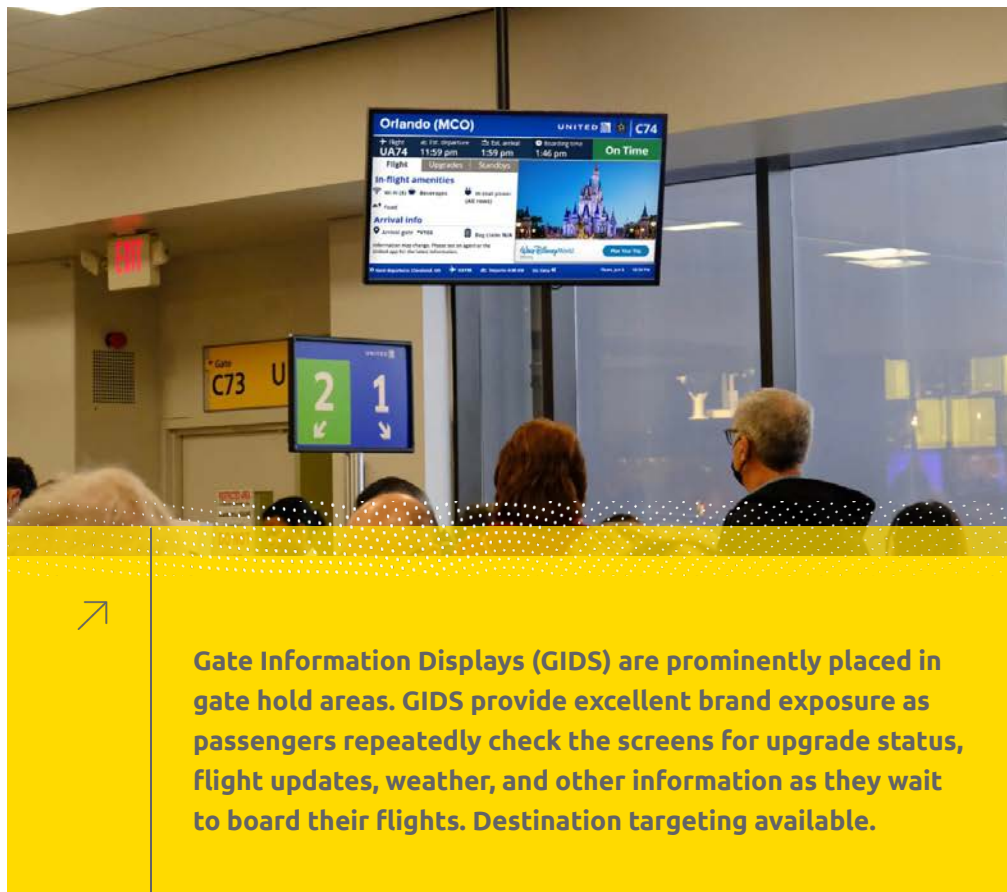
Capture consumer attention with the largest United Club digital assets in the U.S.

- 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.

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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.



 Intersection

Thank You



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