



# San Francisco 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 San Francisco

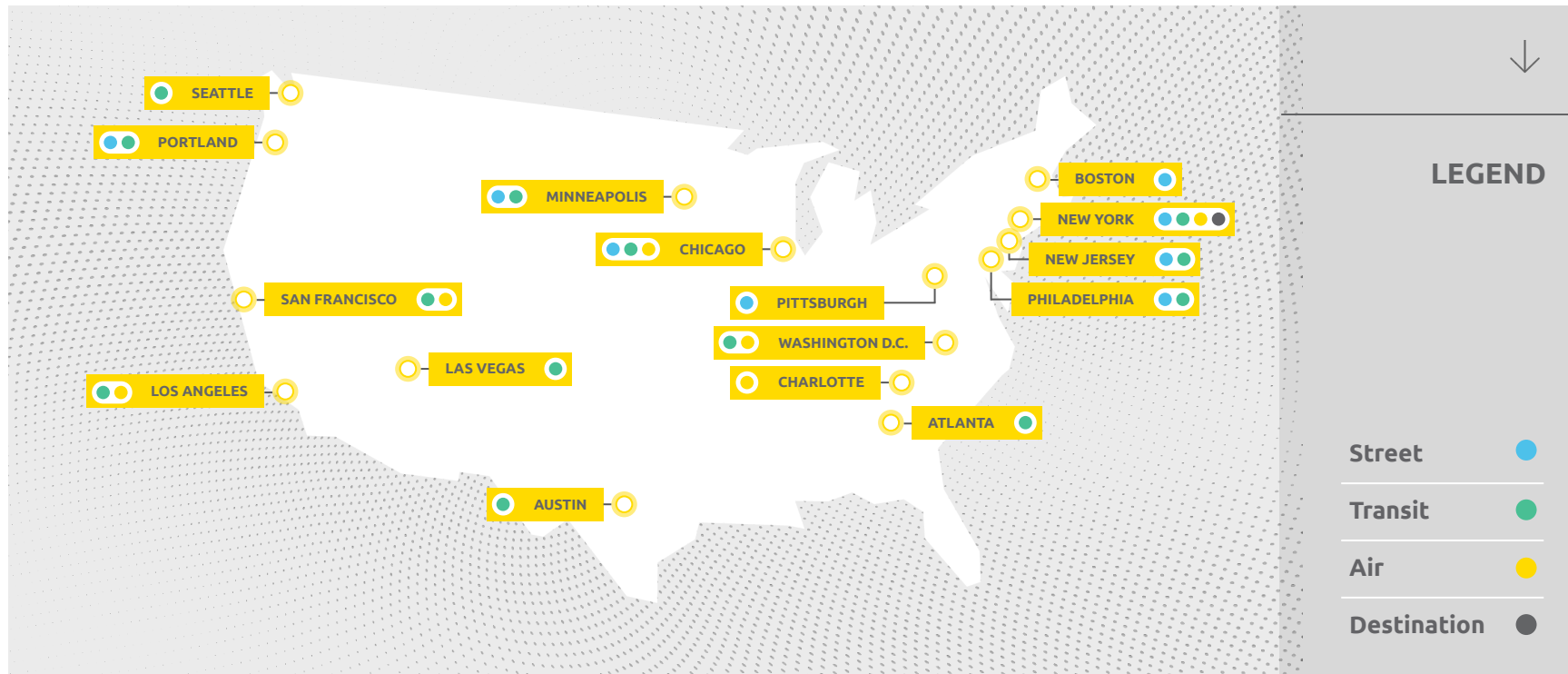
## The most comprehensive and targeted media solutions in San Francisco

- In San Francisco, we reach 3.6M people monthly
- The city is a tourist hotspot bringing in 23.3 million visitors in 2023
- Over 1K service vehicles across 90 transit routes, with bus routes covering every neighborhood in the city

Source: SFMTA, SFTravel



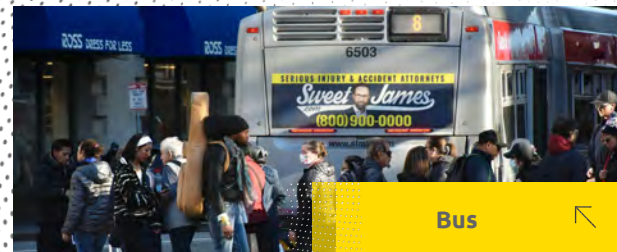
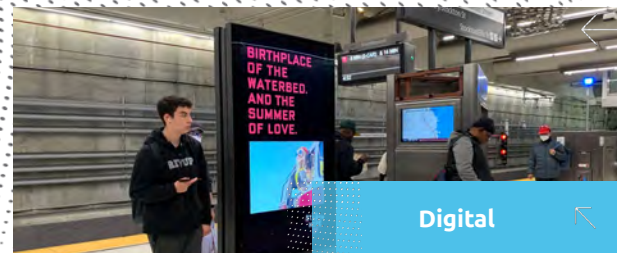
# Premium products, national scale.



# Join our mission to support public transit and improve the lives of consumers in San Francisco

SFMTA is San Francisco's public transportation corporation. Its mission is to move San Francisco by providing safe, reliable and affordable public transportation that connects people to their everyday lives, one trip at a time.

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.



# SFMTA

## Connecting the tech mecca of the US

SFMTA plays a vital role in keeping San Francisco connected and moving.

- SFMTA comprises of bus, rail, cable cars, and trolleys across the densest city in country
- 920K daily rides taken across the SFMTA network
- Rank amongst the top 20 largest bus fleets in the US

Source: SFMTA, APTA





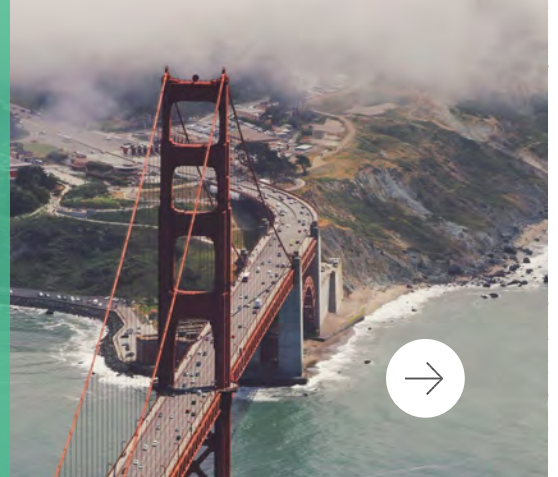
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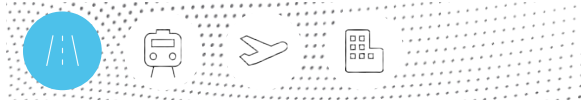
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# Products



# Street Media



## Product overview

With static formats, Intersection's street-level media is strategically placed throughout a consumer's daily route. Create a memorable presence in some of Downtown San Francisco's busiest areas with parking garage media



# San Francisco Parking Garage

## Legend

Parking Garages



# Parking Garage Media

## Available Parking Garages

Sutter & Stockton

Moscone Center

Fifth & Mission/ Yerba Buena

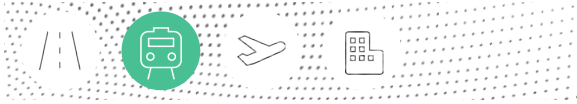
Ellis & O'Farrell



Presence in SFMTA Parking Garages offers a unique opportunity for advertisers to reach a mix of consumers, from the thousands of people parking in the garage to the hundreds of thousands who pass by each day.



# Bus Media



## Product overview

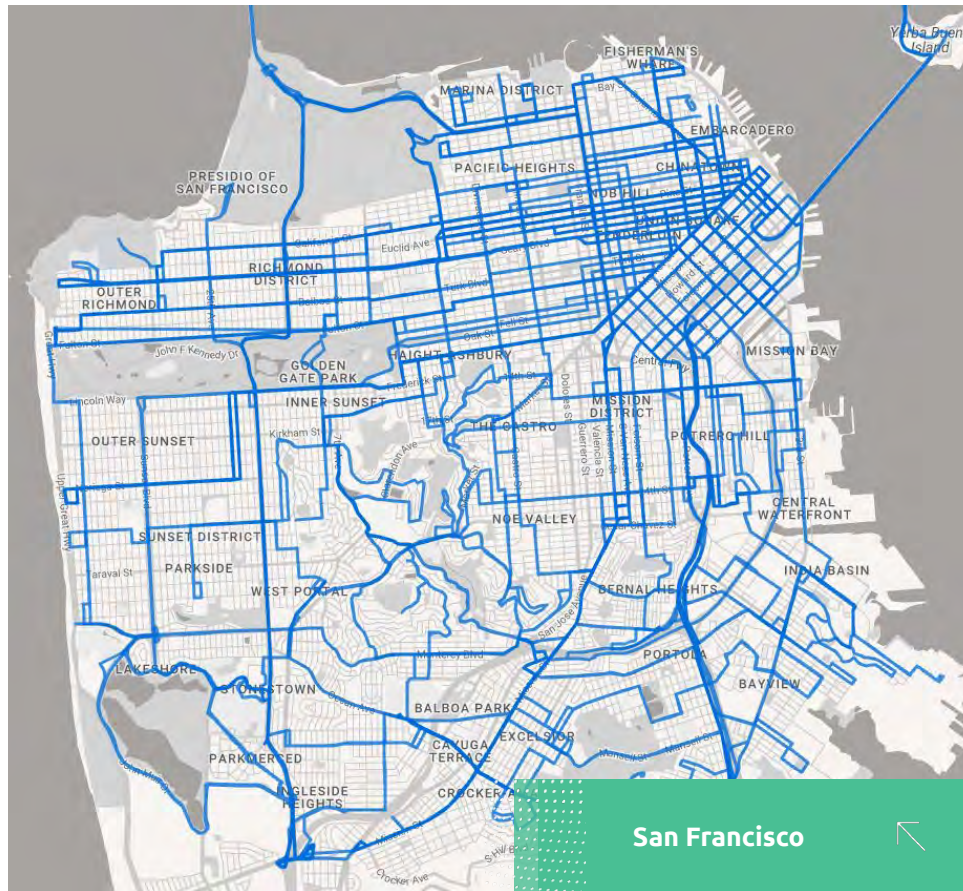
With the largest bus network in the U.S., Intersection delivers unbeatable, eye-level coverage in the heart of the country's largest cities and DMAs.



# San Francisco Bus Coverage

## Legend

SFMTA Bus Routes





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 Kings

Custom Install





Bus Kongs are impossible to miss, with an extra-large format that accommodates robust creative treatments, stands out on Seattle streets, and provides greater brand impact.

# Bus Kongs

## Specs

Bus Kongs

Custom Install



# Bus Kings



## Specs

Bus Kings

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.



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

# Bus Headliners

## Specs

Bus Headliners

Custom Install

# Bus Queens



## Specs

Queen

30"H x 88"W

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



# Bus Fullbacks

## Specs

Bus Fullbacks

Varies



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 Atlanta traffic.

# Bus Tails



## Specs

Tails

21"H x 70"W

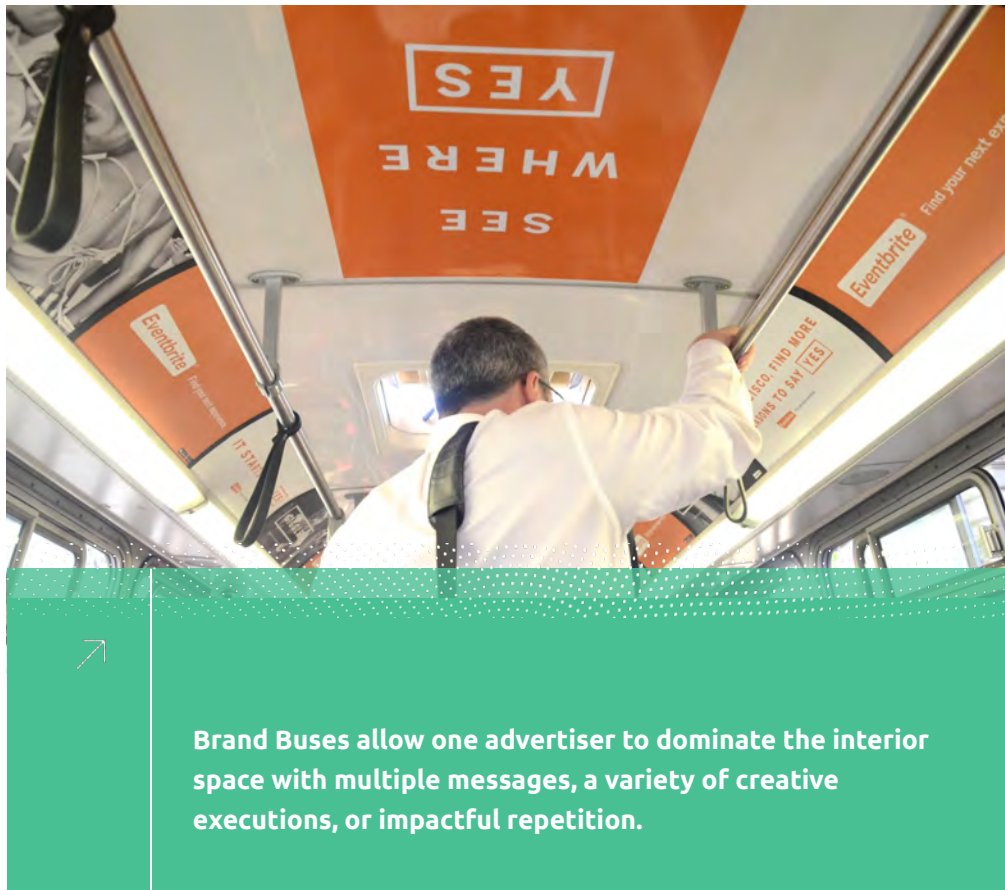


Tail displays command the attention of drivers as they sit behind the bus in dense traffic. Tails are available throughout Atlanta and can be purchased for general market or specific neighborhoods.

# Brand Buses

## Specs

Bus Interior Car Card	11"H x 28"W
Bus Michelangelo	Custom install



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

# Bus Interiors



## Specs

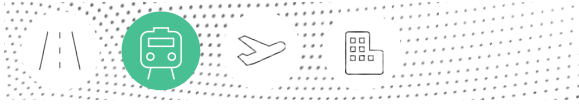
Interiors

11"H x 28"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 customers and daily commuters with vibrant displays placed strategically throughout rail cars, major transit hubs, and on station platforms.



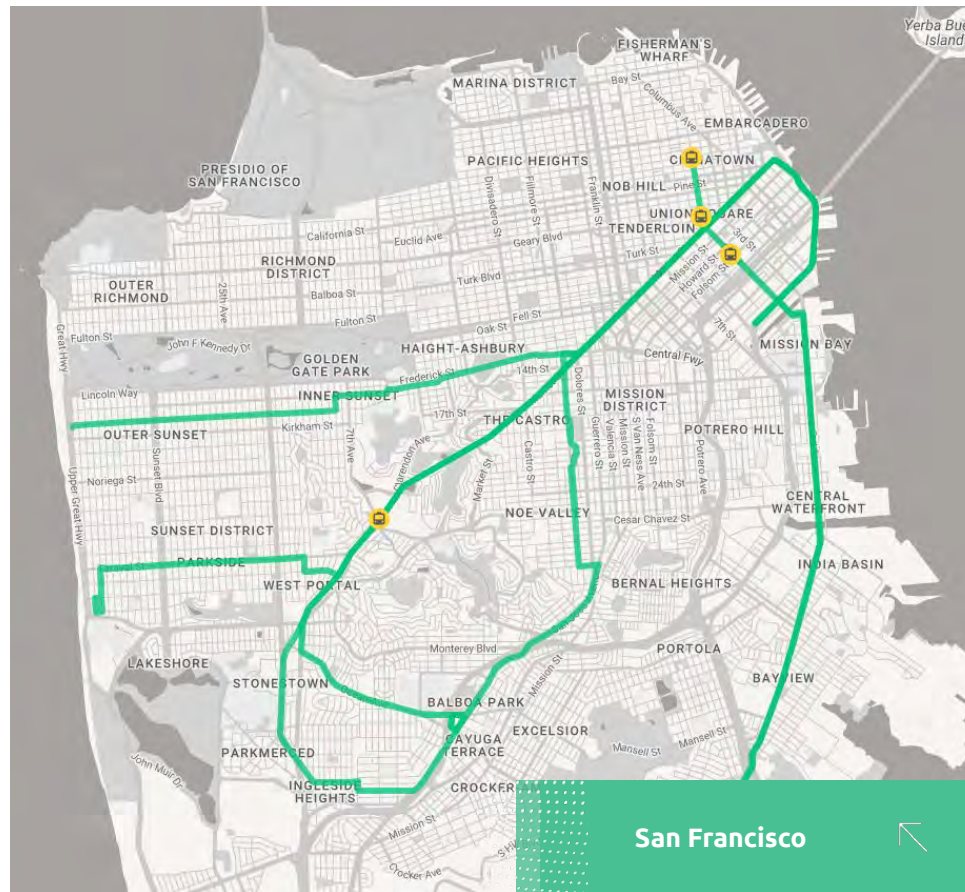
# San Francisco Bus Coverage

## Legend

## SFMTA Rail Routes



## SFMTA 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.

# Station Dominations

## Specs

Station Domination

Custom Install





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

# Union Square Tunnel Wrap

## Specs

Tunnel Wrap

Custom Install



# Two-Sheets

## Specs

Two-Sheets

46"H x 60"W



Two-Sheets are available at Forest Hill Station and SFMTA Parking Garages, providing brand visibility in high-traffic areas of each location with long dwell times.

# Digital Platform

## Specs

Screen Size	75"
Frame Rate	30 FPS
Resolution	3840H x 2160W



Digital Platforms are high-impact units located along San Francisco's central subway stations providing transit content like train arrivals alongside vivid digital media.

# Digital Video Walls

## Specs

Spot Length	7.5
Frame Rate	30 FPS
Resolution	3240H x 5760W



Video walls display premium, relevant content and provide advertisers with a large-format digital asset to reach a captive audience.



Full Train Wraps cover the entire exterior of a train car (window coverage varies by market). These huge ads provide the space for larger-than-life creative, turning heads as they roll through cities and rail stations.

# Rail Wrap

## 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.

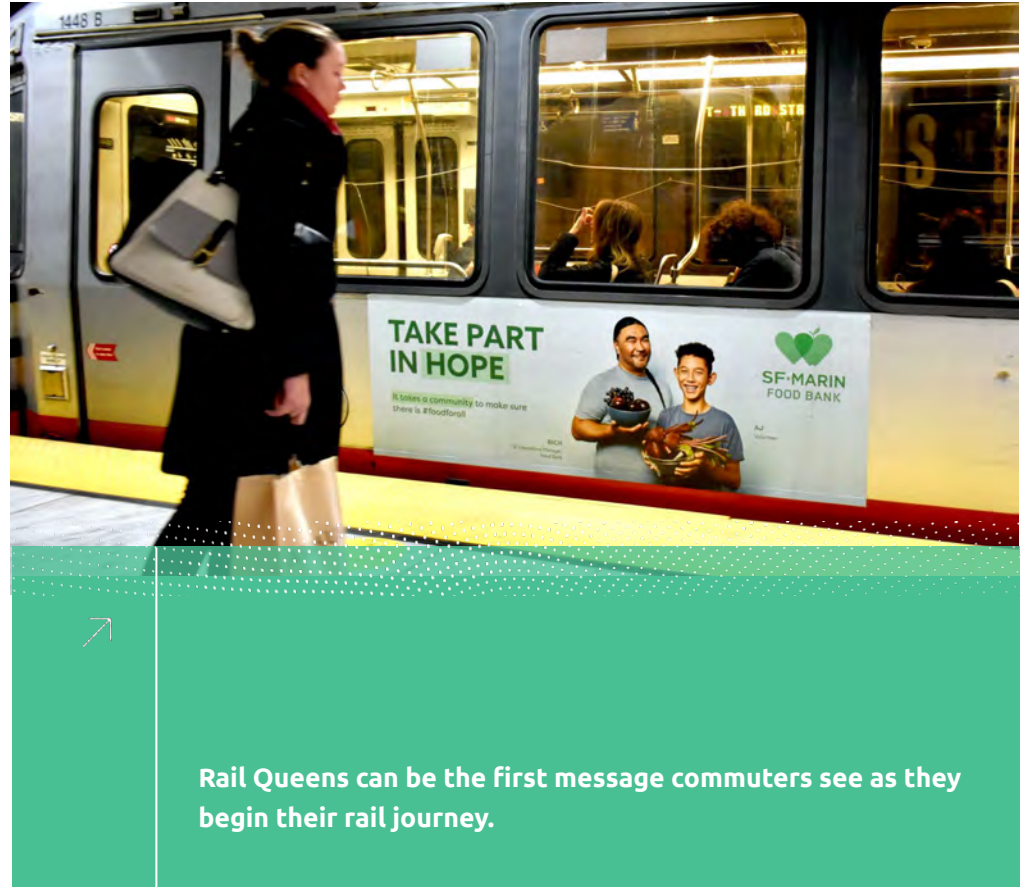
# Rail Ultra Super King

## Specs

Ultra Super King

Custom Install

# Rail Queens



## Specs

Queen

30"H x 88"W

Rail Queens can be the first message commuters see as they begin their rail journey.

# Interior Brand Trains

## Specs

Interior Car Cards

Varies

Michelangelo

Custom Install

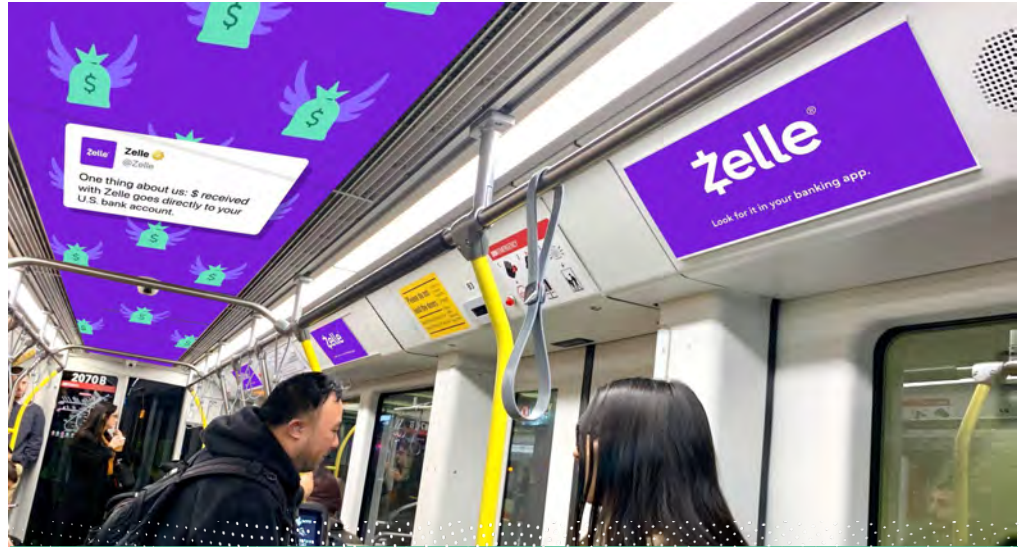


Capture passengers where there are no distractions and share your message without interruption. Own all of the interior media and the riding experience.

# Brand Trains w/ Ceiling Wrap

## Specs

Interior Car Cards	Varies
Ceiling Wrap	Custom Install



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



# Cable Car Queens



## Specs

Cable Car Queens

21"H x 88"W

San Francisco's cable cars are global icons, with two historic lines running through the San Francisco Financial District, the heart of Union Square's retail center, and distinguished San Francisco neighborhoods. Cable Car Queens provide unique brand visibility with business executives, shoppers, and tourists alike.

# Branded Cable Cars

## Specs

Headlights (Powell Only)	21"H x 19"W
Interior Car Cards	11"H x 28"W
Queens	21"H x 88"W



Branded Cable Cars allow one brand to own a San Francisco icon as it rides through some of the city's most populated areas. The mix of exterior and interior media creates an indelible impression with a highly desirable audience of locals year-round, as well as with millions of annual tourists from around the world.

# Cable Car Queens

## Specs

Cable Car Interior

11"H x 28"W



Reach a captive audience of cable car riders with Cable Car Interior Cards. Available in two sizes, this media gives brands the opportunity to get in front of the highly-desirable shopper, tourist and business executive audiences.

# Historic Trolley Interiors

## Specs

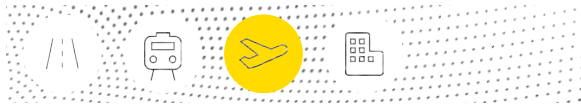
Interior (PPC)	11"H x 28"W
Interior (Milan)	9.5"H x 27.5"W



Travelling up and down Market Street and The Embarcadero, these historic trolleys service many of San Francisco's most popular business and leisure destinations. Trolley Interiors carry your message to both locals traveling from the Castro to Union Square, and tourists heading from Union Square to Fisherman's Wharf.



# 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.

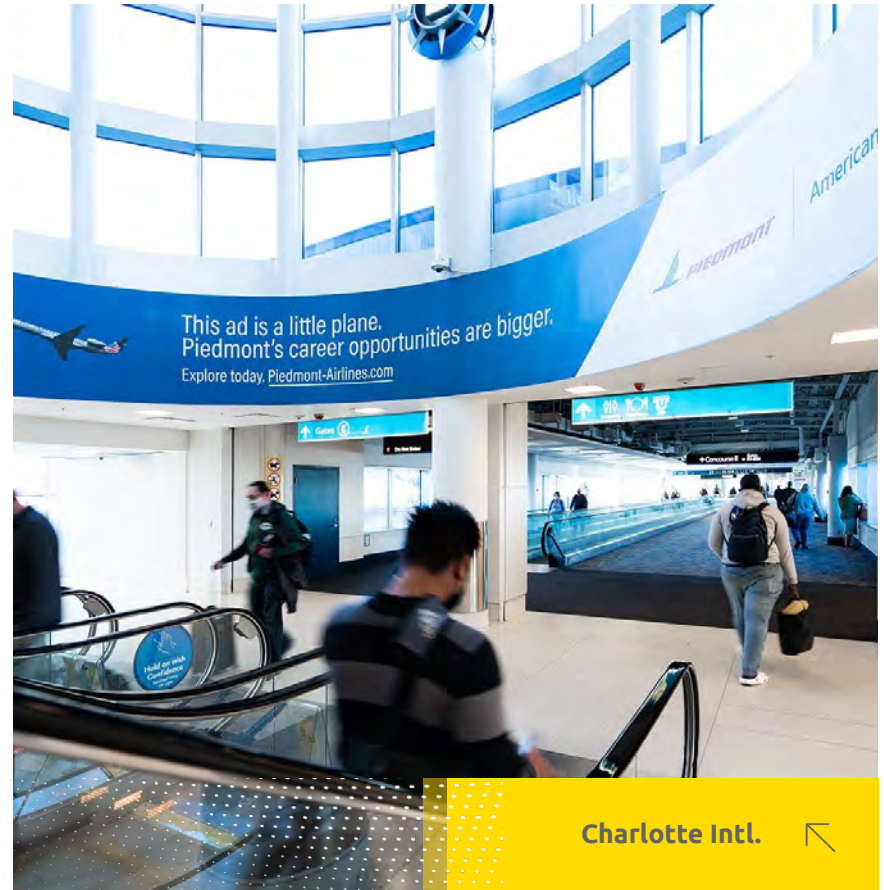


# Reaching a national audience of air travelers with Intersection

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

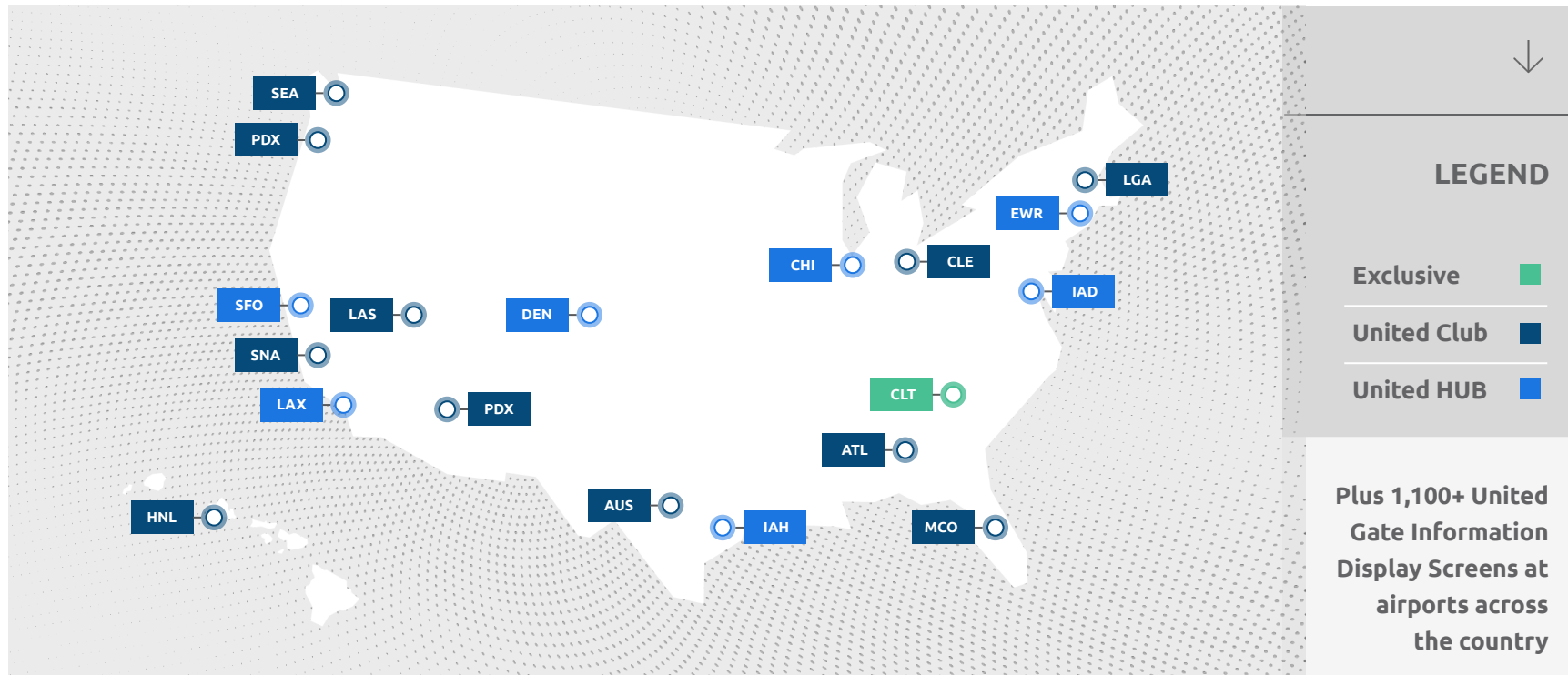
EXCLUSIVE AIRPORT

AIRLINE PARTNERSHIP



Charlotte Intl. ↖

# Premium products, national scale.

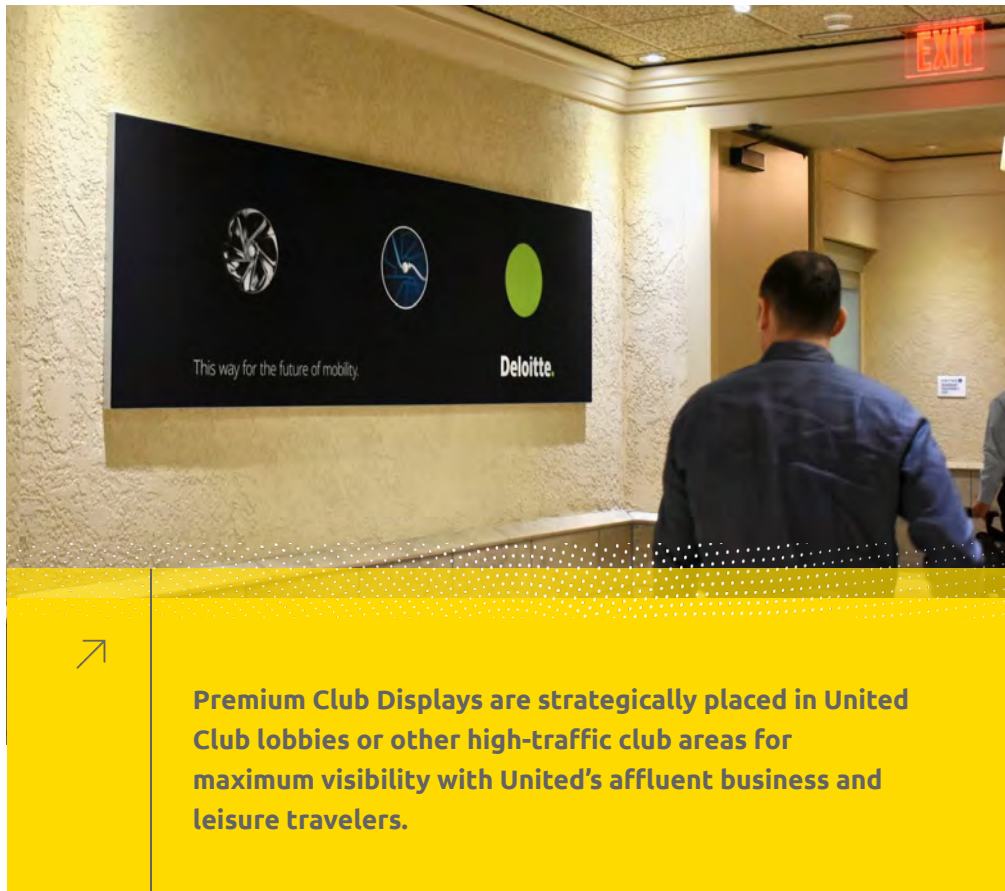


# United Premium Club Display

## Specs

Ad Space

3'H x 10'W





# United Club Digital Display

## Specs

United Club Digital

42-55" HD LCD



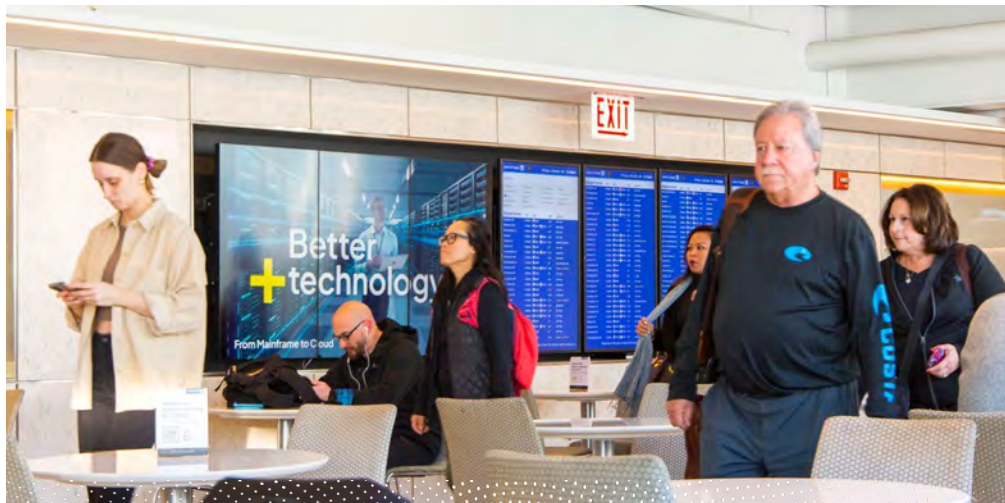
United Club Digital screens have full-motion capabilities and provide excellent brand exposure as club members constantly check the screens for destination information, weather, news, etc.

# United Club Video Walls

## Specs

Club Video Walls

86-100" HD LCD



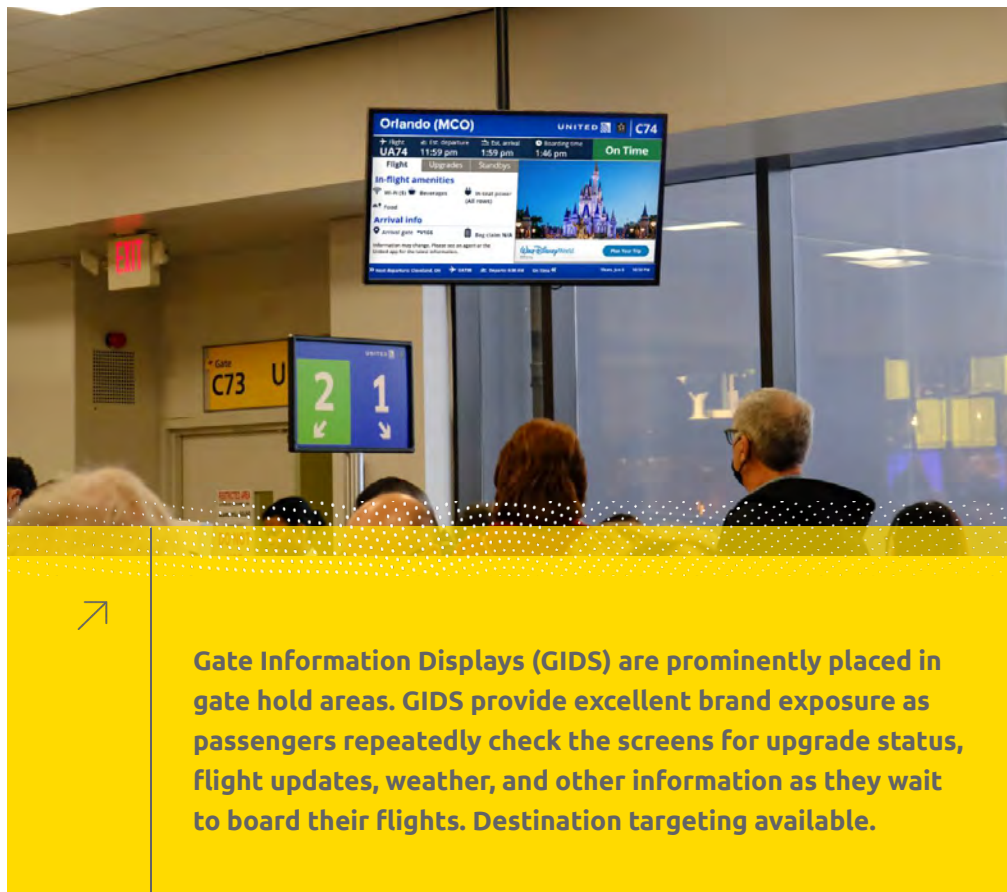
**Capture consumer attention with the largest United Club digital assets in the U.S.**

- 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



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.

# 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

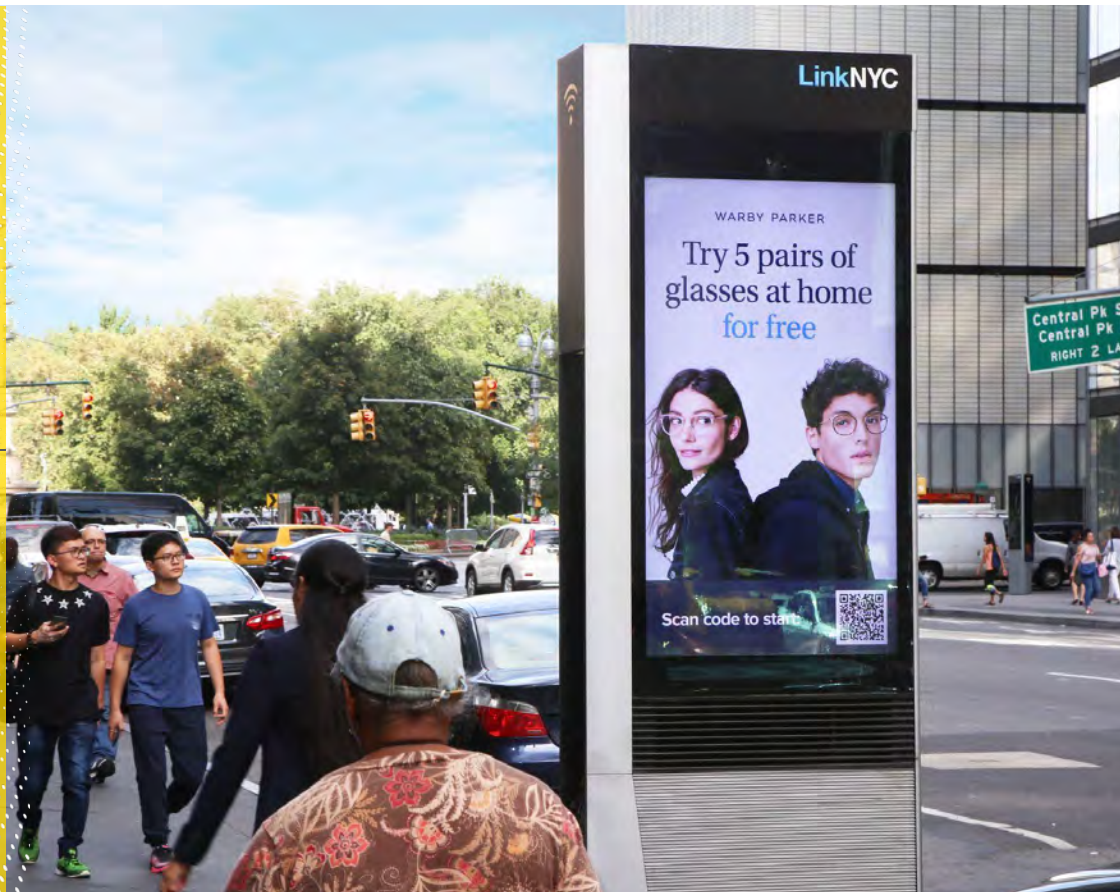
Intersection crafts custom brand activations and experiences that take consumer engagement beyond advertising alone.





# Attribution

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





# Intersection's campaign impact measurement solutions deliver actionable metrics that matter most:



Website Visitation



Conversions & Digital Events



Foot Traffic



Brand Awareness



Brand Affinity & Health



CPG/Retail Sales Lift







Script Lift






Custom Data Integrations

**Our measurement studies deliver a direct relationship with Intersection's measurement team and best-in-class 3rd party research partners:**

Study Type	Research Partner
Website Visitation	KOCHAVA★ StreetMetrics
Conversions & Digital Events	KOCHAVA★ StreetMetrics
Foot Traffic	FOURSQUARE  StreetMetrics
Brand Awareness	 mfour <small>mobile insights in real time®</small>
Brand Affinity & Health	 mfour <small>mobile insights in real time®</small>
CPG / Retail Sales Lift	CATALINA®
Script Lift	 CROSSIX <small>a Visioma company</small>

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Brand Affinity & Health	 mfour <small>mobile insights in real time™</small>

[Crossix](#), [Catalina](#), [StreetMetrics](#)

# Three ways to develop attribution strategies:

1

## CLIENT SUPPORT & CASE STUDIES

- Intersection provides case examples on how our media works for client's industry and use case
- While these studies don't measure client specific performance, they can show indicative performance

**Ideal for:** Smaller Campaigns, Limited Budgets

2

## DATA INTEGRATIONS

- Intersection provides full report of ad play logs including timestamps, unit latitude/longitude data for client's use with their existing attribution partner
- Partners can also buy programmatically through a DSP and PlaceExchange

**Ideal for:** Clients with existing attribution partners or who can also buy via a DSP

3

## CUSTOM RESEARCH STUDIES

- Intersection reviews clients needs and creates a comprehensive research study opportunities with a preferred partner
- Intersection coordinates, designs, executes, and analyzes research from partner and presents to advertiser

**Ideal for:** Large or complex campaigns, comprehensive research, agencies



# Pharmaceutical audience segmentation & targeting can accurately pinpoint healthcare consumer audiences

\*Crossix connects health, non-health and media data with sources spanning Rx, clinical, claims, consumer, media and more. The Crossix Data Platform covers 90% of people in the US and 99% of HCPs.



## Ailments & Conditions

examples: allergies, asthma, diabetes, fibromyalgia, hemophilia, lactose intolerance, migraines, etc.



## Medications

examples: allergies, asthma, diabetes, fibromyalgia, hemophilia, lactose intolerance, migraines, etc.



## Attributes & Consumption

examples: allergies, asthma, diabetes, fibromyalgia, hemophilia, lactose intolerance, migraines, etc.

Crossix\* Audience Segments are HIPAA and NAI-compliant, developed from analysis of the following consumer information variables:

SHOPPING  
BEHAVIOR

GEOGRAPHY

HOME  
OWNERSHIP

AUTO  
OWNERSHIP

HOBBIES



# Thank You



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