

Seattle Media Kit 2023



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1. About Intersection

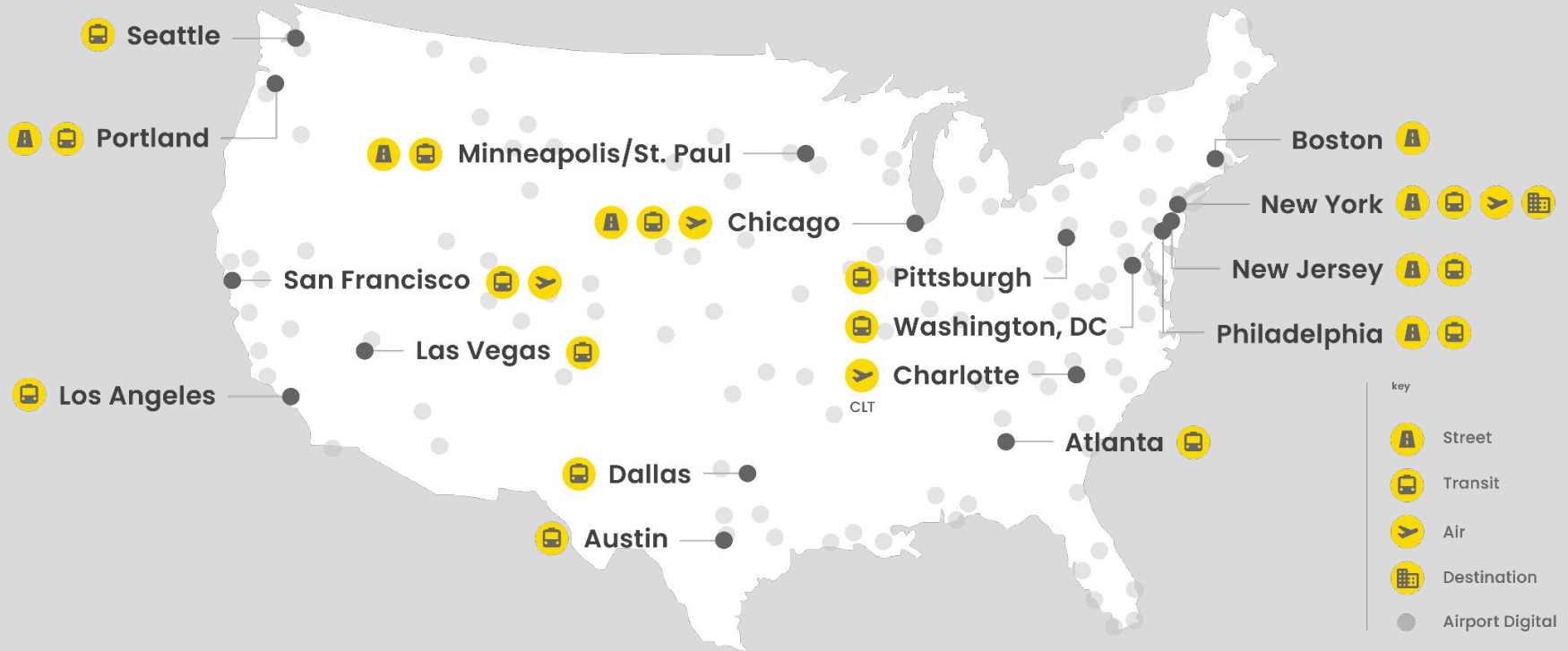
Reach diverse audiences in America's top cities

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.

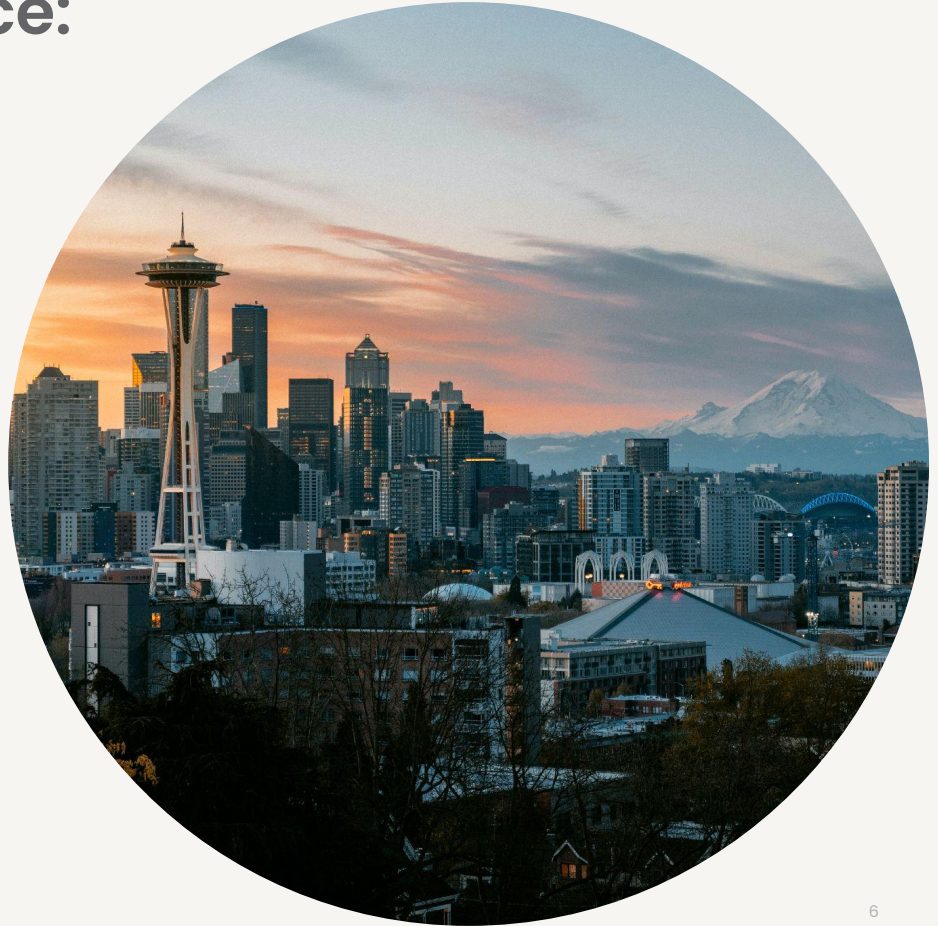


Premium products, national scale.



The Intersection Difference: Seattle

- Seattle is among the fastest-growing cities in the U.S., with a **population of 2.3MM and 28MM annual tourists** ¹
- We have robust media across the **top three counties in Washington: King, Snohomish, and Pierce**
- **Average monthly boarding of 2.7 million** across Sound Transit bus and rail systems ²





King County Metro Servicing Seattle and the surrounding metro area

- King County Metro is the largest bus system in the Seattle area, covering all of King County, including Bellevue, Redmond, and the eastside
- 1,350+ total buses¹
- 240+ routes¹
- 42.4 million miles traveled in 2020¹
- The 7th-largest bus system in the U.S. by ridership ²



Sound Transit

Seattle's regional connector

- Sound Transit provides express bus, light rail, and commuter train services in the urban areas of King, Pierce, and Snohomish counties
- 250+ total buses
- 100 light rail vehicles and 72 commuter rail vehicles
- One of the largest double decker bus fleets in the country

2. Products



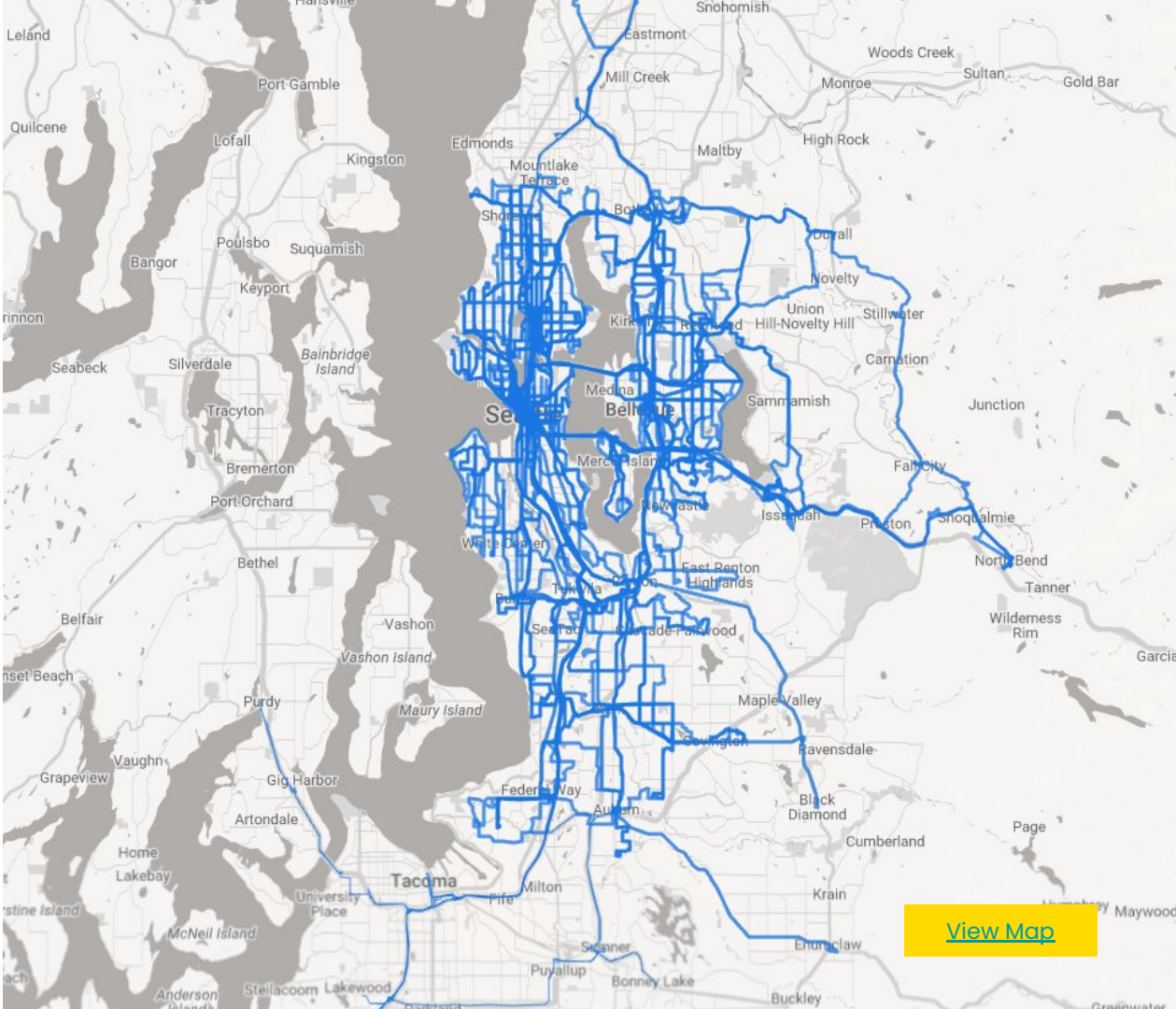
Bus Media

Intersection's bus advertising network provides extensive coverage throughout the greater Seattle area, reaching pedestrians, riders, and drivers along their daily journeys.

Seattle Bus Coverage

Bus Route

King County Metro
and Sound Transit



[View Map](#)



Bus Wraps

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.

Specs

Bus Wrap

Custom Install



Bus Double Ultra Super Kings

A double-play media format unique to extra-long commuter buses, Double Ultra Super Kings (DUSKs) deliver a creative, dual messaging opportunity.

Specs

Double Ultra Super King

Custom Install





Bus Ultra Super Kings

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.

Specs

Ultra Super King

Custom Install





Bus Kongs

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.

Specs

Bus Kongs

Varies

Bus Kings

Bus Kings successfully reach pedestrians throughout the Seattle metro. A high-reach format, this media quickly builds brand awareness among key audiences.

Specs

Bus King	30" H x 144' W
King w/ Vertical Panel	Size varies





Bus Kings with Vertical Panels

A Vertical Panel adds impact to a Bus King campaign, boosting visibility by towering over traffic, and increasing your brand's creative options.

Specs

Vertical Panel

Varies





Bus Queen

Targeting both pedestrians and drivers, Bus Queen displays deliver extensive market penetration and coverage.

Specs

Queen

Multiple sizes



Bus Tails

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

Specs	
Tail	Size varies by market
High Impact Tail	Size varies by market
Supertail	Custom Install





Bus Fullbacks

Fullbacks project your brand in a way no one can miss. These bold displays leave a lasting impression as they maneuver through dense Seattle traffic.

Specs

Fullback

Custom Install



Bus Interiors

Interior Car Cards, Michelangelos and Bulkheads allow you to reach a captive audience of commuters every day with high dwell times.

Specs

Interior Car Cards	11"H x 17"W
	11"H x 34"W
Michelangelo	Varies
Bulkheads	Varies





Double Tall Bus Media

Double Tall buses, offering Fullwraps, Mega Kings, and Half Sides, are an unusual and exciting messaging option that tower over congested traffic.

Specs

Bus Fullwrap	Custom Install
Mega King	Custom Install
Half Side	Custom Install

Double Tall Bus Media

Double Tall buses deliver excellent messaging alongside audiences in congested traffic. Bus Kings are a high-reach format that will quickly build awareness for your ad amongst pedestrians or commuters.

Specs

King - Direct App	30"H x 144"W
Kong - Direct App	36"H x 208.5"W



King



Kong



RapidRide Media

A series of dedicated, 24-hour rapid transit bus routes, the RapidRide system is unique to Seattle and offers a more specialized and targeted coverage area with large-format media.

Specs	
Double Ultra Super King	Custom Install
Bus King	30"H x 144"W
Bus Tail or Fullback	Custom Install



Eastside Electric Bus Media



These all-electric buses run on a loop, giving advertisers high SOV and frequency in Seattle's affluent Eastside neighborhoods.

Specs

Ultra Super King	Custom Install
Kong	Custom Install
King w/ Vertical Panel	Custom Install



Rail Media

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.

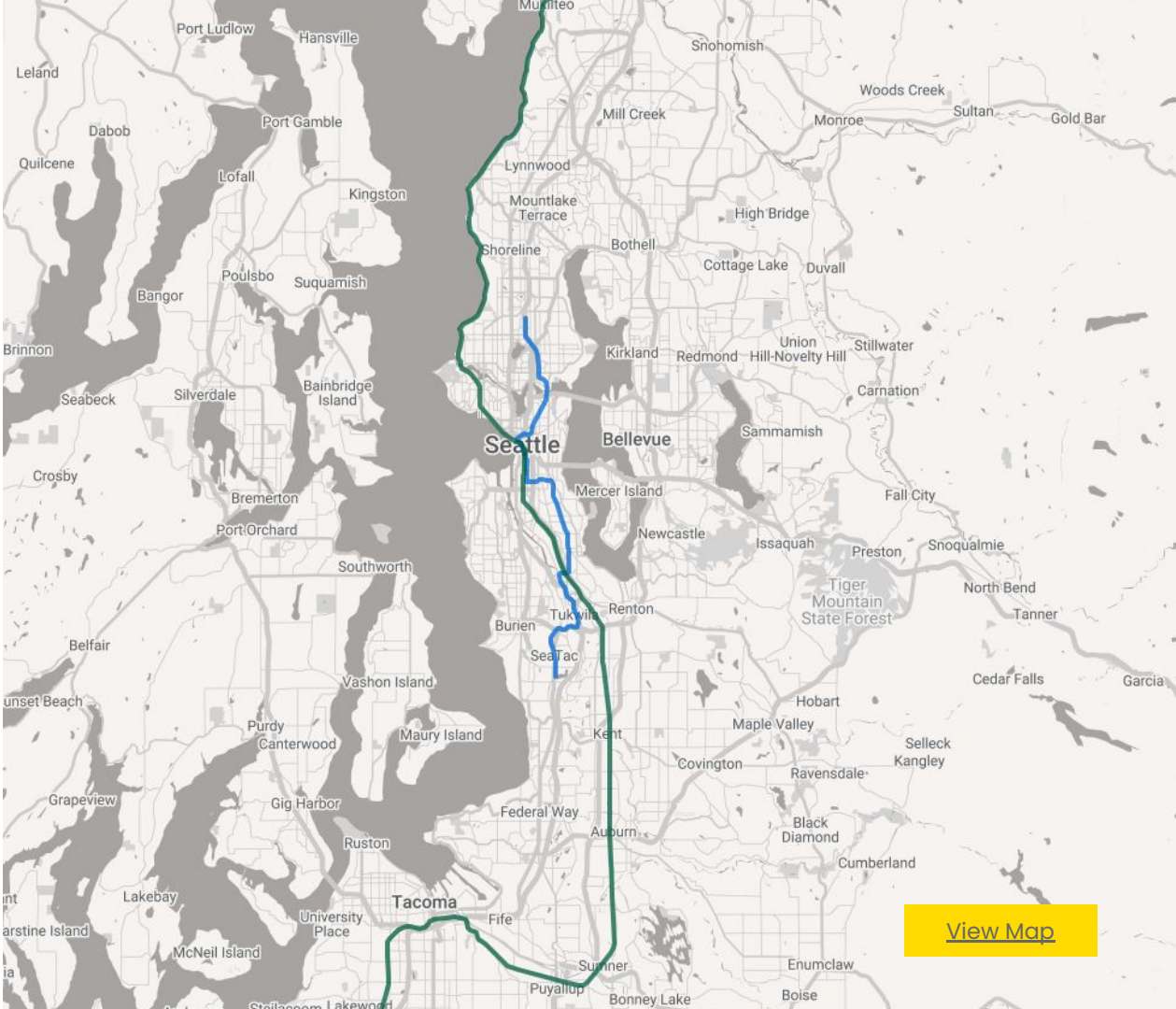
Seattle Rail Coverage

Rail Route

Sounder Commuter Rail



Central Link Light Rail



[View Map](#)

Station Dominations

Station Dominations enable a brand to own an entire station with a combination of media formats that can't be missed. Dominations create buzz and generate recall with out-of-the-box executions that stop people in their tracks.



Digital Platforms

Digital Platforms are high-impact units located along Seattle's high foot traffic Central Link stations providing transit content alongside vivid digital media.

Specs

Screen Size	55", 75"
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Resolution	3840 x 2160
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Frame Rate	30 fps
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Spot Length	:7.5 sec
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17 Advertiser Spots / 150 Second Loop



Hallway Wraps

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

Specs

Hallway Wrap

Custom install





UW Station Wallscape

Spanning nearly 170 feet across the upper structure of the University of Washington Station's exterior, the UW Station Wallscape targets excited sports and events fans bound for the adjacent 70,000-seat Husky Stadium.

Specs

Wallscape

Approx 10 ft. H x 168 ft. W

Two-Sheets

Two-Sheets are available in the majority of rail stations, providing brand visibility in high-traffic areas of each station with long dwell times.

Specs

Two-Sheets

46"H x 60"W





Train Wraps

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

Specs

Train Wrap

Custom Install



Wild Train Wraps

A Wild Train Wrap allows for ads in succession across both sides of the train and can be enhanced with window extensions for even greater impact.

Specs

Wild Train Wrap

Custom Install



Interior Brand Trains

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

Specs

Interior Car Cards	Varies
Bulkhead Display	Varies
Michelangelo	Varies



Rail Interiors

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

Specs

Interior Car Cards	Varies
Bulkhead Display	23"H x 17"W 20"H x 30"W
Michelangelo	21"H x 42"W 42" H X 24"W
Wall Panels	27"H x 25"W





Seattle Streetcar

Seattle Streetcar operates two lines on 3.8 miles of track, circling Seattle's central city.

The Streetcar reaches audiences in several key destinations: downtown, Amazon campus, Seattle University, popular museums and trendy shopping districts.

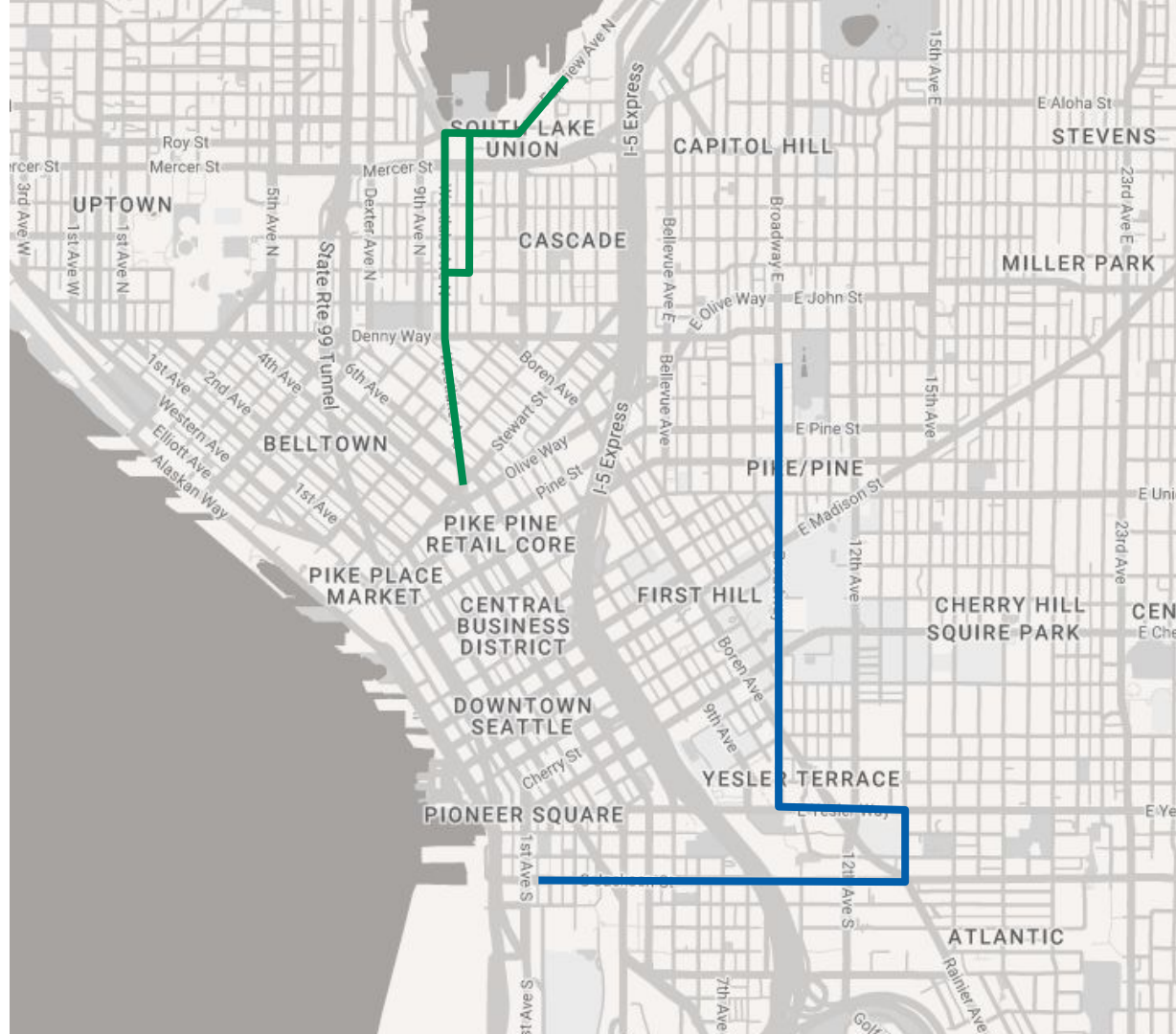
Seattle Streetcar

Legend

First Hill Route



South Lake Union Route





Streetcar Full Wraps

Full Wrap advertising covers the entire exterior of a streetcar. These huge ads provide the space for larger-than-life creative, turning heads as they roll through the city.

Specs

Full Wrap

Custom Install



Image for illustrative purposes only.

Streetcar Full Side

A Full Side spans the surface of one side of a train car, effectively half of a train wrap.

Specs

Full Side

Custom Install



Image for illustrative purposes only.

Streetcar Wild Wrap

A unique and eye-catching format, Wild Wraps incorporate the center of the train as part of the creative.

Specs

Wild Wrap

Custom Install



Concept art for illustrative purposes only



Interior Brand Train

Seattle Streetcar offers interior brand train media that reaches downtown workers, tourists, and major medical facilities.

Specs

Brand Trains

6 Interior Panels and 2 Michelangelos per train



Air Media

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



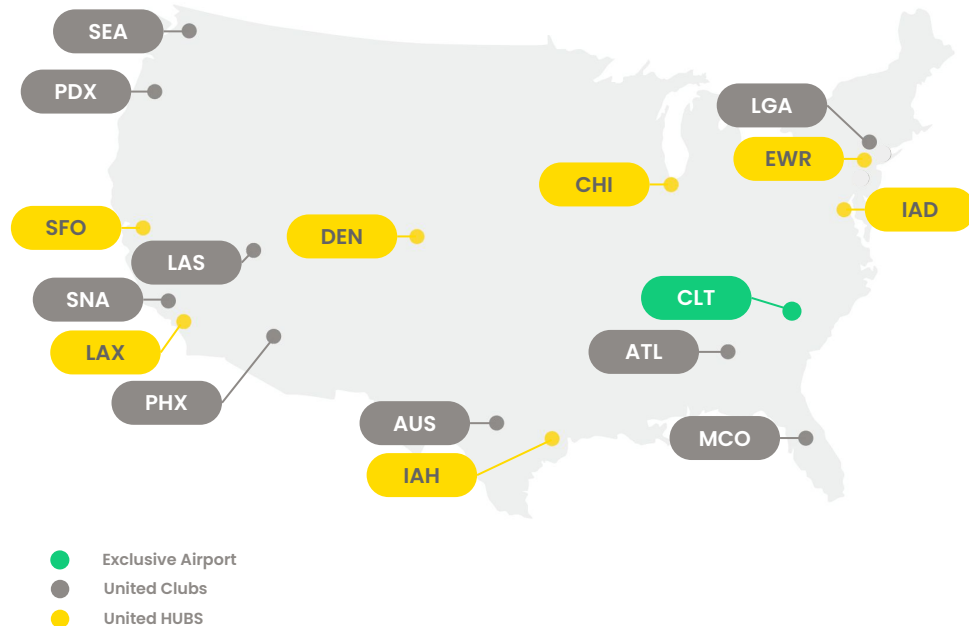
Premium Products, National Scale

Exclusive Airport

Charlotte, NC

United Clubs

Atlanta, GA	Newark, NJ
Austin, TX	New York, NY
Chicago, IL	Orlando, FL
Cleveland, OH	Phoenix, AZ
Denver, CO	Portland, OR
Houston, TX	San Francisco, CA
Honolulu, HI	Seattle, WA
Las Vegas, NV	Washington, DC
Los Angeles, CA	



Plus **1,100+ United Gate Information Display Screens**
at airports across the country

United Premium Club Display

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.

Specs

Premium Club Display

3'H x 10'W



United Club Digital Display

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.

Specs

United Club Digital

42-55" HD LCD



United Club Video Walls

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

Specs

United Club Video Walls

86-100" HD LCD



Gate Information Displays (GIDS)

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.*

Specs

Gate Information Displays

46" HD LCD



3. Additional Offerings

Sponsorship

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



Experiential

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



Thank You

Intersection

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