

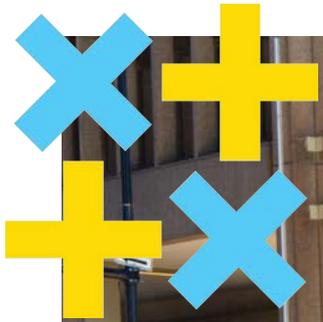


# Chicago Media Kit 2026

 Intersection

# Contents

About Intersection	03
Products	10
Additional Offerings	73
Contact	74



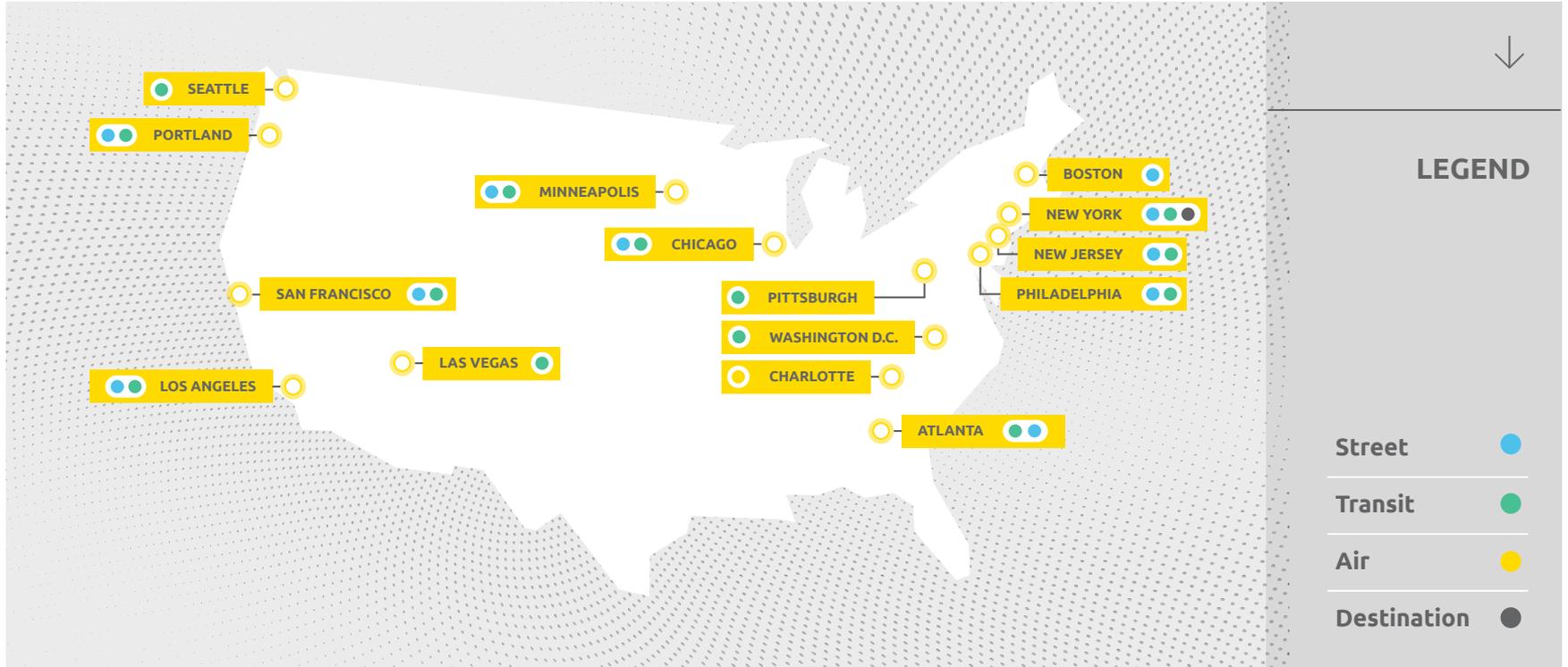
BUS ULTRA SUPER KING

# Reach diverse audiences in America's Top Cities

From New York to LA and everywhere in between, people are on the go, experiencing the best of their cities. Wherever their journey takes them, our media is in high-traffic locations, connecting your brand with the right audience. Whether they're commuting, exploring their neighborhoods, or traveling farther, Intersection meets them there.

With advertising in the country's largest, busiest cities—like New York, Chicago, and Philadelphia—Intersection delivers scale and access to valuable audiences that other media can't match.

# Premium products, national scale.



# The Intersection Difference Chicago

The most comprehensive and targeted  
media solutions in Chicago

- Over 23 million monthly rides taken across CTA bus and rail
- Media positioned to reach and target each one of Chicago's 77 community neighborhoods
- The city's largest digital out-of-home network with over 400 screens and growing

Source: Metro Transit



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



CTA is the second largest public transit system in the U.S., providing safe and accessible transportation to millions of Chicagoans each week. Amtrak provides long-distance travelers with convenient service to and from Union Station. Pace Bus is the premiere suburban transit provider for the Chicagoland area.

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.

# CTA

## The nation's second largest transit authority

CTA plays a vital role in keeping Chicago connected and moving

- The CTA received the highest honors in the industry: the 2020 Outstanding Public Transportation System Award and the Outstanding Public Transportation Manager Award, from the APTA.
- 1,864 busses operate on 129 routes, covering 1,500 route miles, and serving almost 11,000 bus stops.
- 1,492 rail cars operate eight routes and 224.1 miles of track, and serving 145 rail stations.



Source: CTA



# Pace

## Extensive coverage throughout greater Chicagoland

Pace suburban bus routes connect suburbanites to key areas throughout Chicagoland

- Nearly 40MM annual rides taken
- Area of service has a total population of approx 8.3MM residents'
- Coverage in six counties - suburban Cook, DuPage, Kane, Lake, McHenry and Will - and 284 municipalities



Source: Pace



# Amtrak

## Access to thousands of travelers & suburban commuters at Chicago Union Station

Amtrak Union Station in Chicago is a cultural icon and vital transportation hub

- Chicago Union Station is the 4th largest rail terminal in the country, the largest outside of the East Coast.
- Chicago Union Station serves both Amtrak regional customers, and Metra suburban commuters— providing a diverse audience for advertisers.



Source: CTA



# Divvy

## One of the largest and most utilized bikeshare programs in the country

Divvy Bikes help Chicagoans explore the city, and make the daily commute more accessible.

- 900+ Bikeshare stations serving all 77 of Chicago's unique neighborhoods
- Divvy was the first bikeshare program in the country to incorporate charging for e-bikes and electric scooters
- Over 11 million trips were taken on bikes and e-scooters in 2024, a new annual record



DI VY

Source: CDOT, Divvy

# Street Media



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





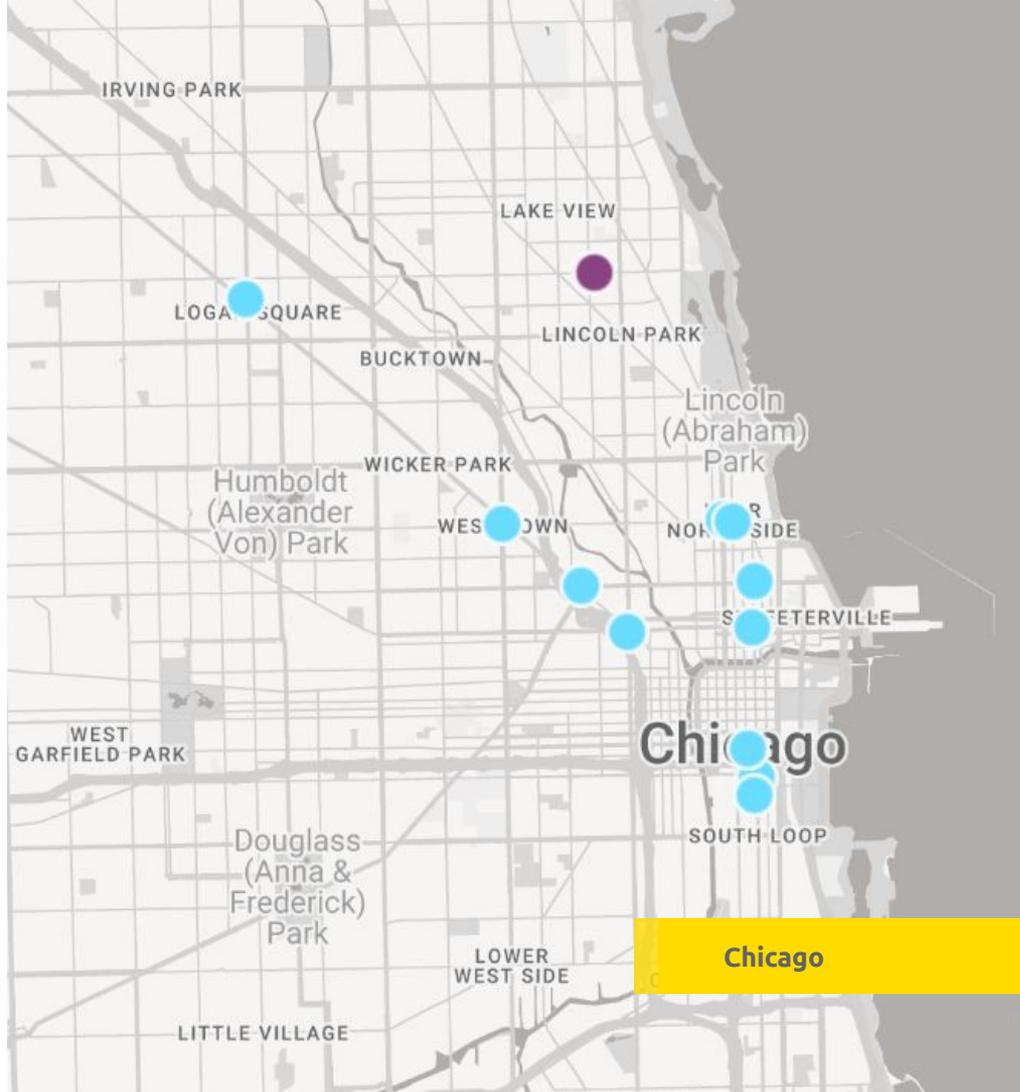
# Chicago Specialty Street Media

## Legend

Headhouse



Diversey Wallscape



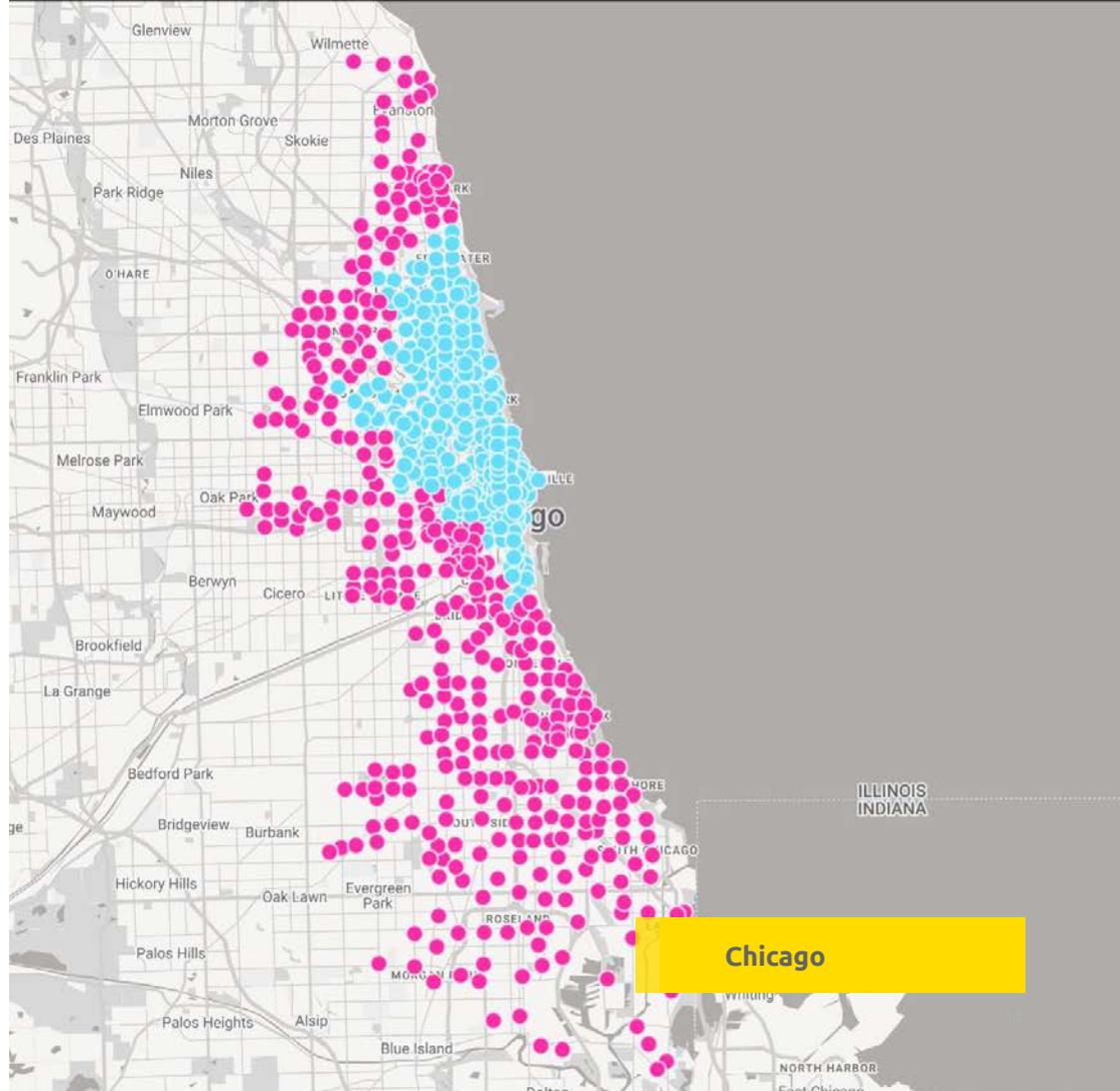
# Chicago Divvy Bikeshare Posters

## Legend

Bikeshare Poster



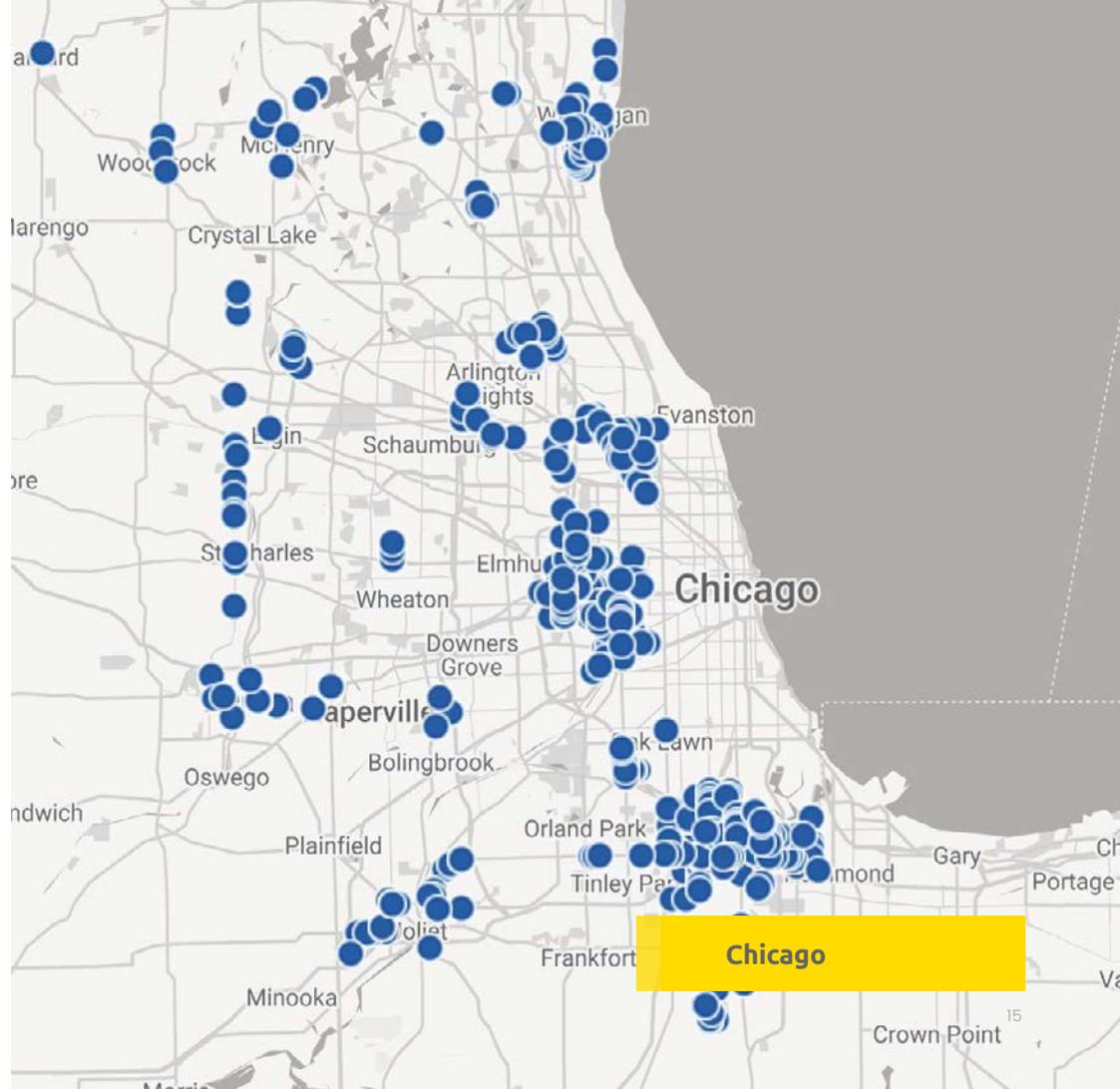
Premium Bikeshare Poster



# Chicago PACE Bus Shelters

## Legend

PACE Bus Shelter





# Digital Urban Panels

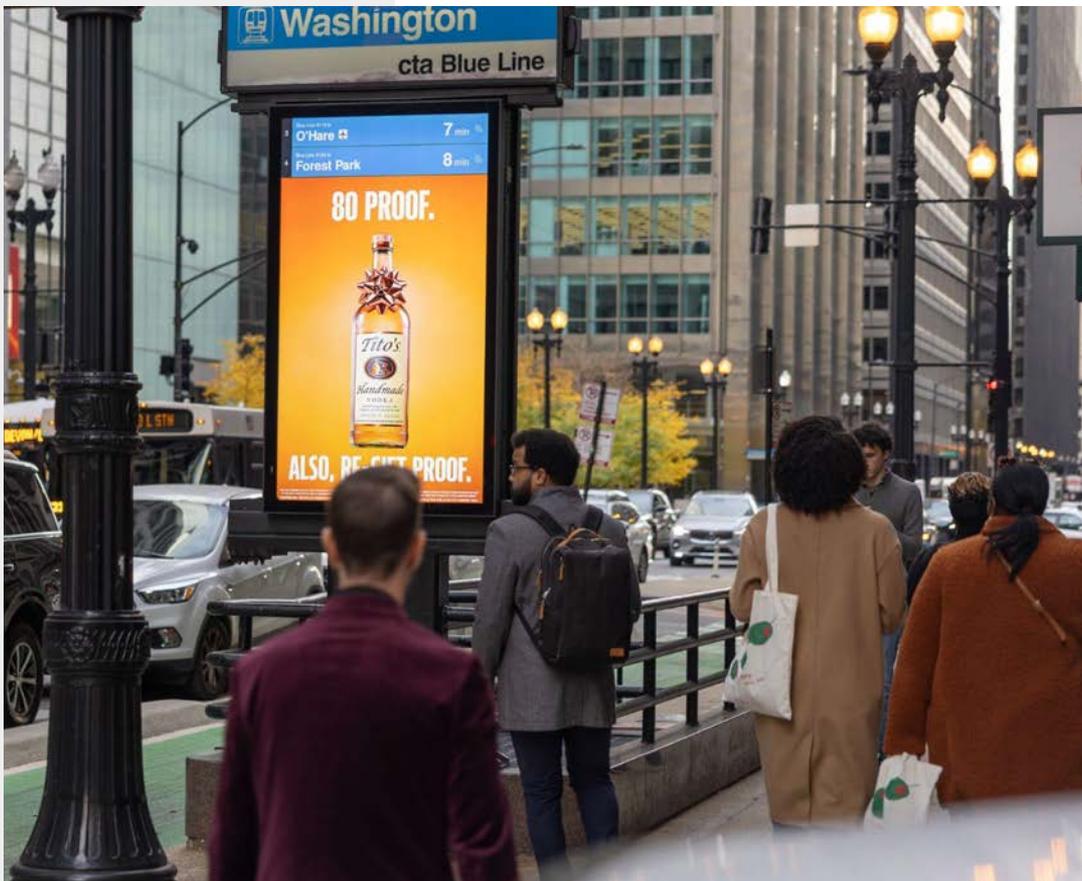
Digital Urban Panels are strategically placed in high-traffic neighborhoods, making them ideal for reaching people on the go. They support static and video creatives and offer a robust library of dynamic capabilities.

## Specs

---

Screen Size	55"
Resolution	960 H x 1920 W

---



# Vertical Digital Urban Panels

75" Vertical Digital Urban Panels are strategically placed along busy streets in the Chicago Loop. This media is ideal for reaching audiences on-the-go with larger than life messaging at street level.

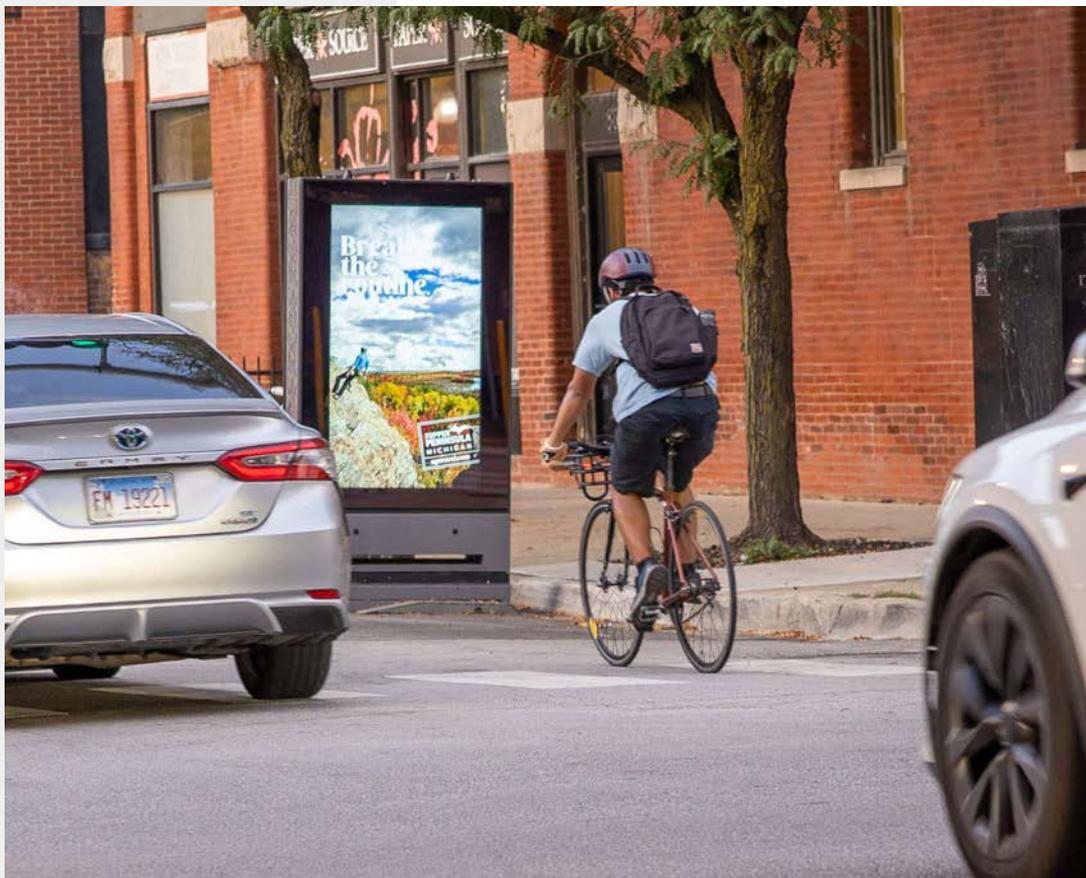
## Specs

---

Screen Size	75"
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---

Resolution	3240 H x 2160 W
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# Digital Kiosks

Located within bustling neighborhoods, these 65" displays offer advertisers the opportunity to reach consumers with larger than life, dynamic digital messages. 7.5 second spot, 12 available spots on a rotation.

## Specs

Screen Size	65"
Resolution	2160 x 3240



# Urban Panels

Urban Panels are strategically placed at key downtown intersections, delivering daily visibility to both pedestrians and drivers in high-traffic areas.

## Specs

Urban Panel

30" H x 60" W



# Elevator Wrap

Elevator Wraps capture attention from every angle with multi-facing ads. This high impact media dominates the landscape in high-traffic locations.

## Specs

Elevator Wrap

Custom Install

# Headhouses



Located in many top neighborhoods, Headhouses allow for custom build-outs and bold, memorable executions, creating the perfect opportunity for social buzz.



## Specs

Headhouse

Custom Install



# Wallscapes

Wallscapes are highly visible, and stand out above the busy streets of Chicago. Our Diversey Wallscapes are illuminated, for full impact, no matter the time of day. Located within the bustling Lincoln Park neighborhood, these wallscapes are surrounded by shopping, dining, and nightlife with many popular hot spots within walking distance.

## Specs

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Wallscape

19' H X 11'6" W

---

# Windows

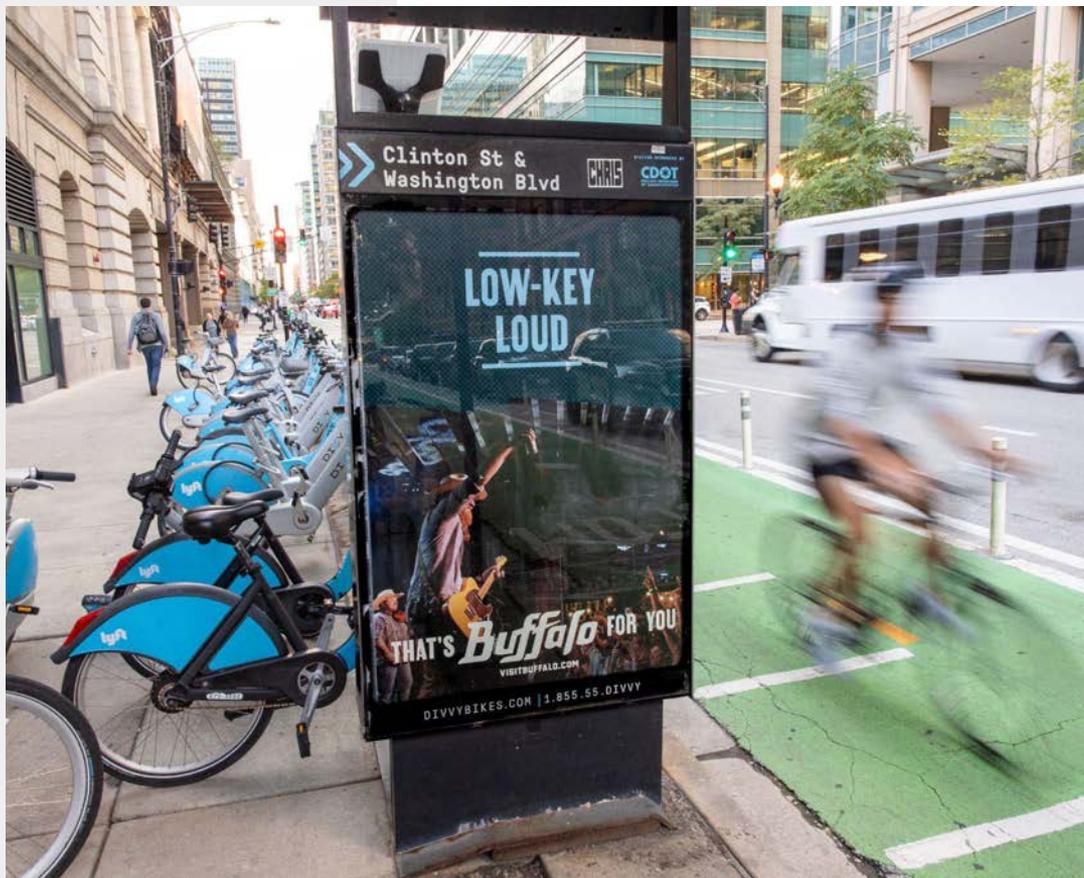


This eye-catching media makes creative use of exterior window space at CTA stations in popular Chicago neighborhoods, capturing the attention of anyone passing by.

## Specs

Windows

Custom Install



# Bikeshare Posters

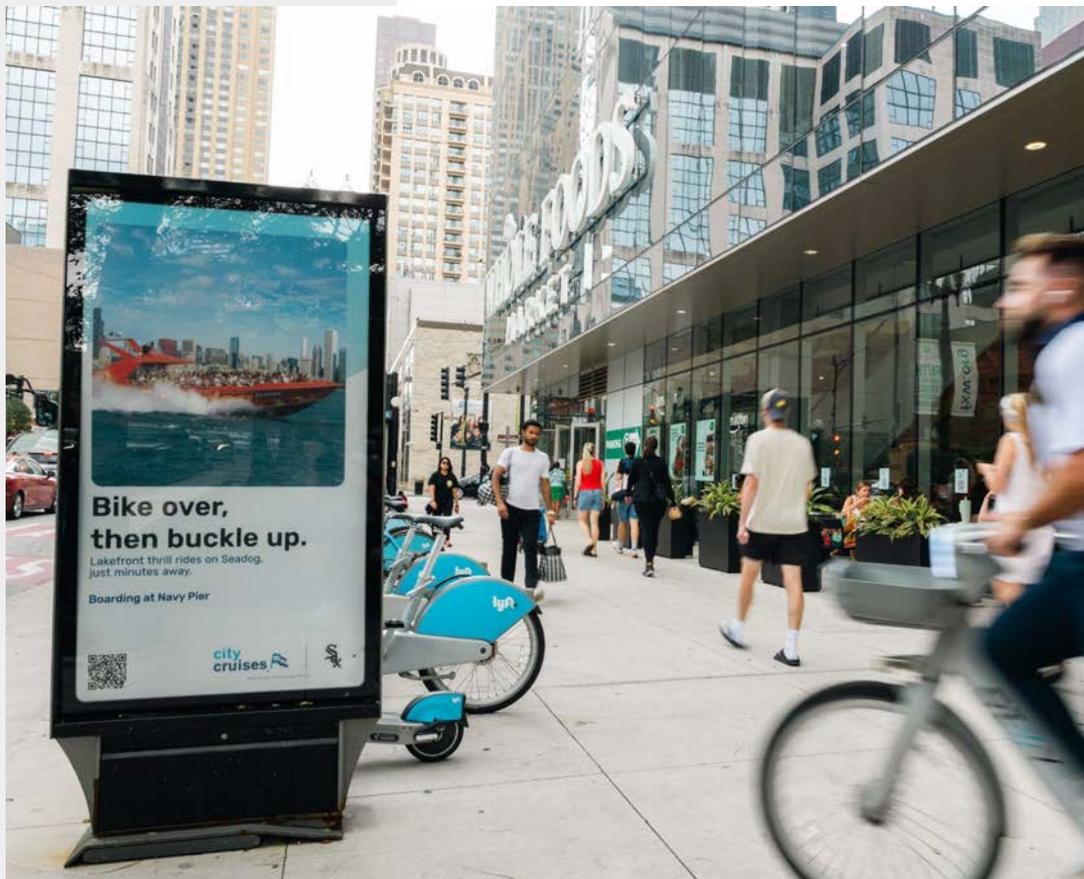
Bikeshare Posters are located throughout Chicago, with 900+ locations city wide. Capture the attention of a diverse and expansive audience, maximizing visibility and engagement in high-traffic environments.

## Specs

Bikeshare Poster

56.75" H x 37" W





# Bikeshare Posters

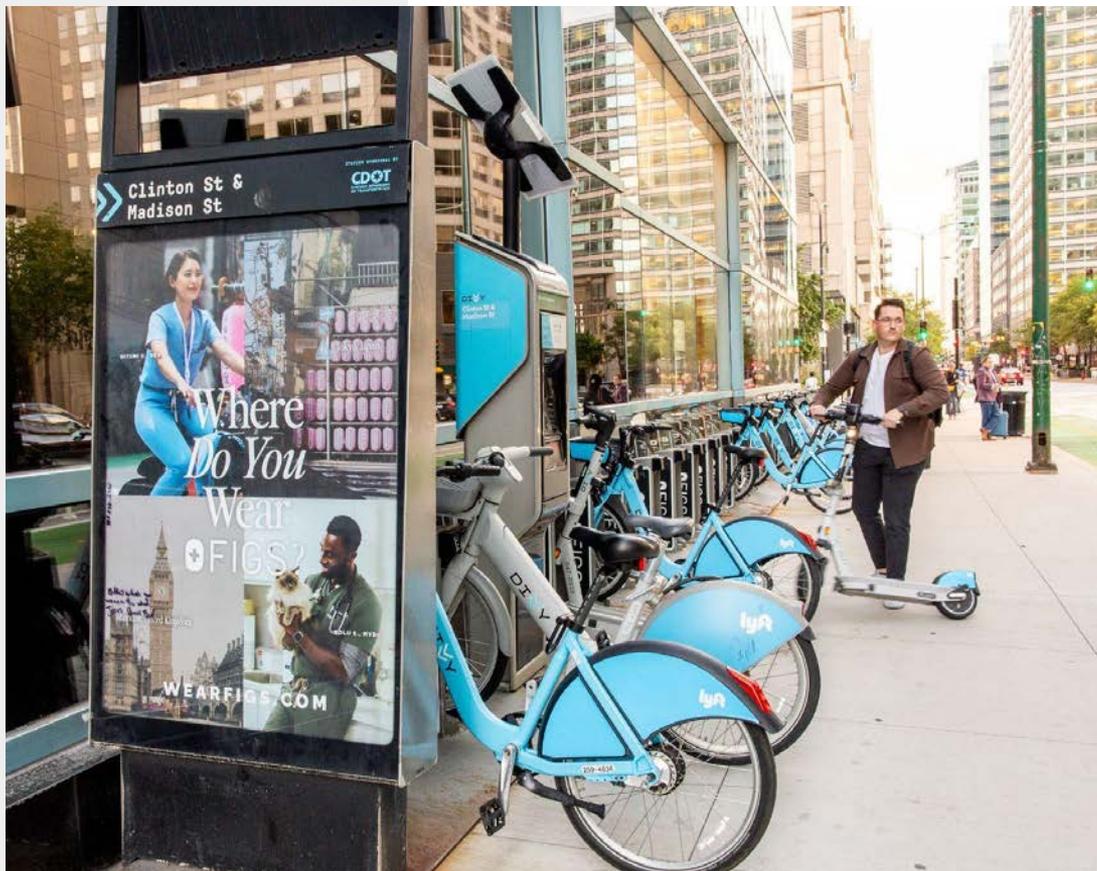
Bikeshare Posters are located throughout Chicago, with 900+ locations city wide. Capture the attention of a diverse and expansive audience, maximizing visibility and engagement in high-traffic environments.

## Specs

Bikeshare Poster

68" H x 38" W





# Bikeshare Stations

Bikeshare Stations are located throughout Chicago, with 700+ locations city wide. Create an impactful brand moment by pairing the Bikeshare Poster with the adjacent Dock Wrap.

## Specs

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Bikeshare Poster	56.75" H x 37" W
------------------	------------------

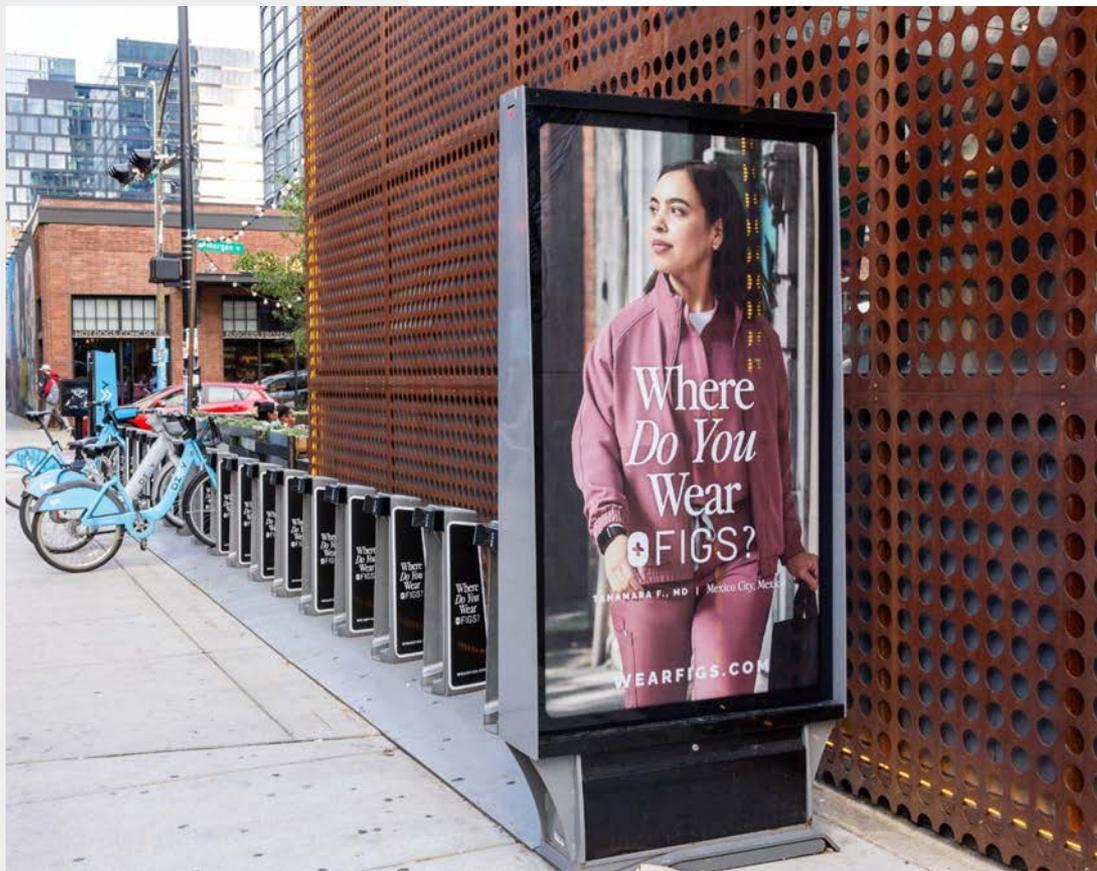
---

Dock Wrap Size	Sides: 28.2" H x 9.47" W
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---

	Top: 7.125" H x 8.25" W
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---



# Bikeshare Stations

Bikeshare Stations are located throughout Chicago, with 700+ locations city wide. Create an impactful brand moment by pairing the Bikeshare Poster with the adjacent Dock Wrap.

## Specs

---

Bikeshare Poster 68" H x 38" W

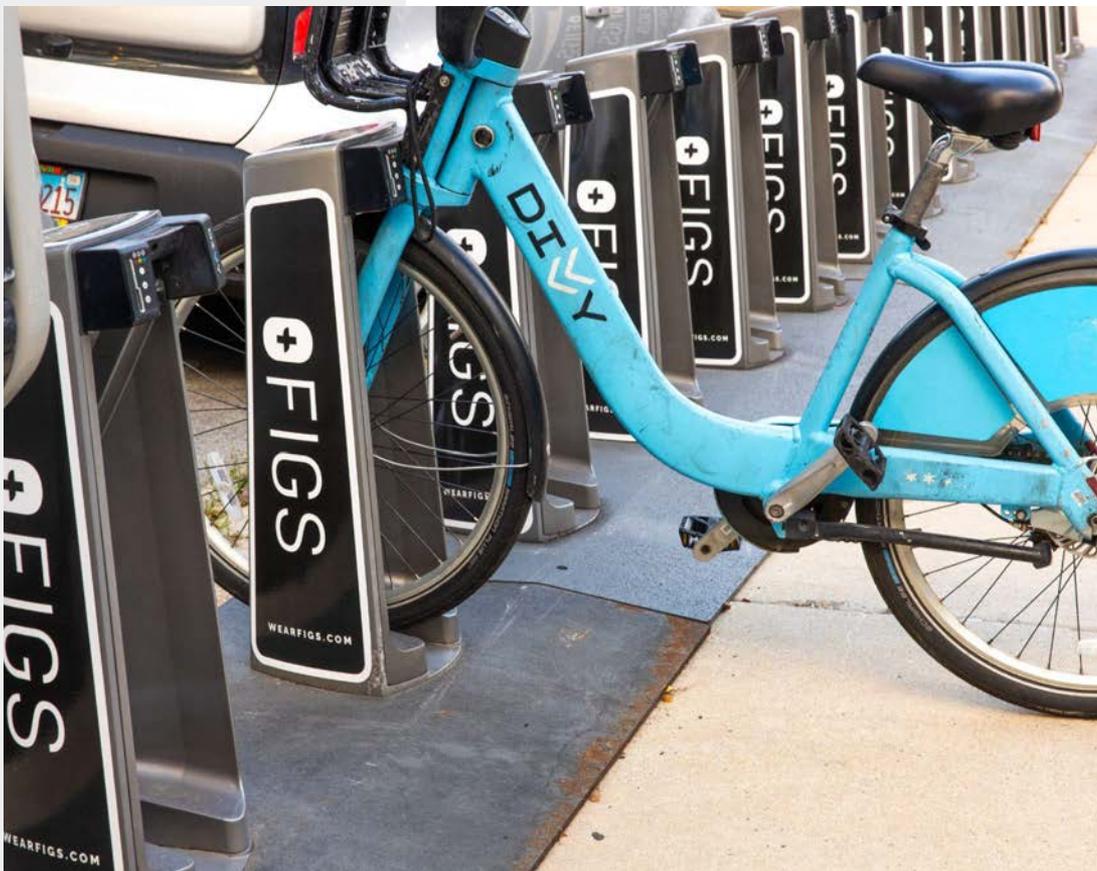
---

Dock Wrap Size Sides: 28.2" H x 9.47" W

---

Top: 7.125" H x 8.25" W

---



# Bikeshare Dock Wraps

Reach commuters and tourists on the go during the beginning and at the end of their trip with dock wraps that host 16 bikes on average throughout the city.

## Specs

Dock Wrap Size	Sides: 28.2" H x 9.47" W
	Top: 7.125" H x 8.25" W



# Bus Shelters

Oversized bus shelter ads command attention from pedestrians, commuters, and passing drivers, making a bold impact in high-traffic areas of Chicago.

## Specs

Bus Shelter

68.5" H x 47.5" W



# Bus Media



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.



# Chicago CTA Bus

## Legend

74th 

77th 

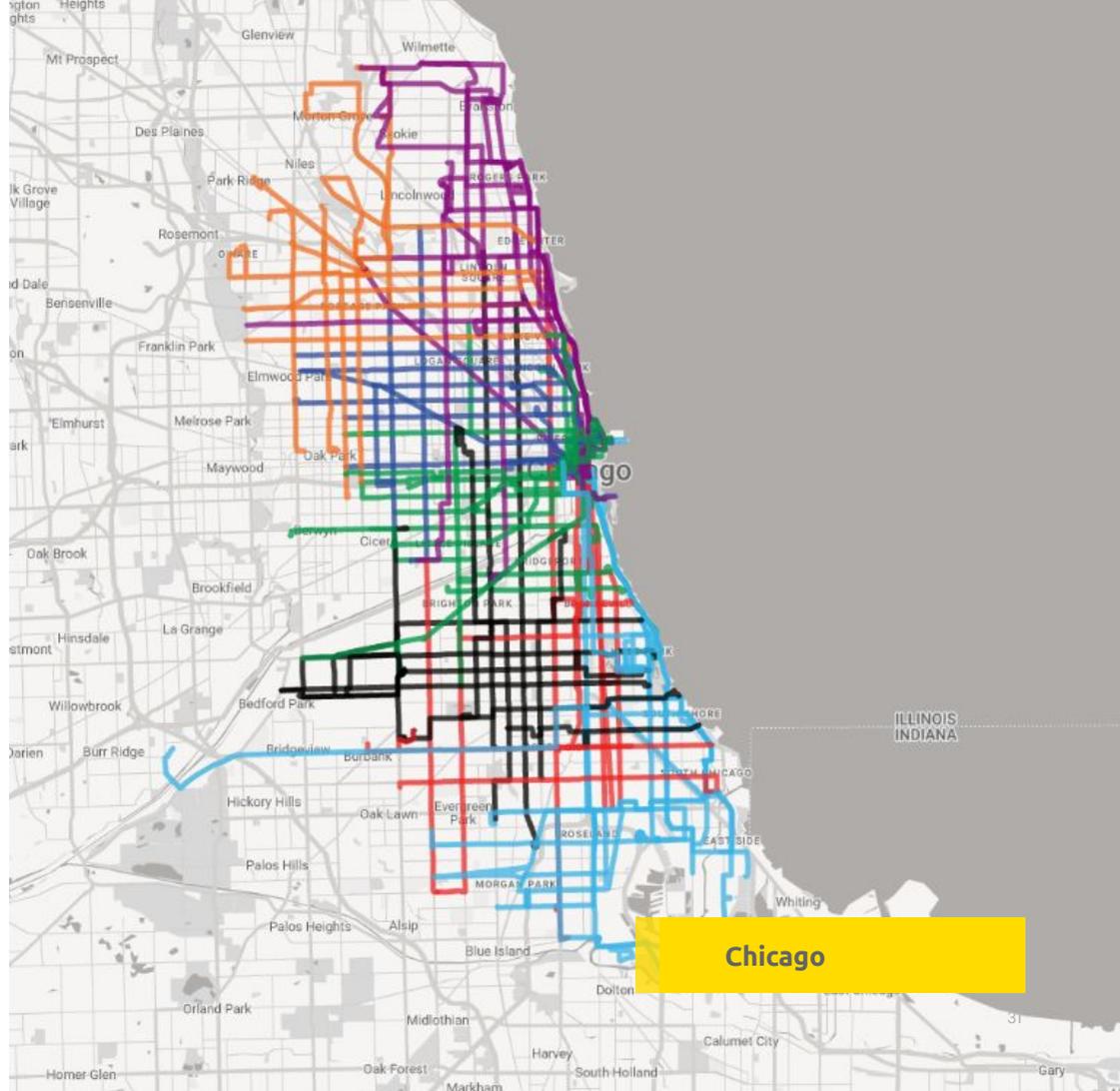
103rd 

Chicago 

Forest Glen 

Kedzie 

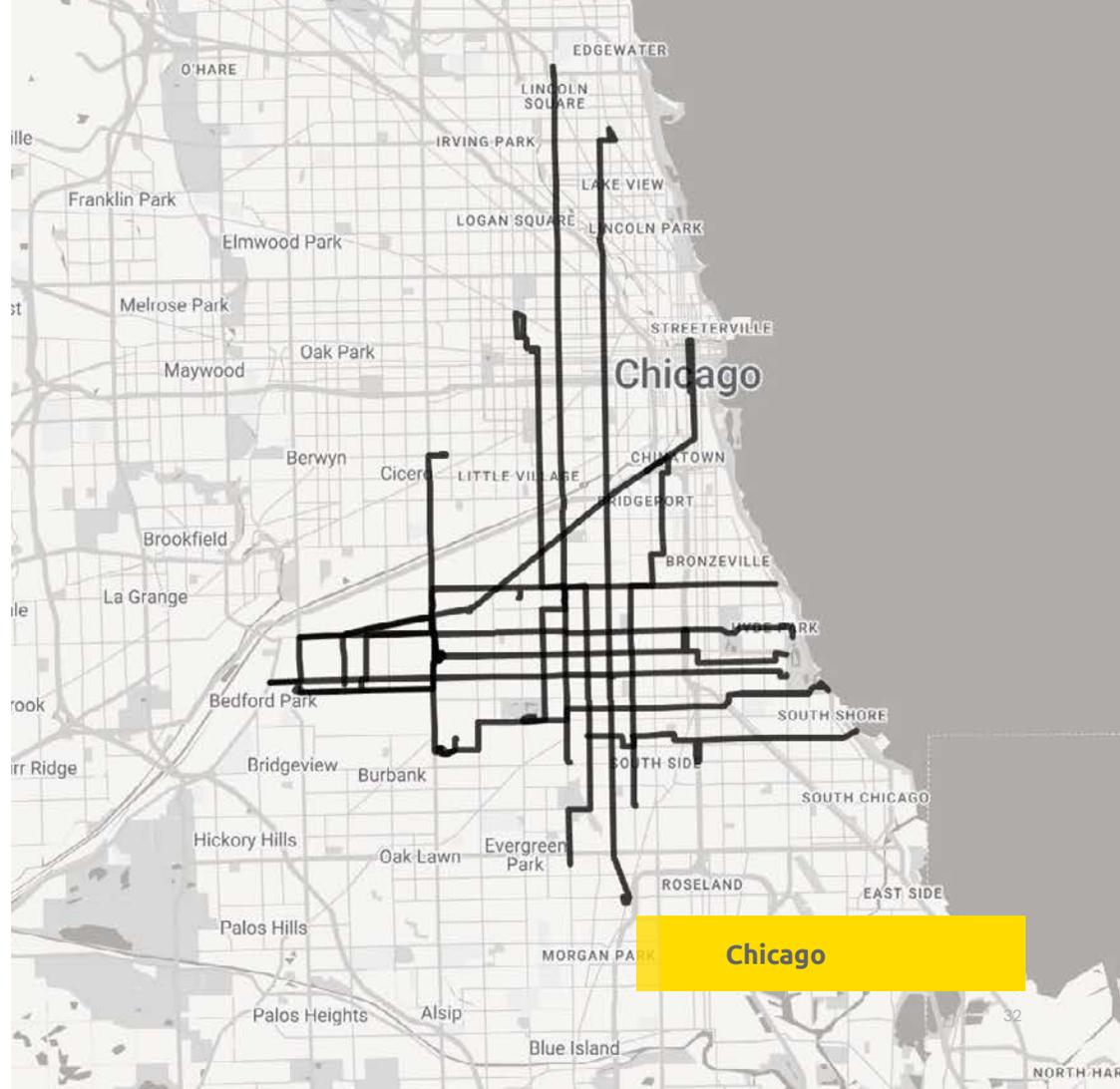
North Park 



# Chicago CTA Bus

## Legend

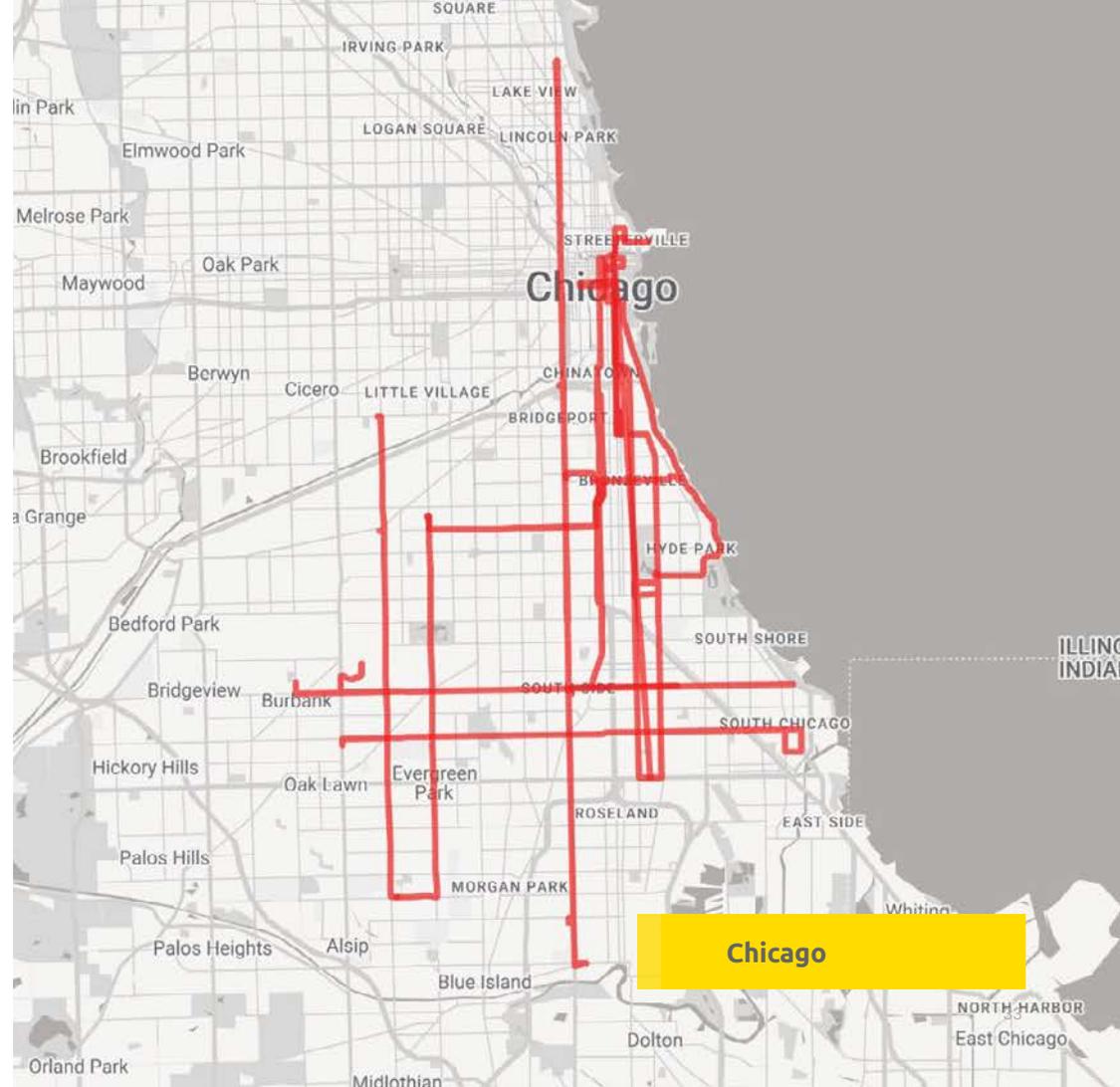
74th



# Chicago CTA Bus

## Legend

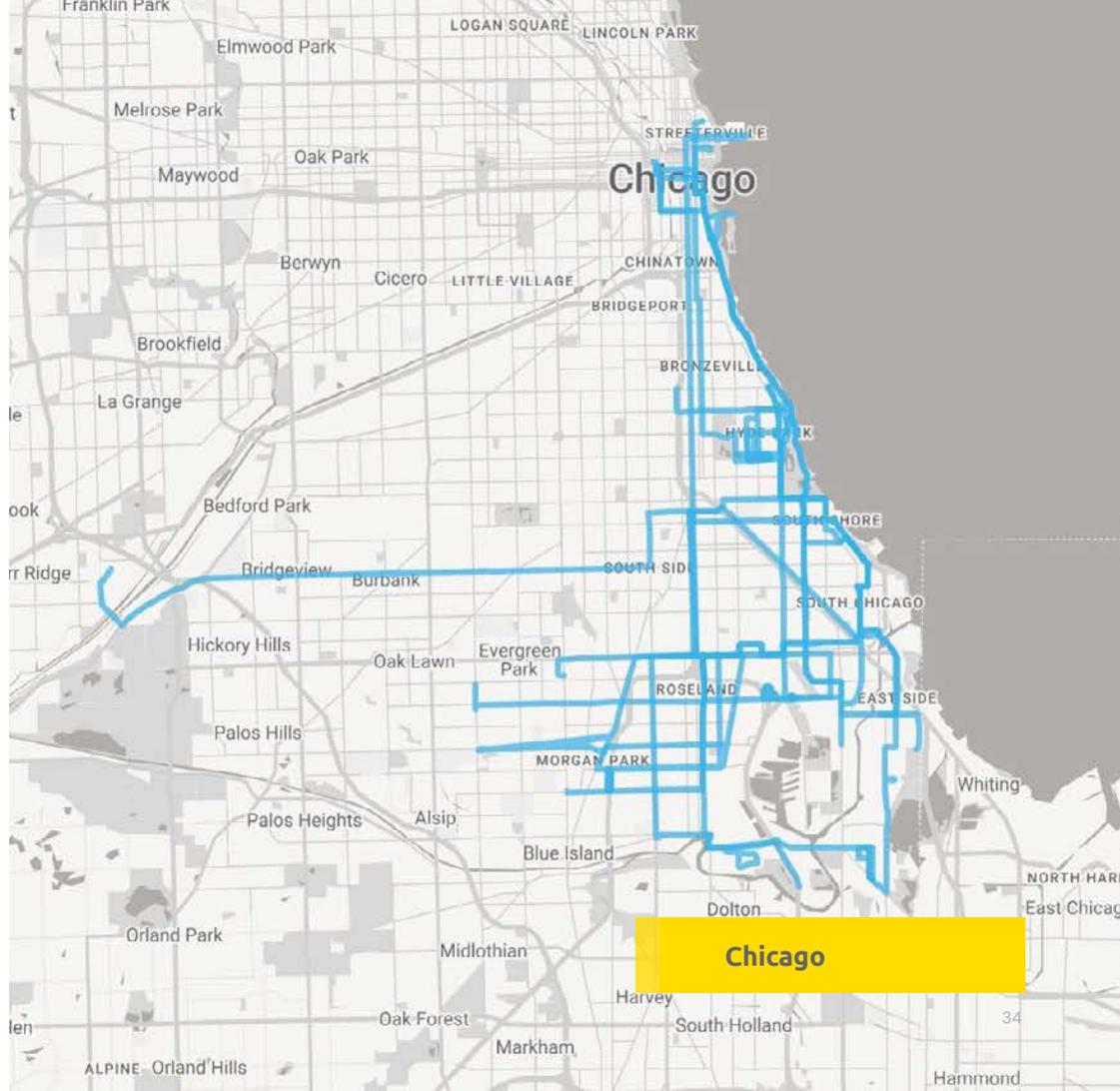
77th



# Chicago CTA Bus

## Legend

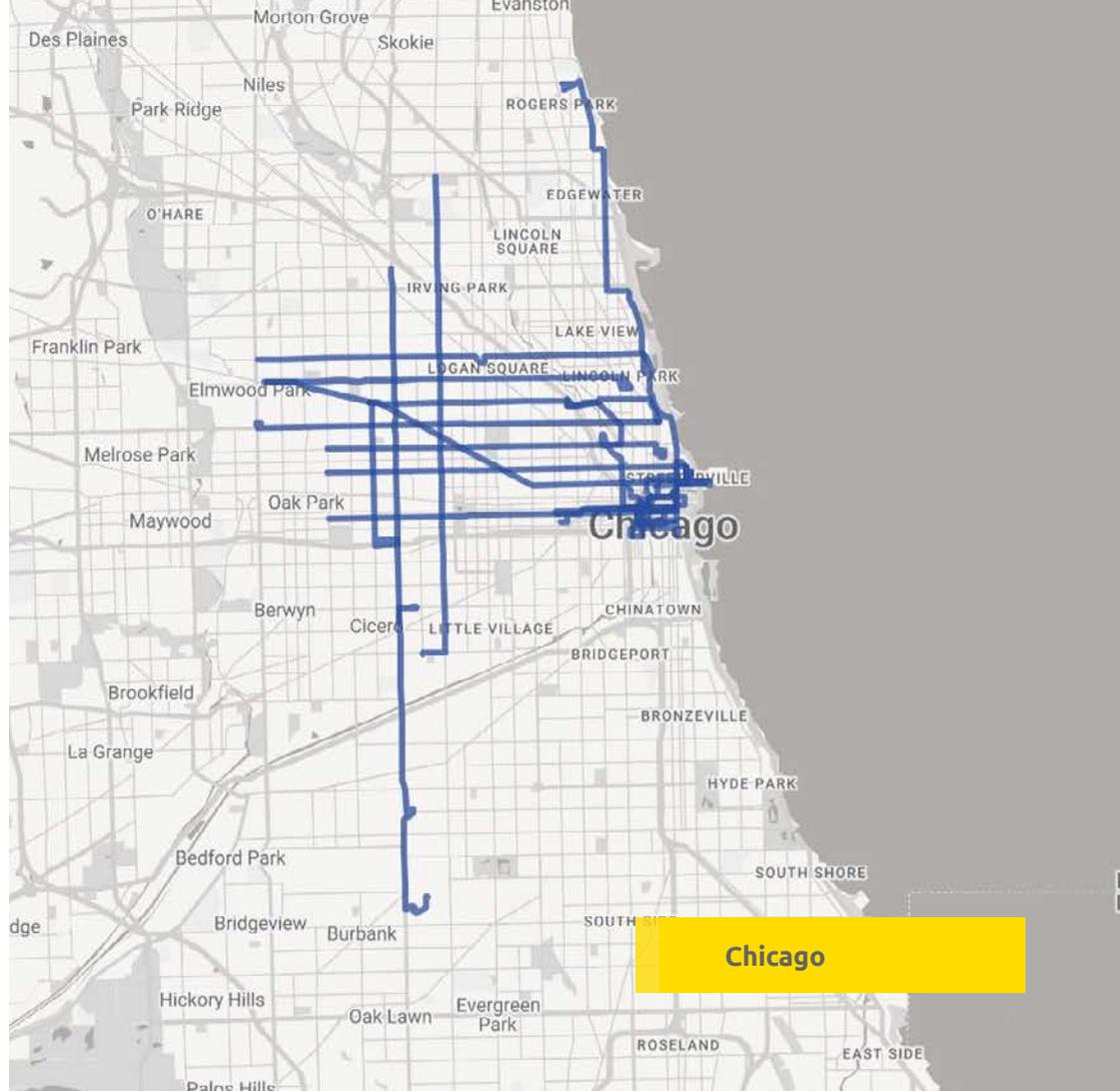
103rd



# Chicago CTA Bus

## Legend

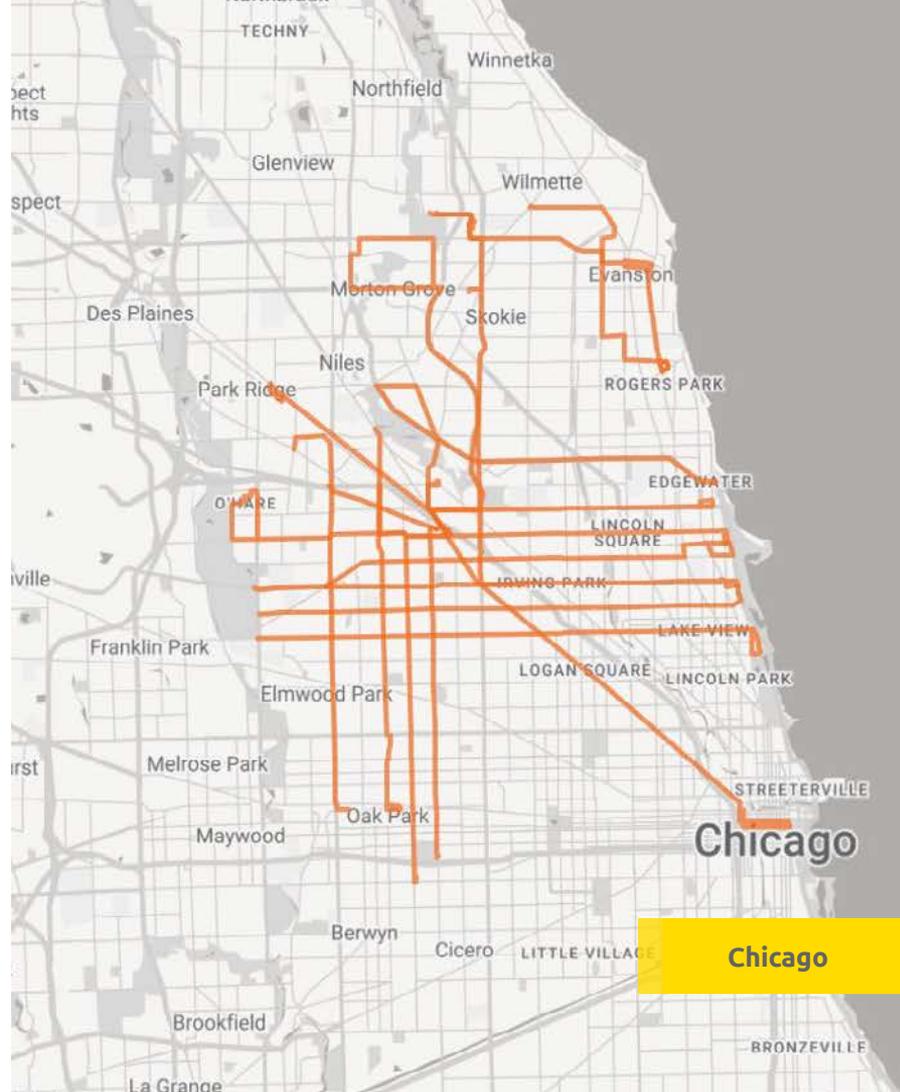
Chicago



# Chicago CTA Bus

## Legend

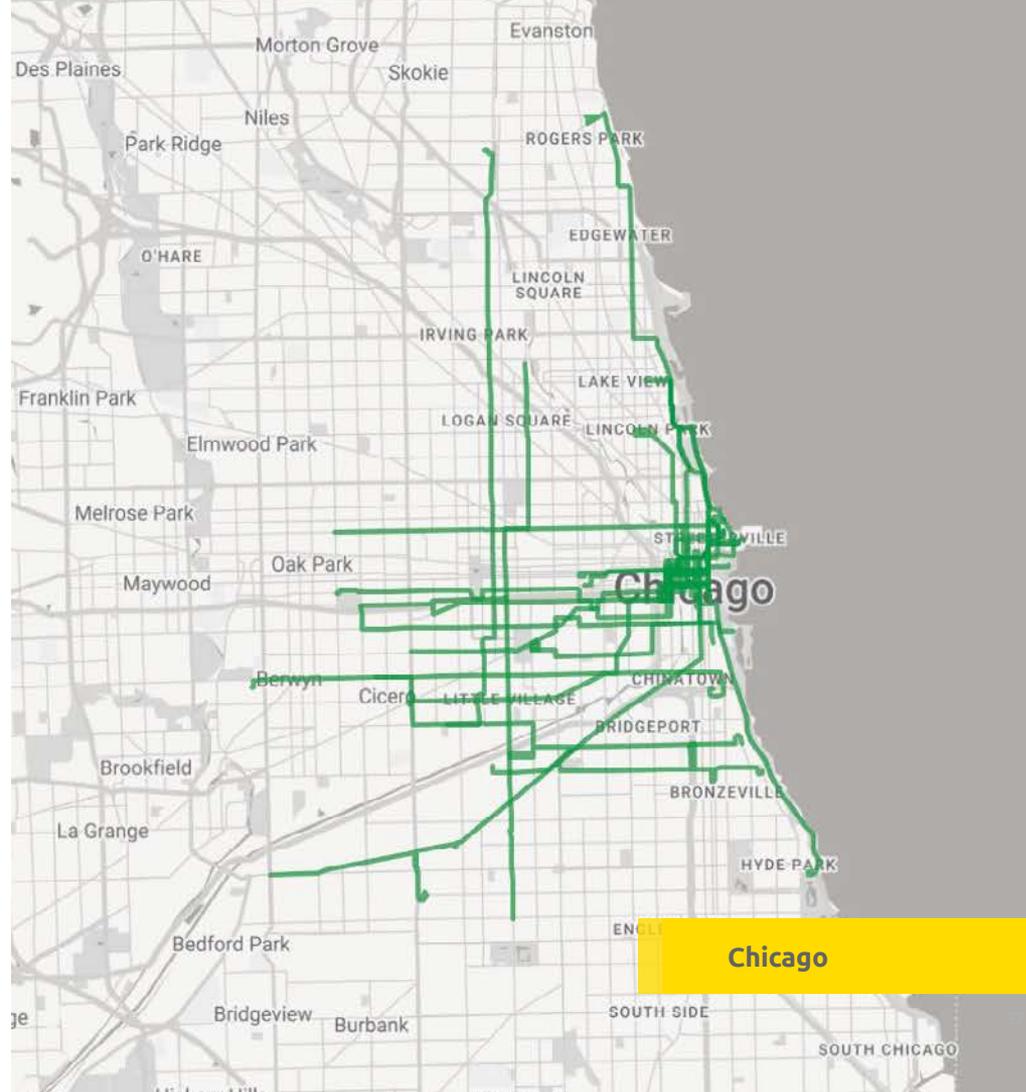
Forest Glen



# Chicago CTA Bus

## Legend

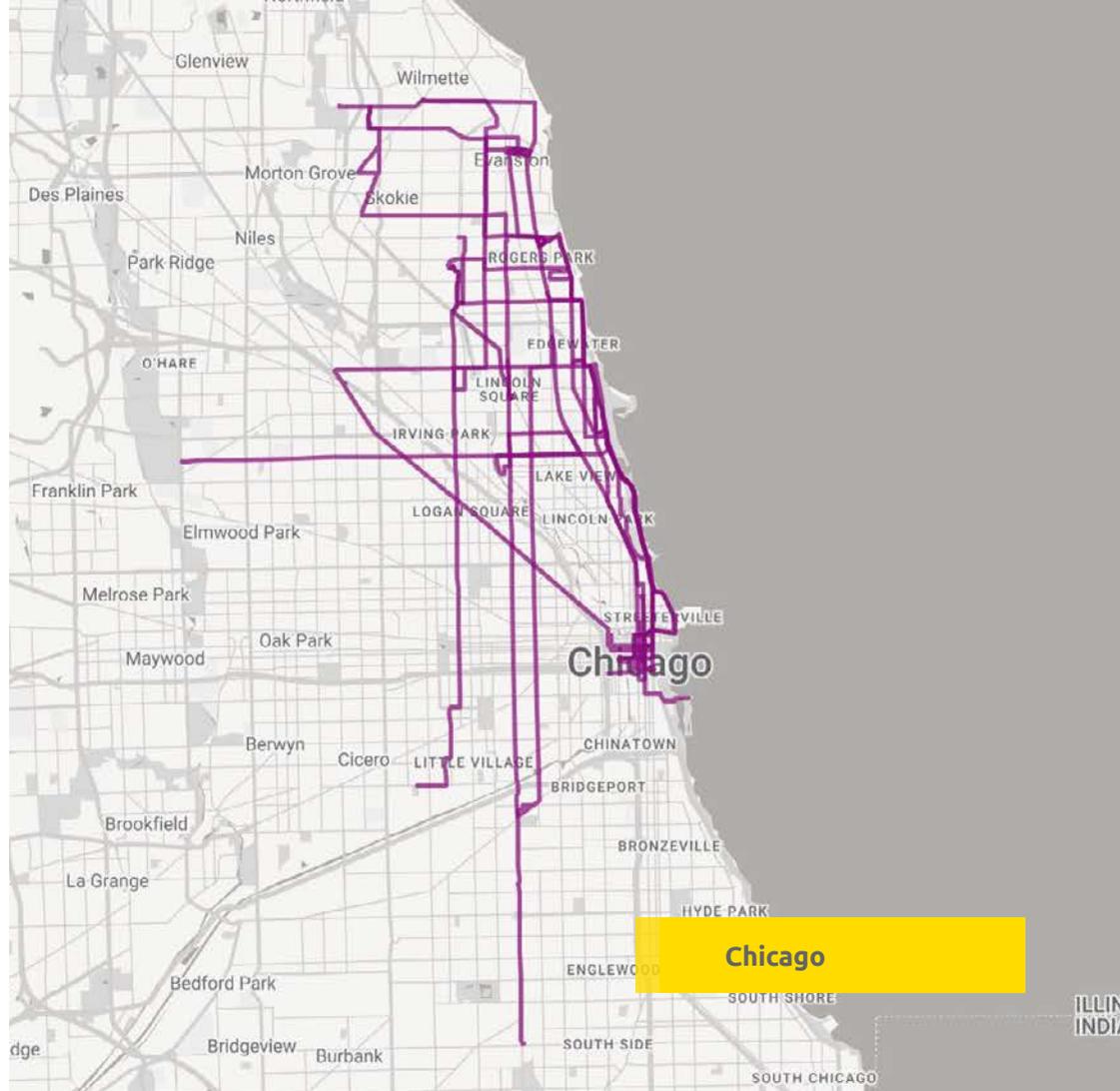
Kedzie



# Chicago CTA Bus

## Legend

North Park



# Chicago PACE Bus

## Legend

Fox Valley



Heritage



Highland Park



North



North Shore



Northwest



River



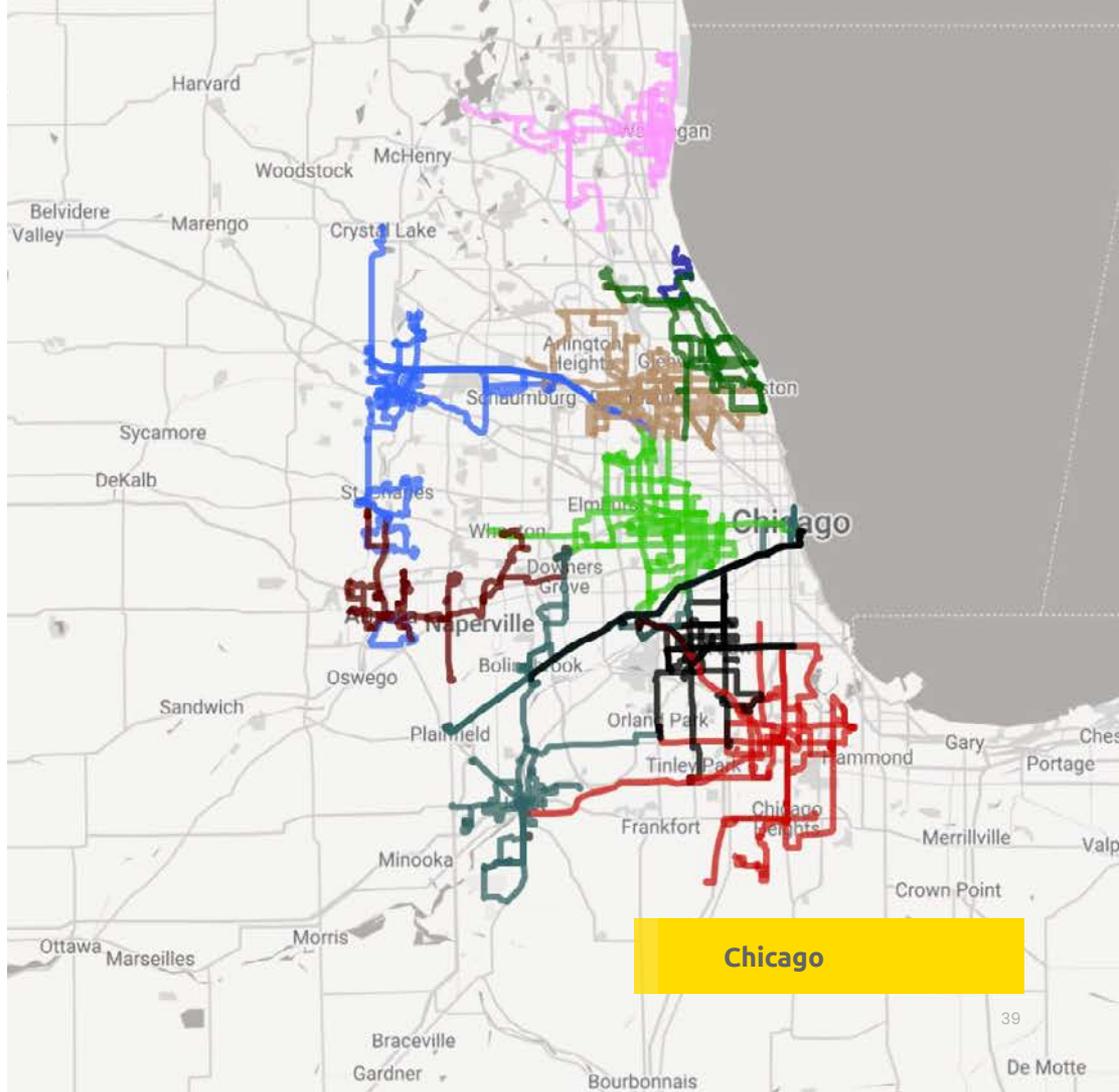
West



Southwest



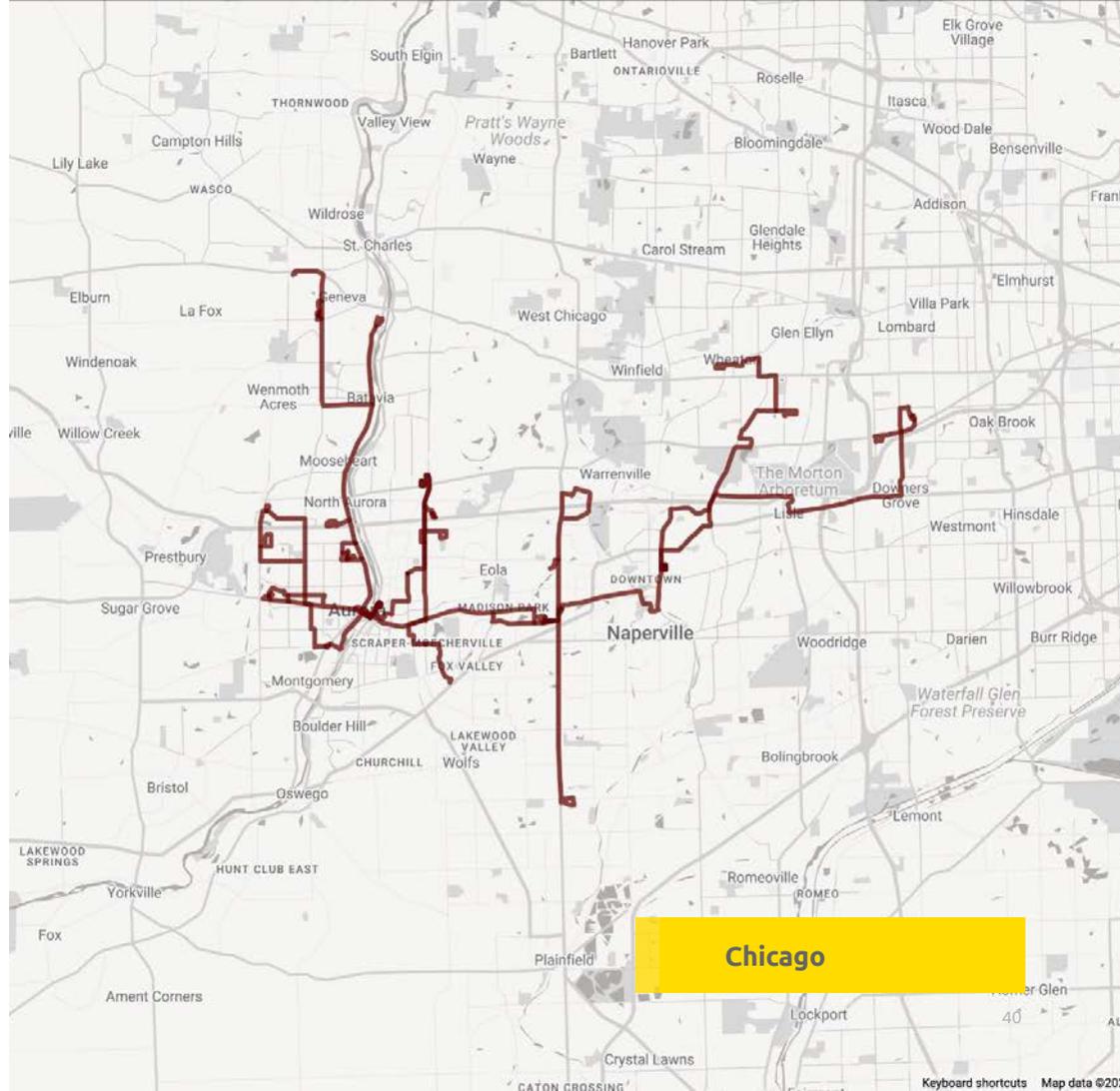
South



# Chicago PACE Bus

## Legend

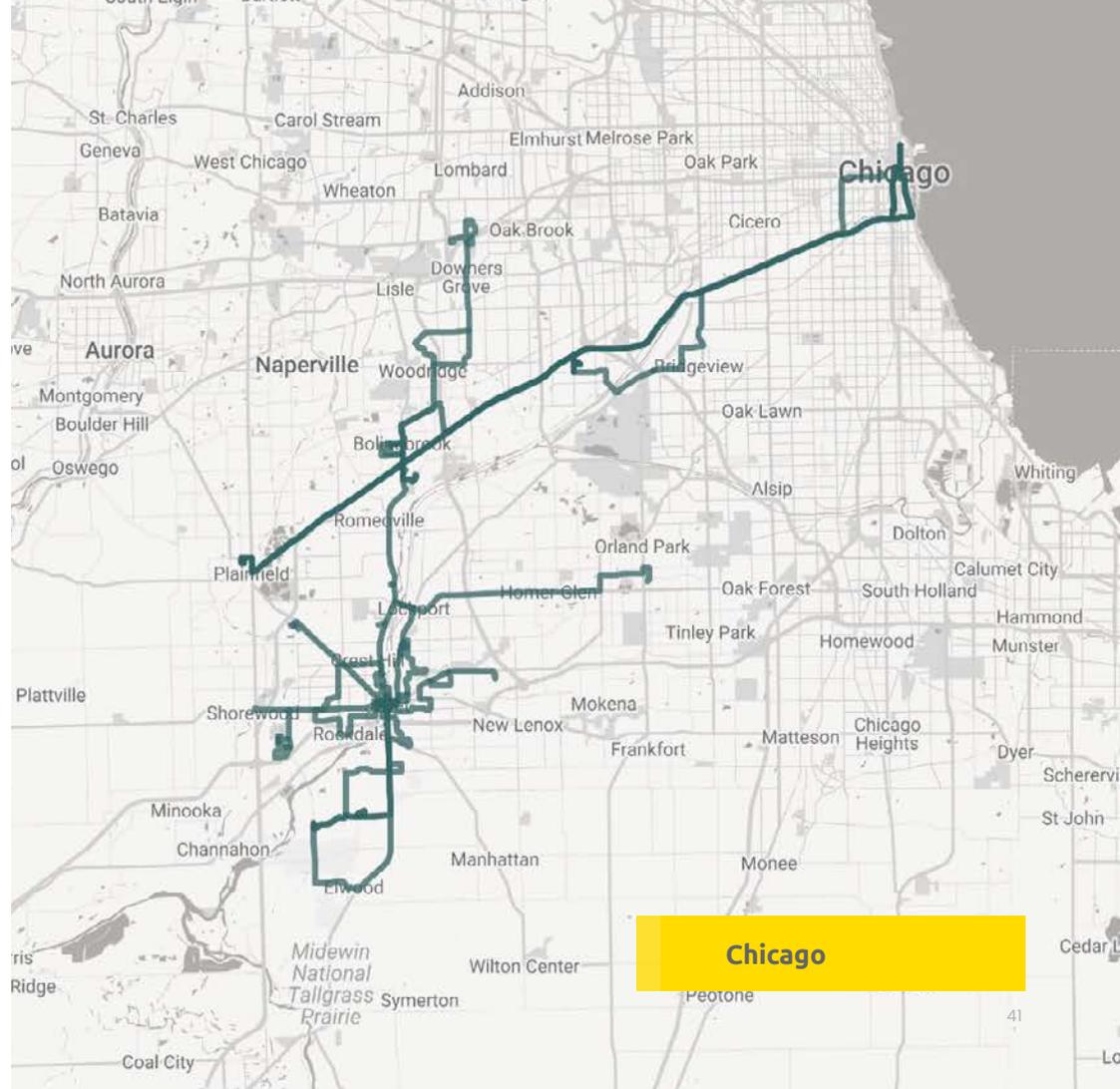
Fox Valley



# Chicago PACE Bus

## Legend

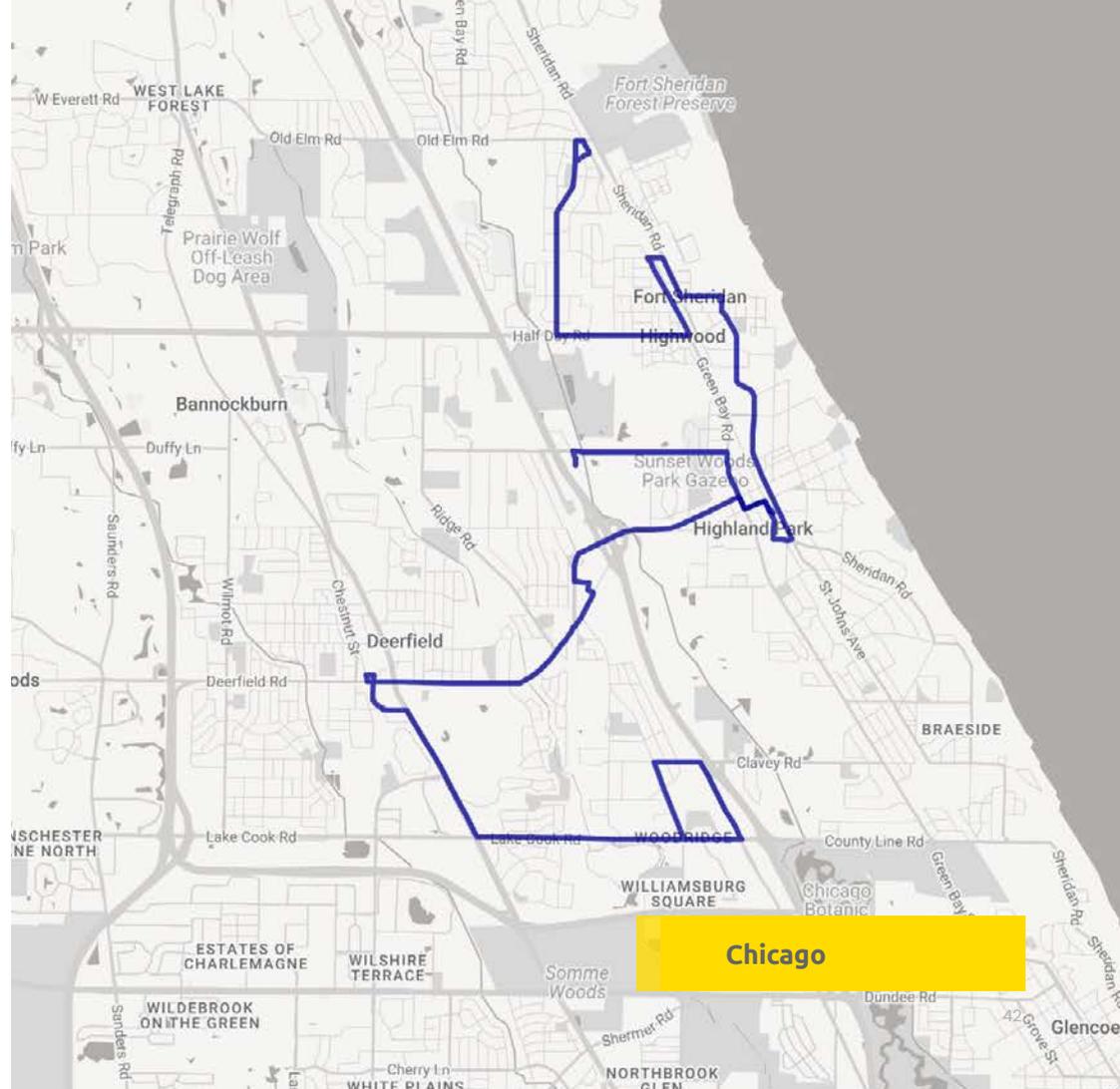
Heritage



# Chicago PACE Bus

## Legend

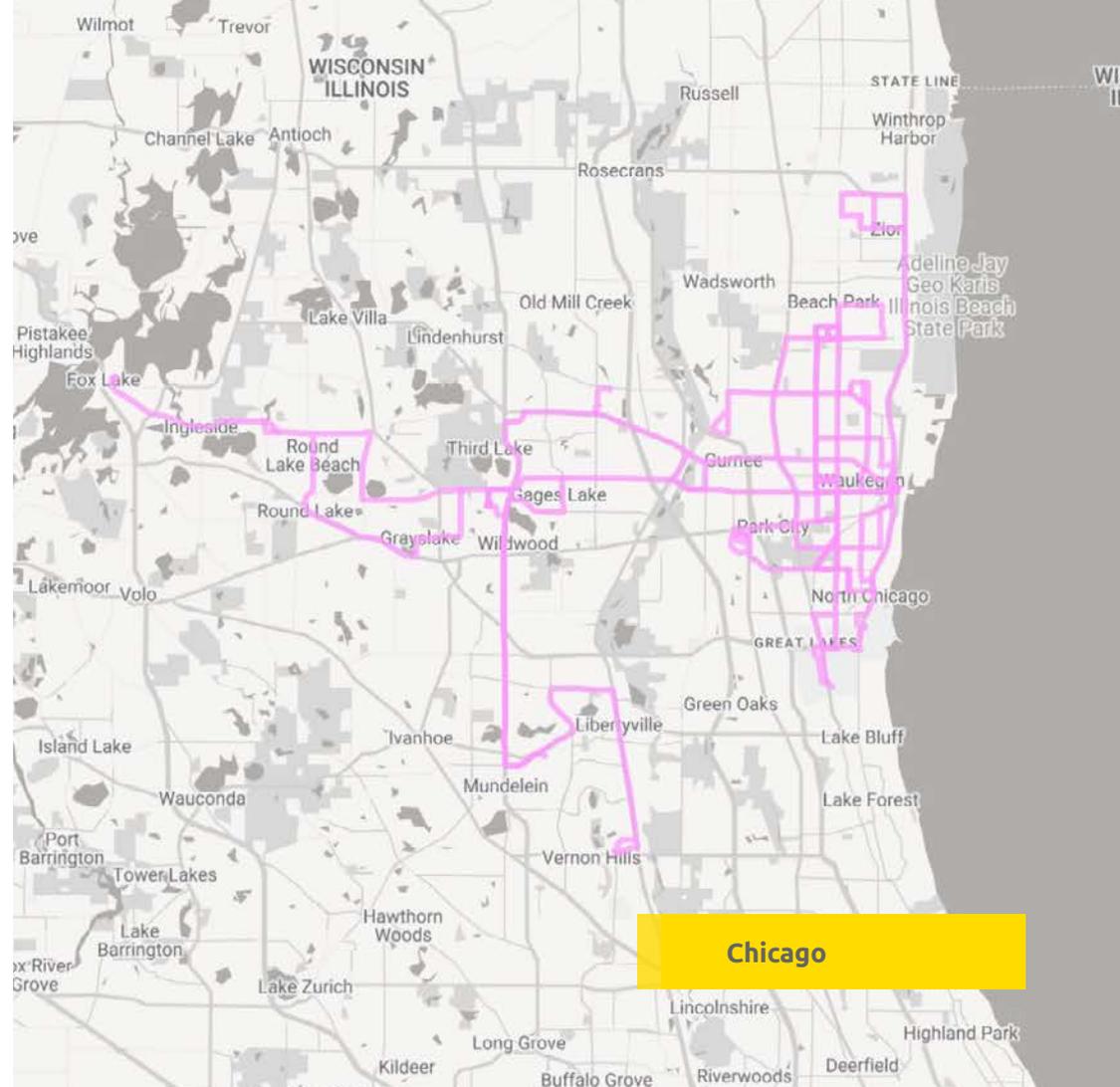
Highland Park



# Chicago PACE Bus

## Legend

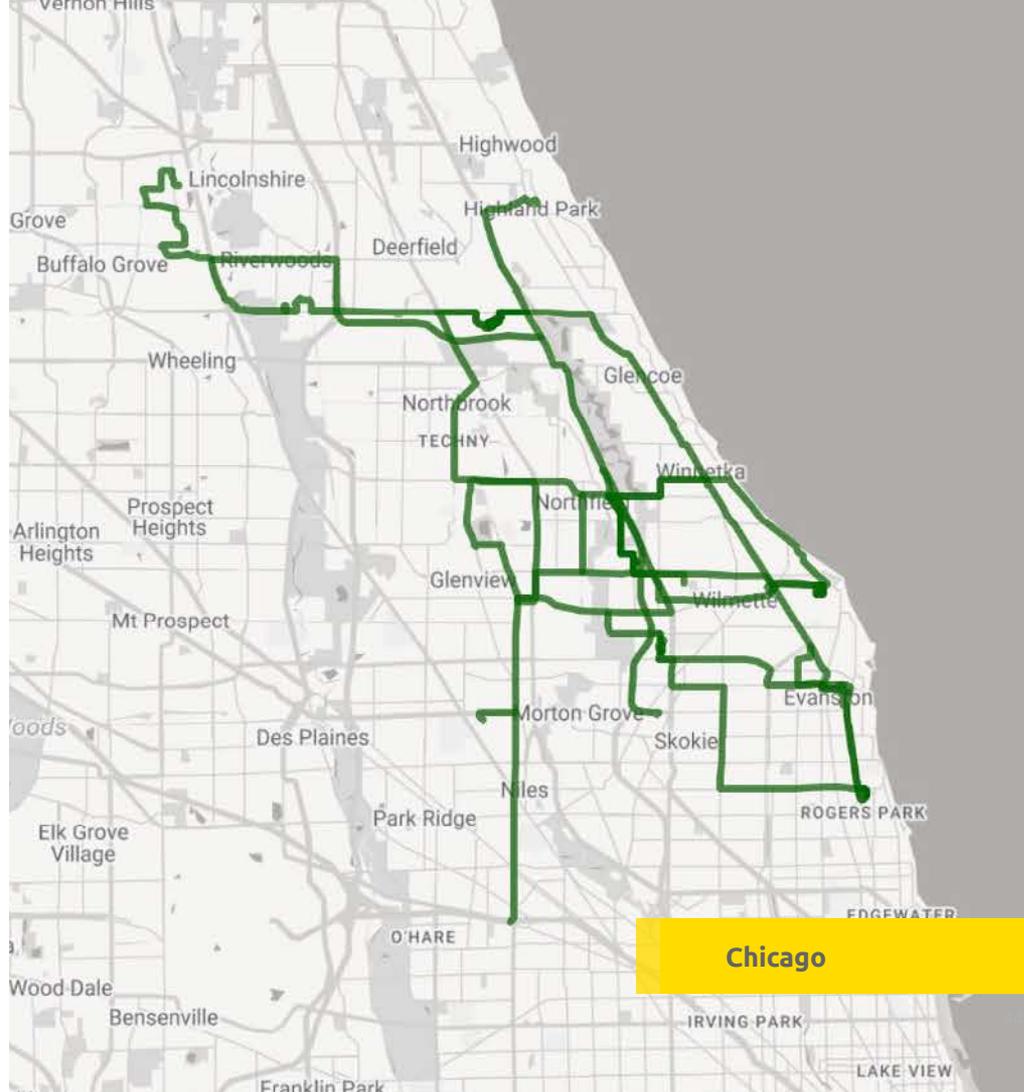
North



# Chicago PACE Bus

## Legend

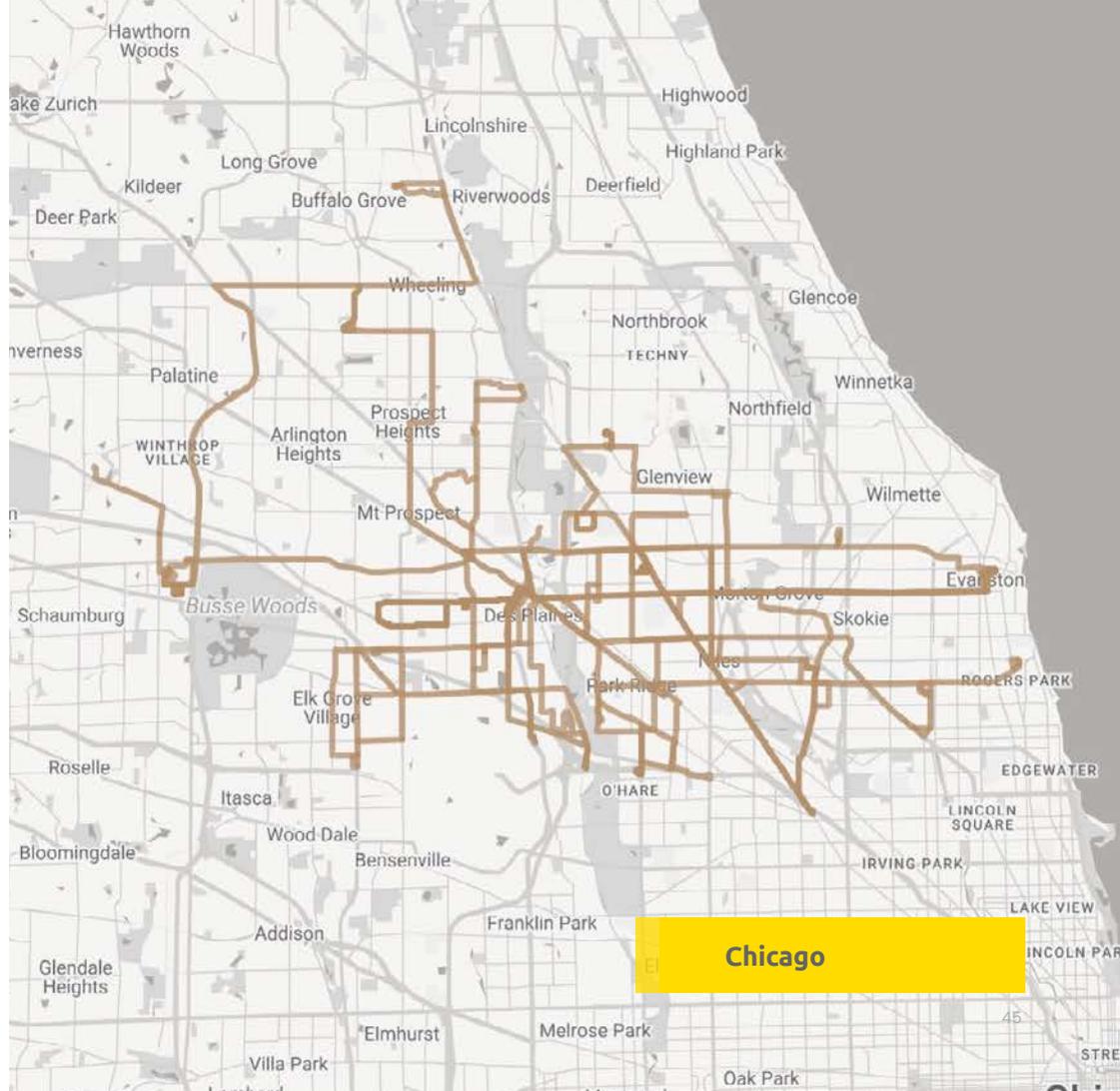
North Shore



# Chicago PACE Bus

## Legend

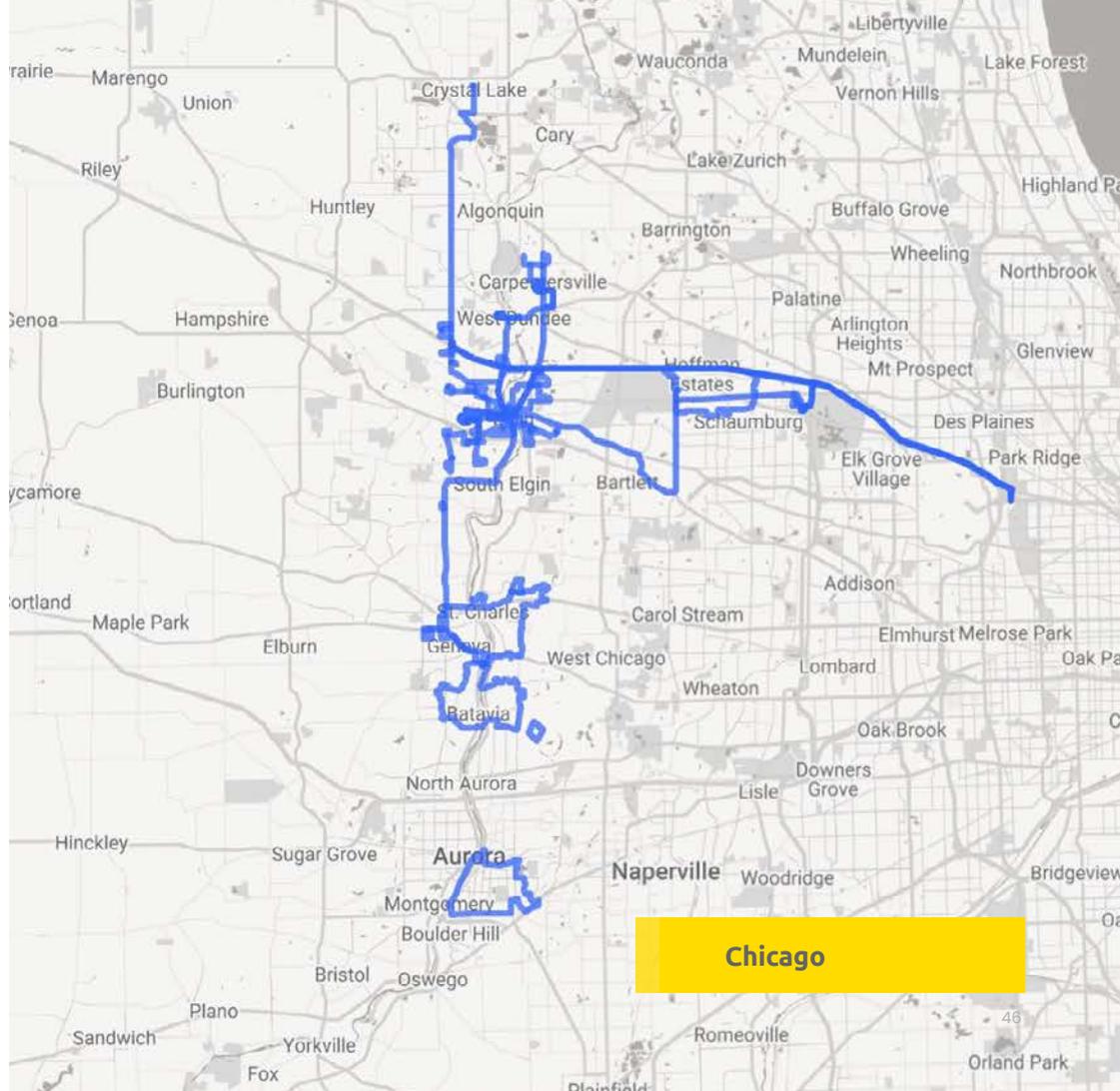
Northwest



# Chicago PACE Bus

## Legend

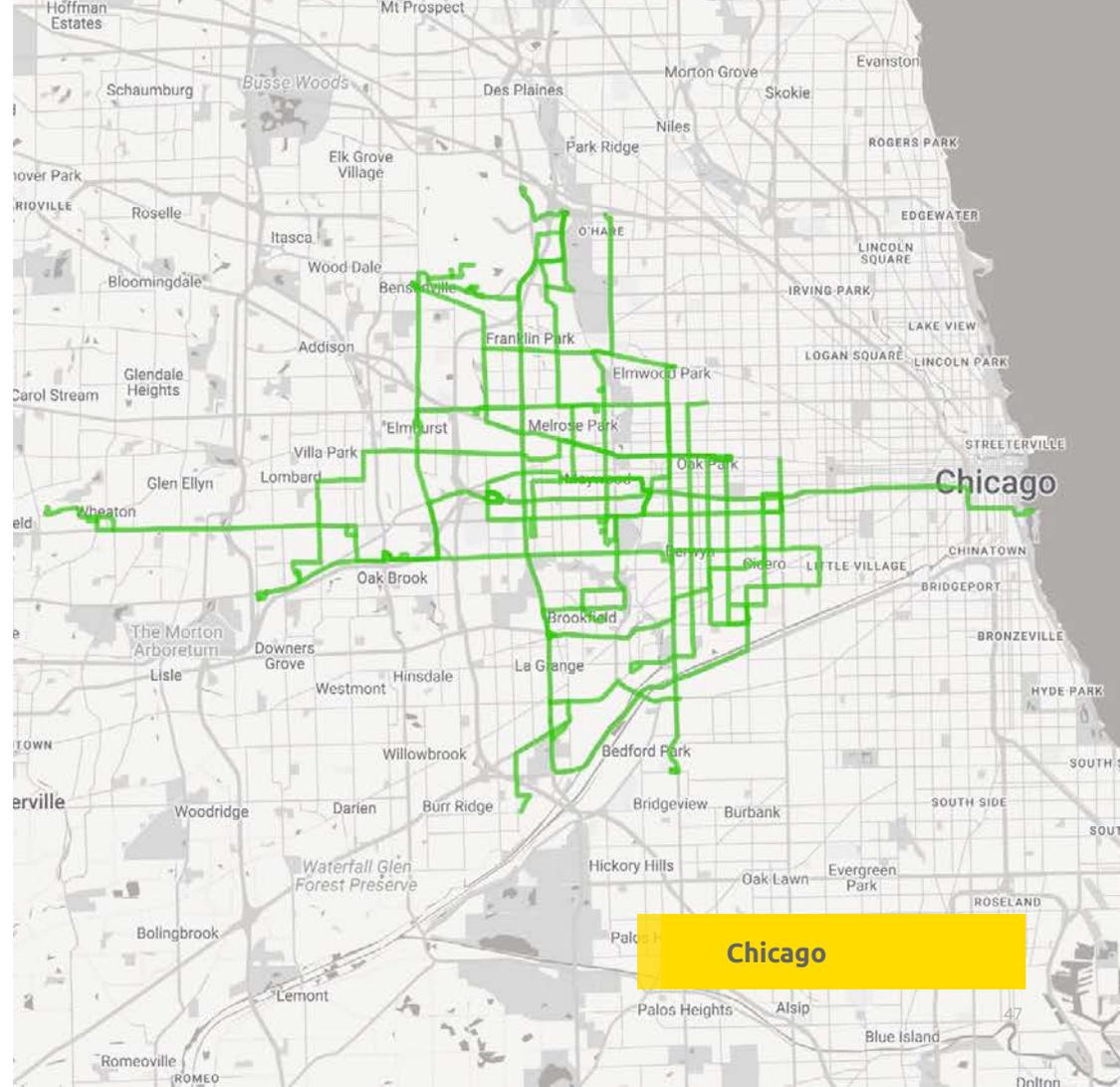
River



# Chicago PACE Bus

## Legend

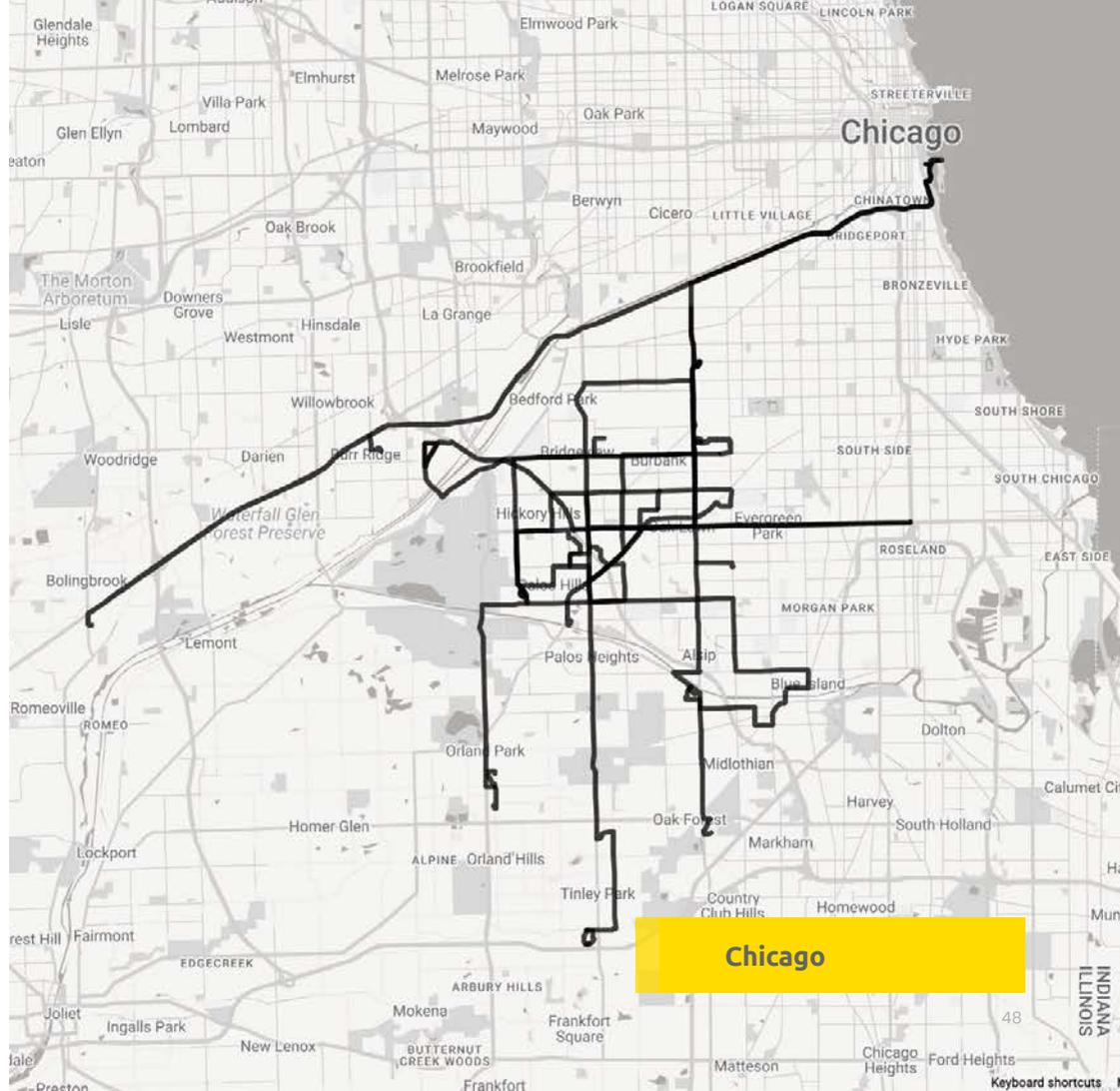
West



# Chicago PACE Bus

## Legend

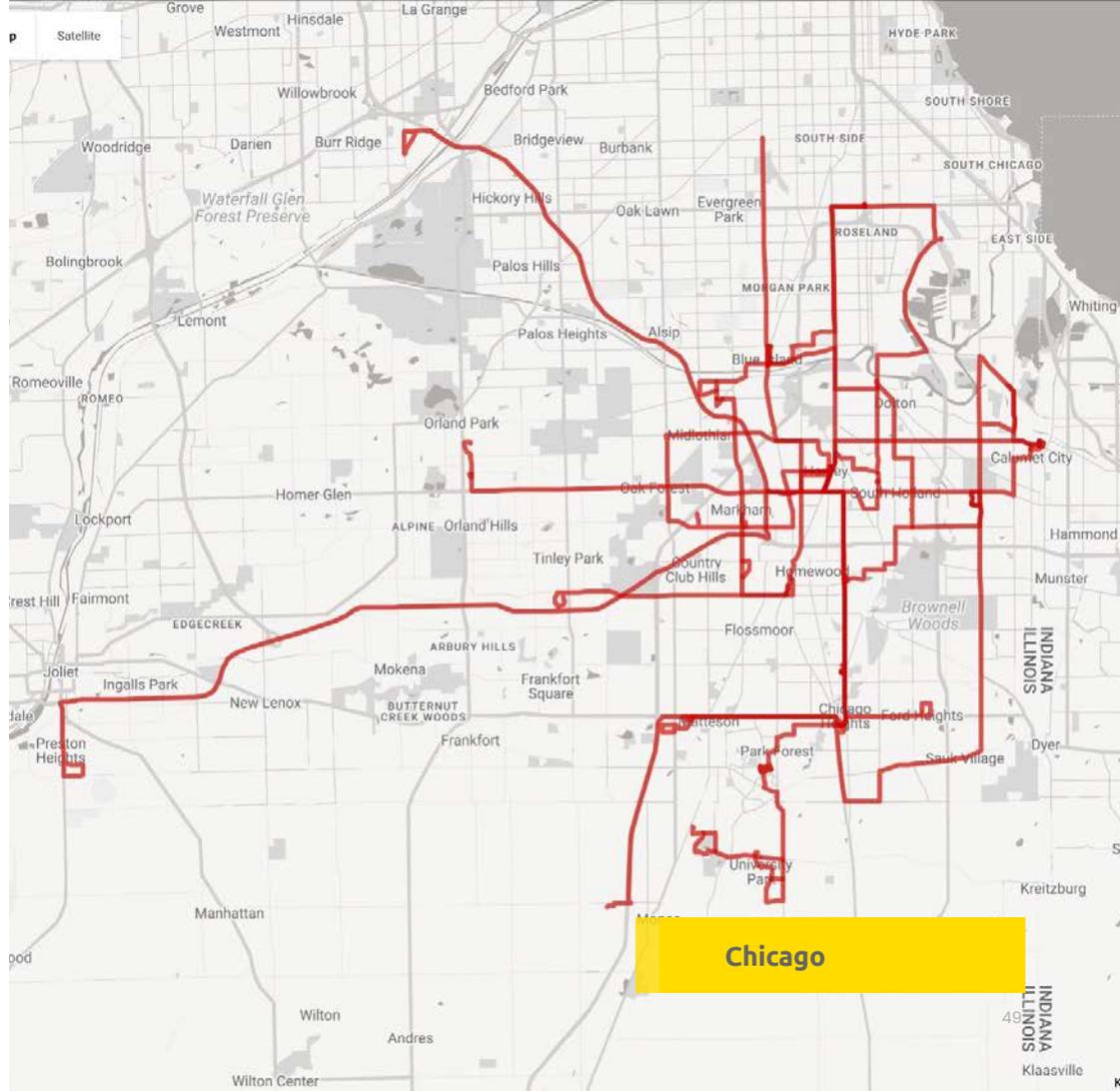
Southwest



# Chicago PACE Bus

## Legend

South



# 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



# Articulated Bus Wraps

Articulated Bus Wraps provide a massive, mobile canvas moving through Chicago to create traffic-stopping moments and deep market coverage.

## Specs

Articulated Bus Wrap

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

Bus 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 city traffic.

## Specs

Bus Fullbacks

Custom Install



# Bus Headliners

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

## Specs

Bus Headliners

Custom Install

# Bus Kings



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.

## Specs

Bus King

30" H x 144" W



# Bus Queens

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

## Specs

Bus Queens

30" H x 88" W



# Bus Headlights and Tails

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

## Specs

Headlights	Varies by market
Tails	Varies by market
High Impact Tail	Varies by market



# Brand Bus

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

### Specs

Bus Interior Car Cards	Varies
Bus Michelangelos	Custom Install



# Michelangelos

Eye-catching Michelangelos draw Chicago bus passenger attention upward, making your brand stand out above the crowd. Michelangelos can be die cut into any shape to add originality to campaigns.

## Specs

Michelangelos 30" H x 30" W

# Bus Interiors



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

## Specs

Bus Interiors

11" H x 46" W



# Bus Interiors

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

## Specs

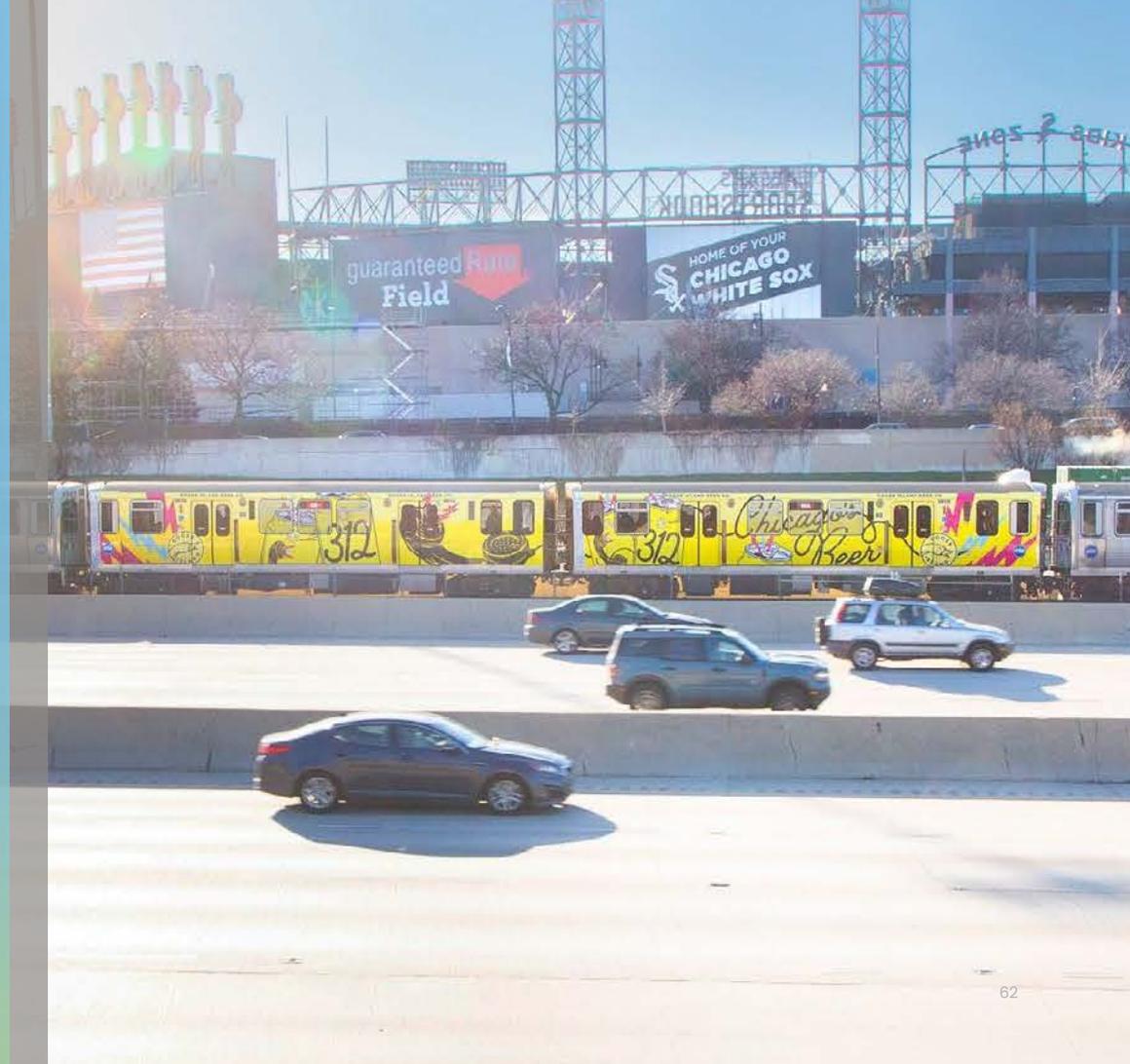
Bus Interiors

22" H x 21" W

# Rail Media



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.



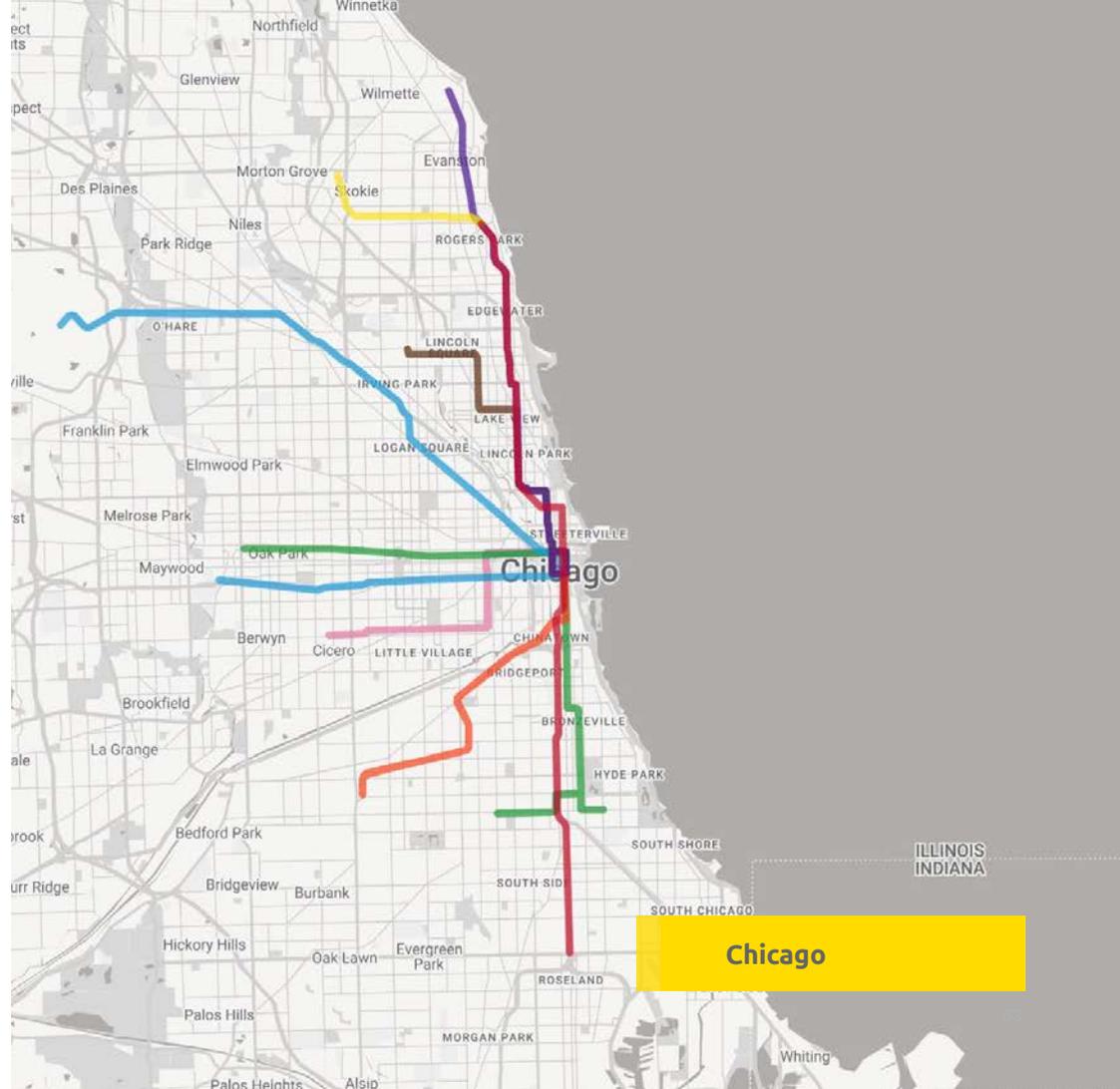
# Chicago CTA Rail

## Legend

CTA Rail Routes



Stations



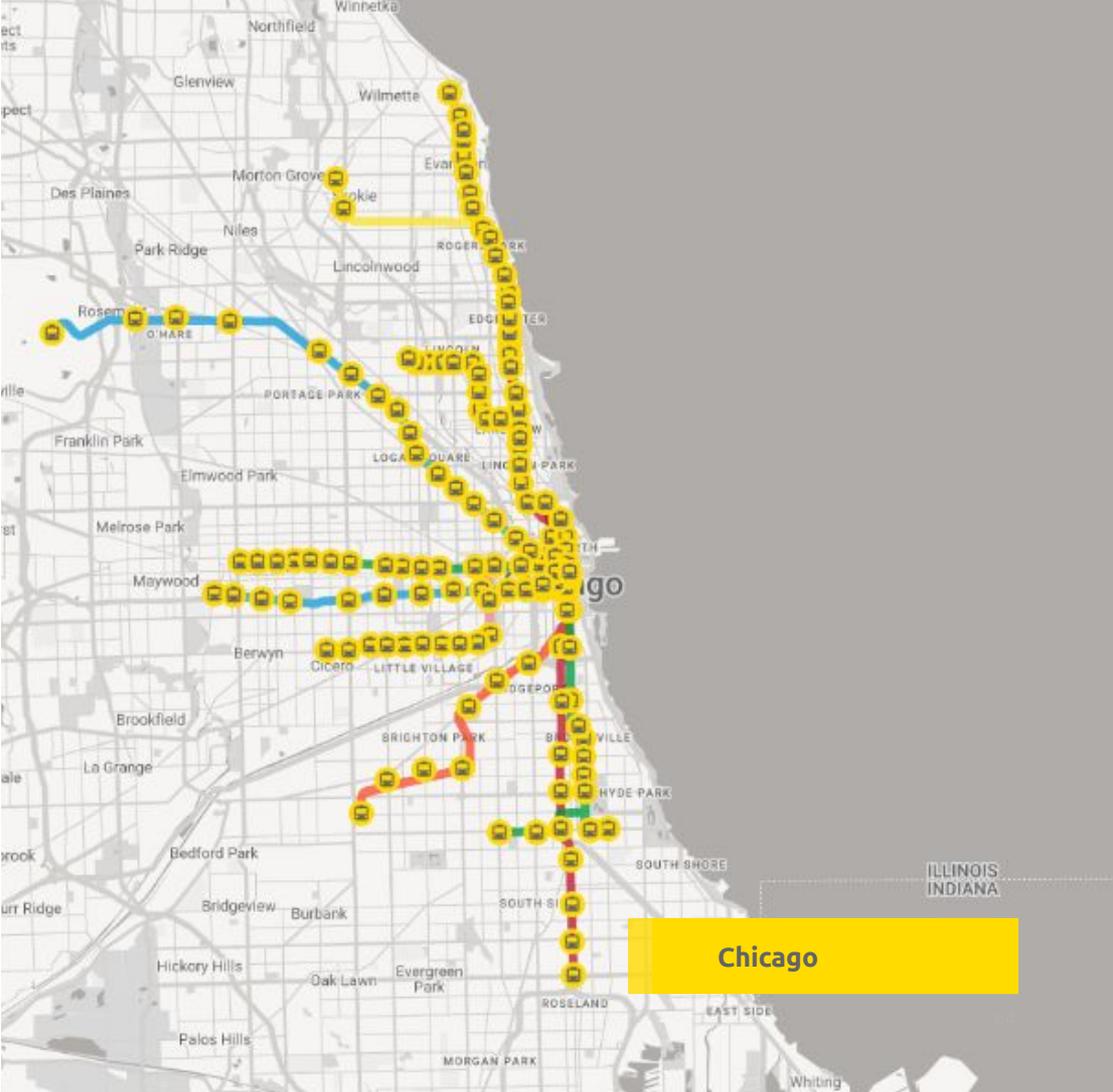
# Chicago CTA Rail & Stations

## Legend

CTA Rail Routes



Stations





# Train Wraps

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 Chicago and CTA rail stations.

## Specs

Train Wrap

Custom Install





# Interior Brand Trains

Capture Chicago passengers where there are no distractions and share your message without interruption.

Own all of the interior media and the riding experience.

## Specs

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Interior Car Cards	11" H x 46" W
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	22" H x 21" W
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Michelangelo	30" H X 30" W
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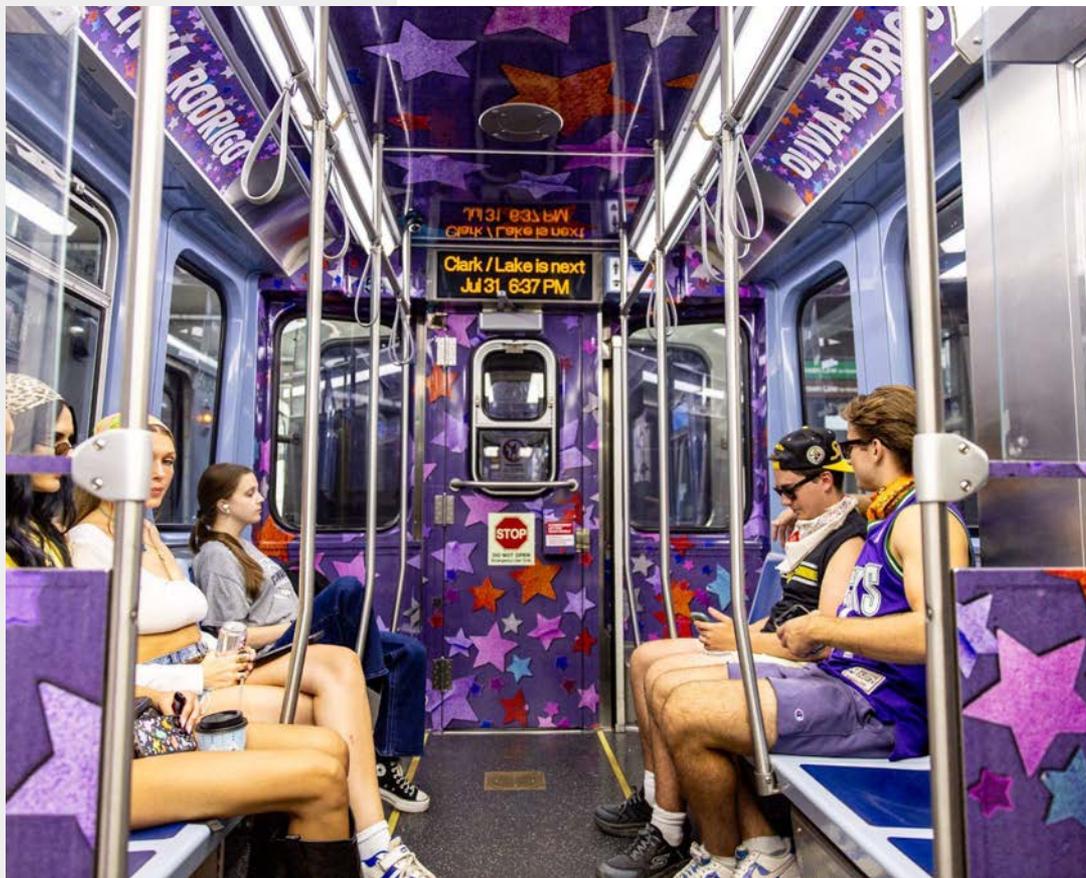


# Brand Train w/Ceiling Wrap

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

### Specs

Interior Car Cards	11" H x 46" W
	22" H x 21" W
Ceiling Wrap	Custom Install



# Interior Wraps

Interior Train Wraps allow Chicago riders to step in and immerse themselves in your brand. This media gives advertisers the creative space to transform the inside of a train car and make an instant impact.

## Specs

Interior Wrap

Custom Install





# Rail Interiors

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

## Specs

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Interior Car Cards	11" H x 46" W
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---

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

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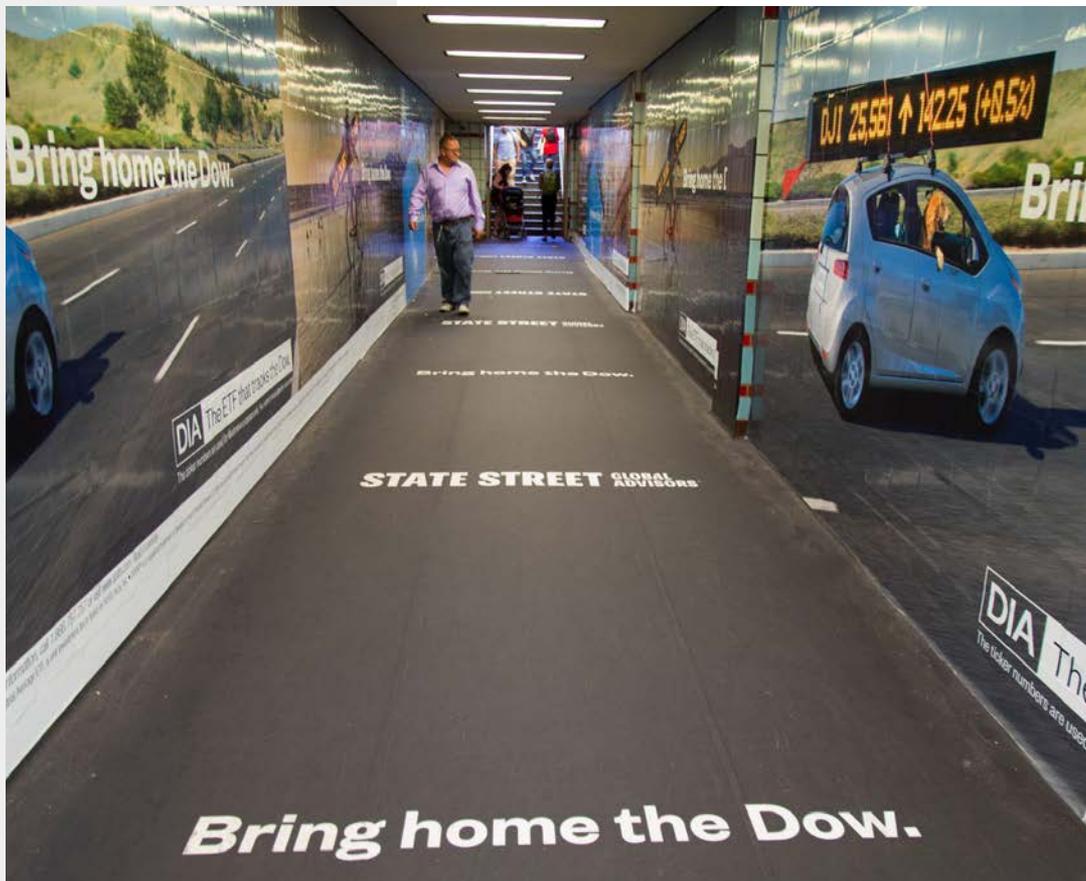
# Station Dominations

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.

## Specs

Station Domination

Custom Install



# Tunnel Wraps

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

## Specs

Tunnel Wrap	Custom Install
Halfway Wrap	Custom Install



# Rail Platforms

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.

## Specs

1-Sheet	46" H x 30" W
2-Sheet	46" H x 60" W
Diorama	43" H x 62" W
Station King	30" H x 144" W
Station Queen	24" H x 65" W





# Clark & Lake Video Wall

Generate massive reach through the digital wall at Clark & Lake Station, enabled with Directional Sound capabilities. Deliver static, dynamic or full-motion video creative for a fully immersive Chicago commuter experience.

## Specs

Frame Rate	30 FPS
Resolution	2160 H x 3840 W
Spot Length	7.5 Seconds



# Clark & Lake Video Wall Wrap

Creating an extended canvas off a massive Video Wall, the Clark/Lake Video Wall Wrap allows advertisers to “go big” with a massive speciality execution in one of Chicago's busiest stations

## Specs

Wall Wrap	Custom Install
Frame Rate	30 FPS
Resolution	2160 H x 3840 W
Spot Length	7.5 Seconds



# Digital Platform

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

## Specs

Screen Size	52"
Frame Rate	30 FPS
Resolution	960 H x 1920 W

# Interactive Transit Kiosks

Interactive Transit Kiosks connect commuters to valuable information while engaging them with custom-branded experiences. Featuring premium HD digital displays, they provide real-time transit updates, commuter mapping, and directions. Touch-enabled advertising enhances interaction, and full kiosk branding options offer additional visibility.



SIZE A



SIZE B

## Specs

Size A (default)	1440H x 1080W
Size B (interaction)	270H x 1080W
Animation	Full

# Additional Offerings



# 1

## Sponsorship

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



# 2

## Experiential

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



# 3

## Measurement

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

# Contact Us

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 **Intersection**

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[f](#) [@](#) [d](#) [X](#) [in](#)

