

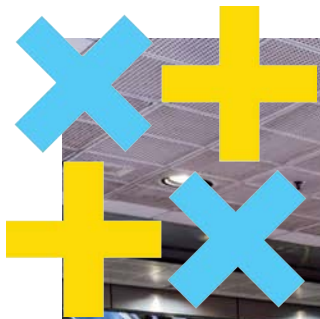


# Los Angeles Media Kit 2026

 Intersection

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STATION DOMINATION

# 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.



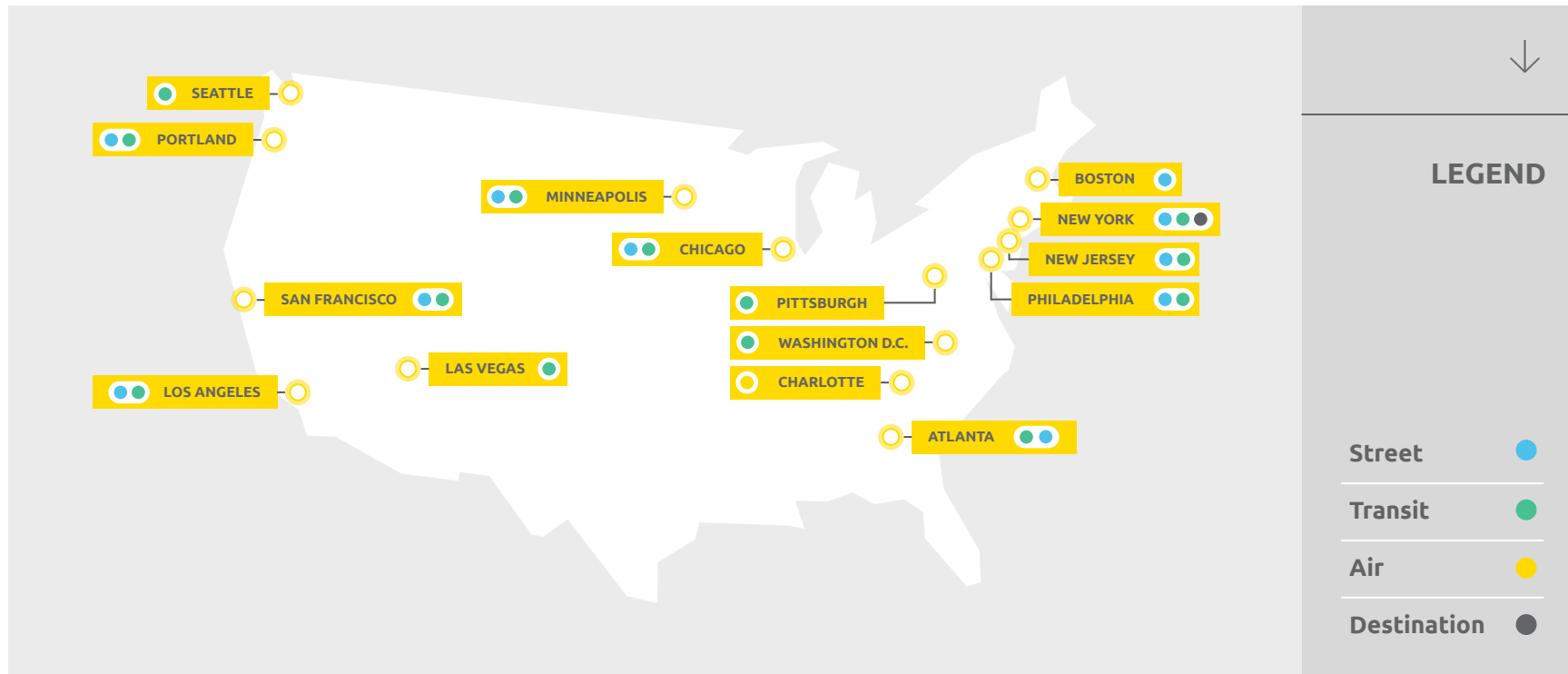
# The Intersection Difference Los Angeles

Los Angeles is the second largest U.S.  
DMA

- Los Angeles County is the most populous county in the U.S., with a population of over 10 MM residents.
- In 2024, the Metro Rail system welcomed over 68M riders
- Intersection's total footprint covers over 800 square miles of geography



# Premium products, national scale.



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



The Los Angeles public transportation system is anchored by the LA Metro rail, a network that connects key neighborhoods like Downtown LA, Hollywood and Santa Monica, making it a pivotal part of the city's mobility.

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.

# LA Metro

## Bringing the City of Angels Together

- LA Metro's rail system is undergoing the most ambitious expansion plan in the country, with several new lines in development
- With more than 437 rail cars and 6 rail lines, the Metro Light Rail is the second busiest in the United States.
- The Metro lines collectively span over 93 miles, connecting key neighborhoods throughout the city.





# 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.





# Los Angeles

## LA Metro

### Legend

A Line



B Line



C Line



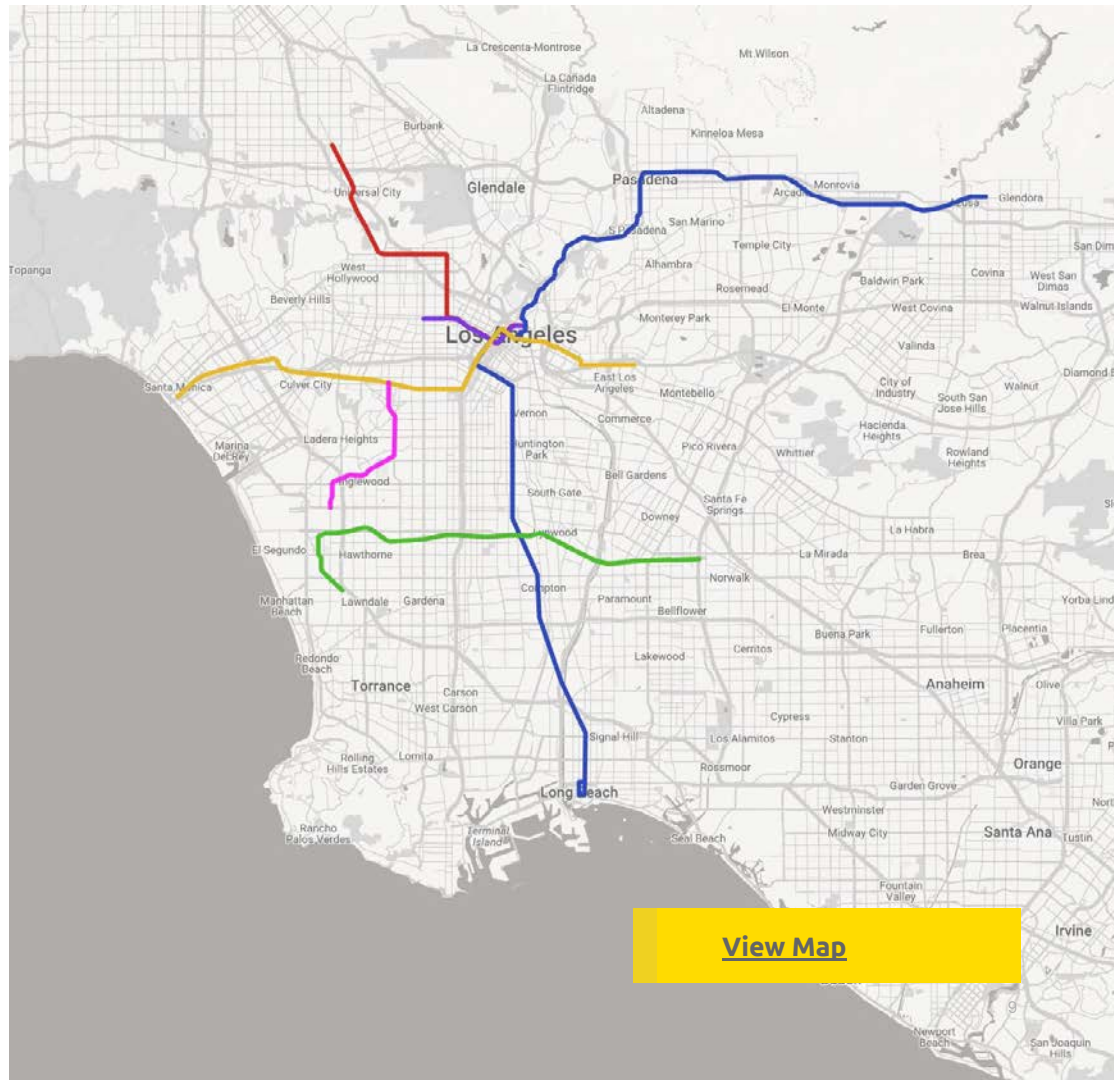
D Line



E Line



K Line



[View Map](#)



# Station Dominations

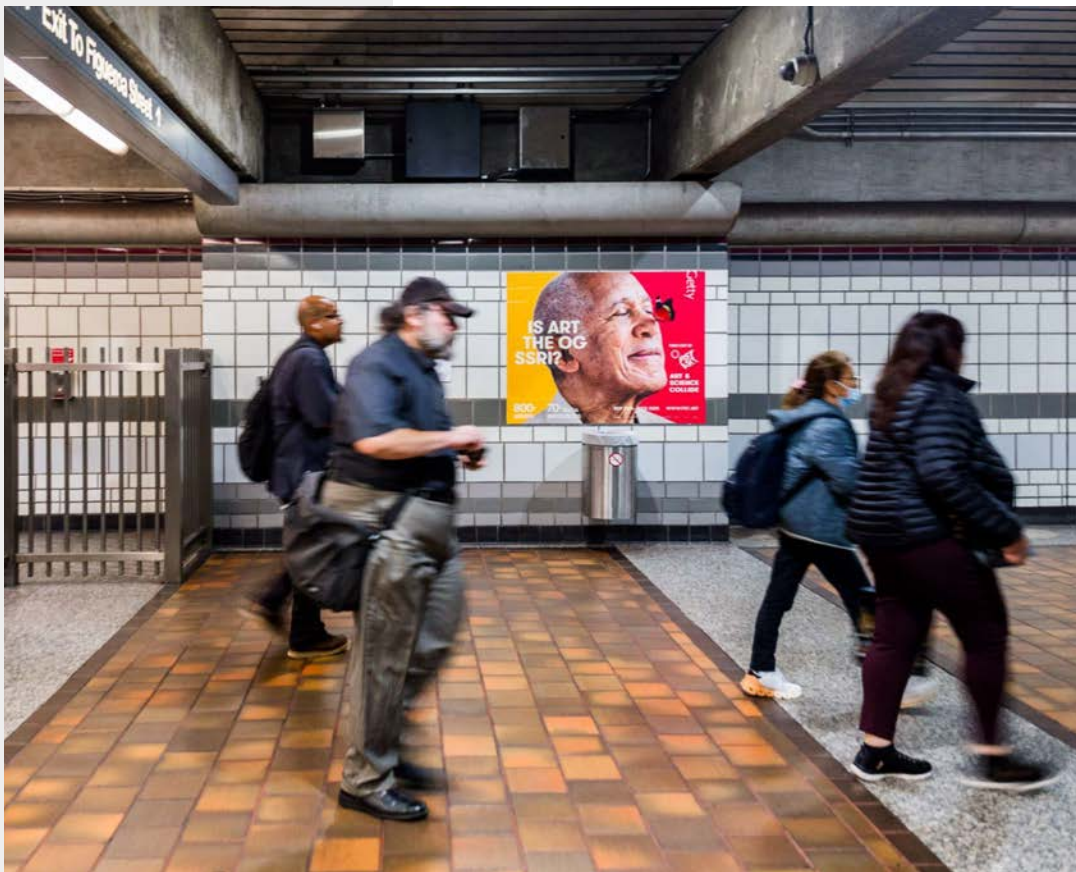
Station Dominations enable a brand to own an entire station with a combination of static, digital, and direct-application media in the Los Angeles market that can't be missed.

## Specs

Station  
Dominations

Custom Install





## 2-Sheets

2-Sheets in Los Angeles Metro stations provide advertising visibility in high-traffic and long dwell-time areas of each station.

### Specs

2-Sheet

47" H x 60" W



# Train Wraps



Full Train Wraps transform an entire train into a dynamic and highly visible advertising space, ensuring maximum exposure across multiple stations, street-level cars, and key transit corridors in Los Angeles.



## Specs

Train Wraps

Custom Install

# Half Wraps



Half Wraps offer nearly complete media coverage on one full side of the train, creating showstopper moments on busy city streets with larger than life creatives in Los Angeles.

## Specs

Half Wraps

Custom Install



# Rail Kings

The Rail King ad unit is a large-scale, high-impact placement located on the exterior of the Los Angeles Metro Rail Train, providing exceptional exposure to the rail ridership.

## Specs

Rail Kings

30" H x 144" W





# Rail Ultra Super King

Rail Ultra Super Kings in Los Angeles provide an ideal canvas for bold, eye-catching creative, designed to make a statement for Metro Rail riders.

## Specs

Rail Ultra Super King

Custom Install

# Rail Interiors

Rail Interiors place your ad directly in front of passengers, capturing their attention at eye-level and ensuring maximum engagement throughout their journey across Los Angeles.

## Specs

Rail Interiors

22" H x 21" W





# Interior Brand Train

Capture passengers' attention where there are and without distractions with an Interior Brand Train in Los Angeles. Own all of the interior media and the riding experience with multiple touch points within the train car.

## Specs

Interior Car Cards	11" H x 28" W
Michelangelo	48" H x 24" W





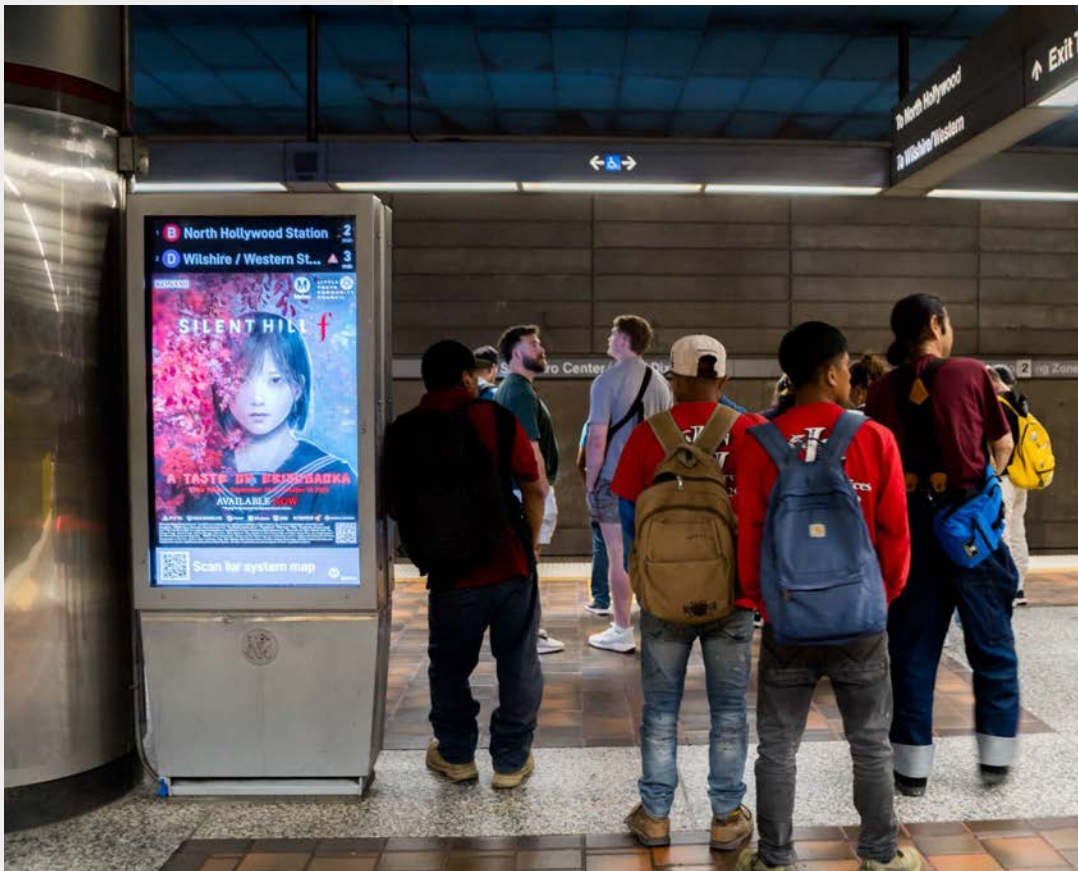
# Interior Ceiling Wrap

The ceiling wrap unit offers high-impact brand exposure by covering the entire ceiling of the train, capturing the attention of passengers from above in an often overlooked space on Los Angeles rail trains.

## Specs

Full Wrap Interior

Custom Install



# Digital Kiosks

The Digital kiosk unit offers dynamic and interactive media, displayed on sleek screens in key transit areas in Los Angeles. Designed for maximum impact, these kiosks provide unparalleled visibility throughout the city.

## Specs

Ad Size	1440 H x 1080 W
Animation	Full Motion
Ad Length	15 Seconds
Loop	150 Seconds



# Digital Video Walls

Positioned in high traffic stations, the Digital Video Walls provide an impactful way to connect with riders throughout Los Angeles as they pass through bustling transit hubs.

## Specs

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





# Video Wall Wraps

With an extended canvas off of the Digital Video Wall, the Video Wall Wrap unit allows advertisers to “go big” with a massive speciality execution in two of Los Angeles’ biggest stations.

## Specs

Screen Size	2160 H x 3840 W
Frame Rate	30 FPS
Spot Length	7.5 Seconds
7th & Metro Size	134 "H x 393" W
Hollywood/ Highland	132" H x 844" W



# Wallscapes

Exclusively in Los Angeles, Wallscapes allows brands to connect with drivers and pedestrians with these large-scale static units, ensuring maximum visibility in high-traffic areas.

## Specs

Wallscapes

Custom Install

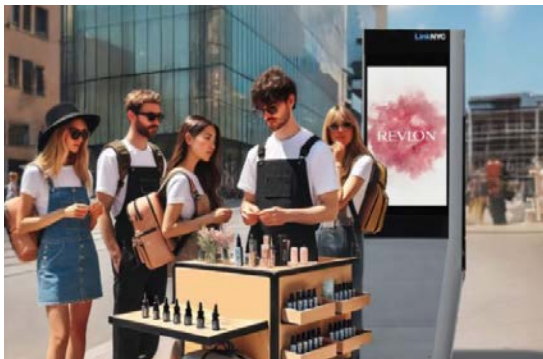
# Additional Offerings



# 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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