

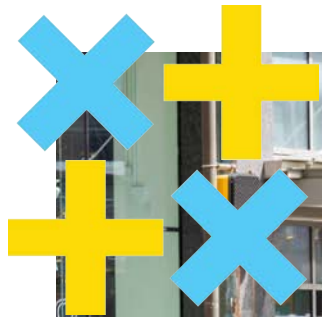
# Philadelphia Media Kit 2026



 Intersection

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DILWORTH PARK DIGITAL

# 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 Philadelphia

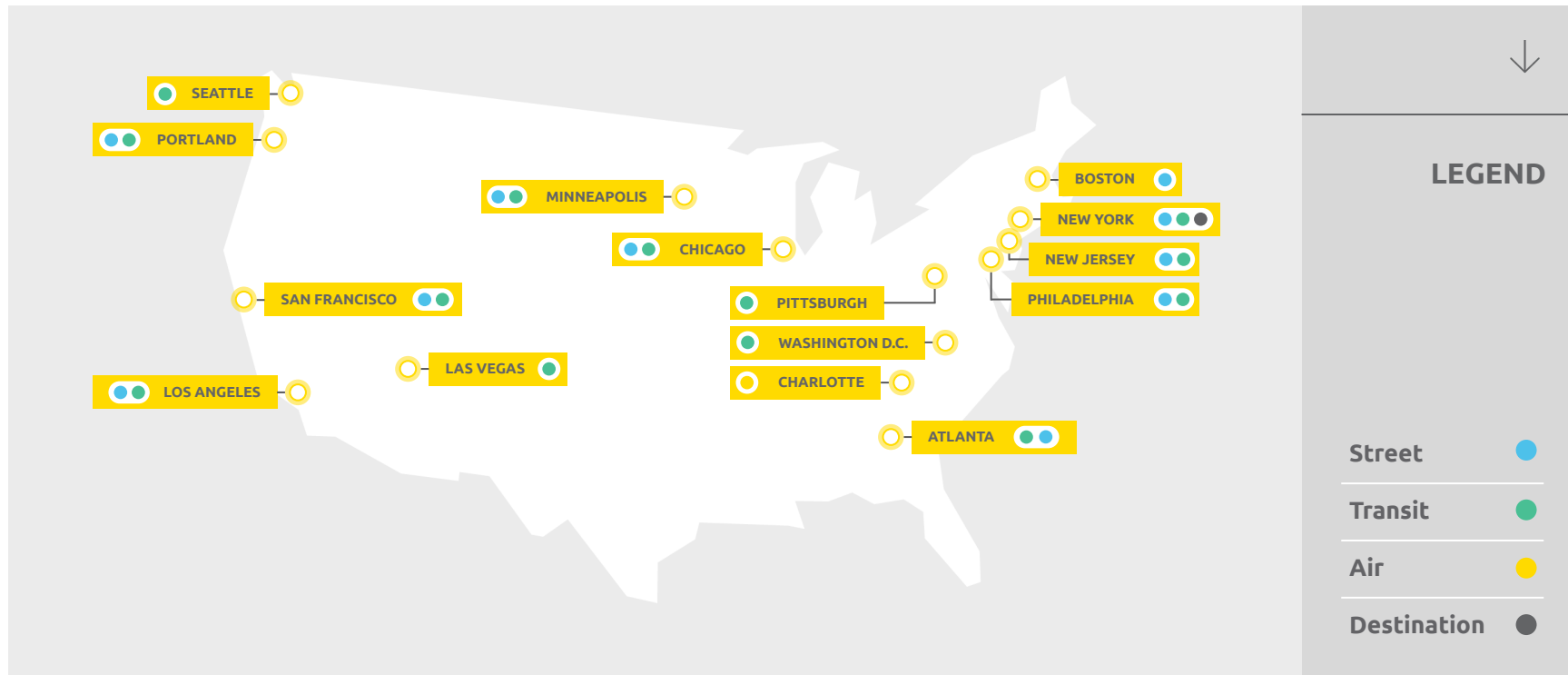
- 60 people per acre live in downtown Philadelphia – 4X more than the surrounding suburbs
- Our media is positioned to reach and target each one of Philadelphia's 64 community neighborhoods
- Daily pedestrian volume in Center City is 380,000 on average
- Monthly ridership across the region is nearly 20 million

Source: Center City District, SEPTA





# Premium products, national scale.



# SEPTA

## The nation's sixth largest transit authority

- Provides transportation to the Southeast PA region including Bucks, Montgomery, Delaware, Philadelphia, and Chester counties
- One of two U.S. transit agencies that operate all five major types of transit vehicles: regional rail trains, subway trains, light rail trains (trolleys), electric trolleys, and motor buses
- 411 rail cars, 343 subway cars, and 1,400 buses in the SEPTA fleet

Source: SEPTA



# The City of Philadelphia

## Pennsylvania's largest city

- 1,000+ shelters saturate Philadelphia's most trafficked neighborhoods
- A mix of digital and static formats offer flexibility for real-time messaging or long-term brand presence
- Reach pedestrians, commuters, and drivers at eye level in key business districts, retail hubs, and residential areas





# Amtrak

## Keeps the Northeast moving

- Amtrak welcomed an unprecedented 32.8 million passengers in Fiscal Year 2024, marking a 15% increase over FY 2023 and surpassing pre-pandemic levels
- The Northeast Corridor (NEC) experienced significant growth, with ridership reaching 14.1 million trips—a 15.9% increase compared to FY 2023
- Amtrak achieved a historic \$2.5 billion in ticket revenue in FY 2024, reflecting a 9% year-over-year increase and highlighting the growing demand for passenger rail services

Source: Amtrak



# PATCO

## High Speed Transit Line connecting Philadelphia and New Jersey

- Connects Philadelphia to Camden County
- Operates 24 hours a day, 7 days a week

Source: PATCO



# Street Media



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





# Link



Link brings gigabit Wi-Fi and a host of other public utilities to citizens for free, and is one of the largest digital networks in the world. Two-sided units with 55" displays allow advertisers to reach consumers at-scale.

## Specs

Screen Size

55"

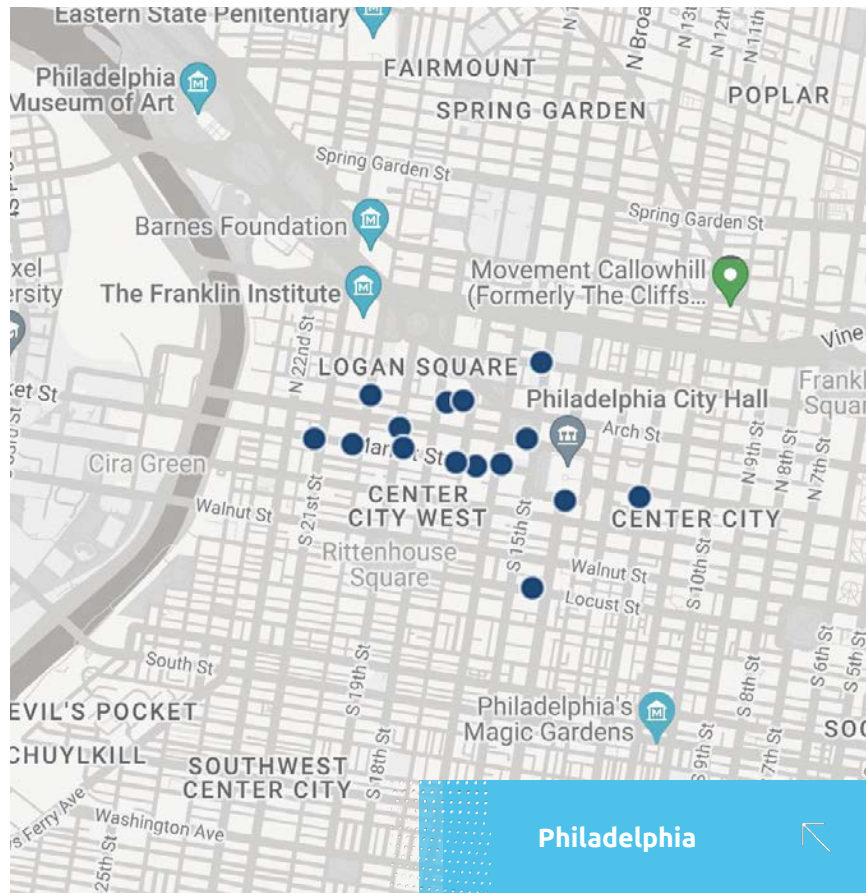
Resolution

1920 H x 1080 W

# Philadelphia LinkPHL Coverage

## Legend

LinkPHL





# Digital Bus Shelters

Located along high-traffic city streets, these 72" displays offer advertisers the opportunity to reach consumers with larger than life, dynamic digital messages.

## Specs

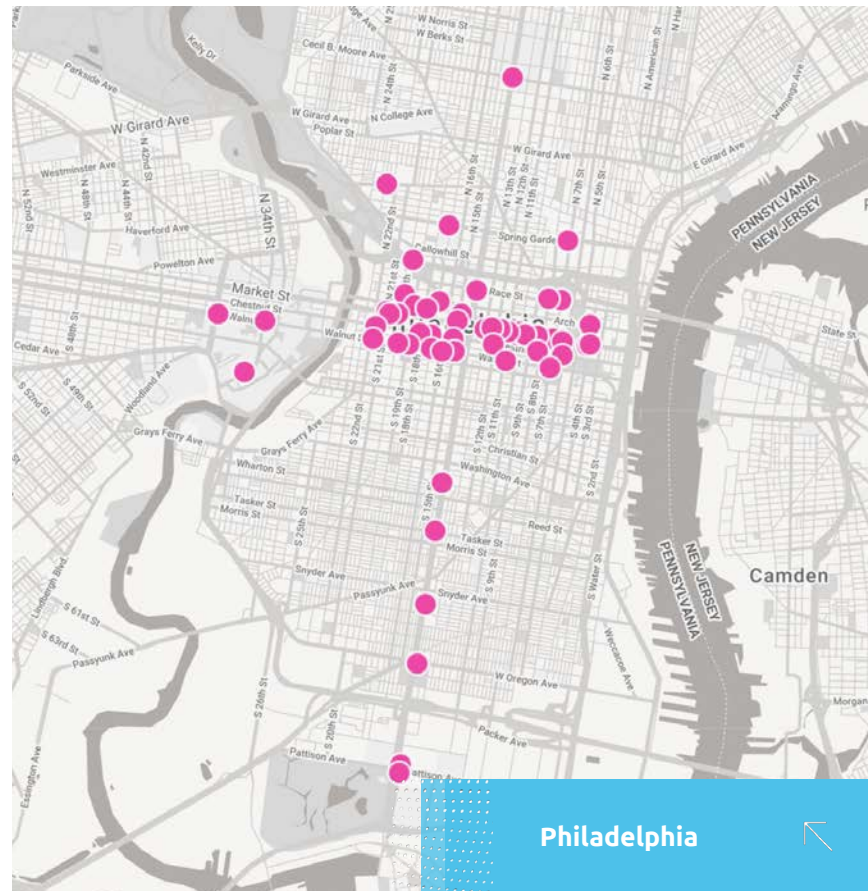
Screen Size	72"
Resolution	1680H x 1080W

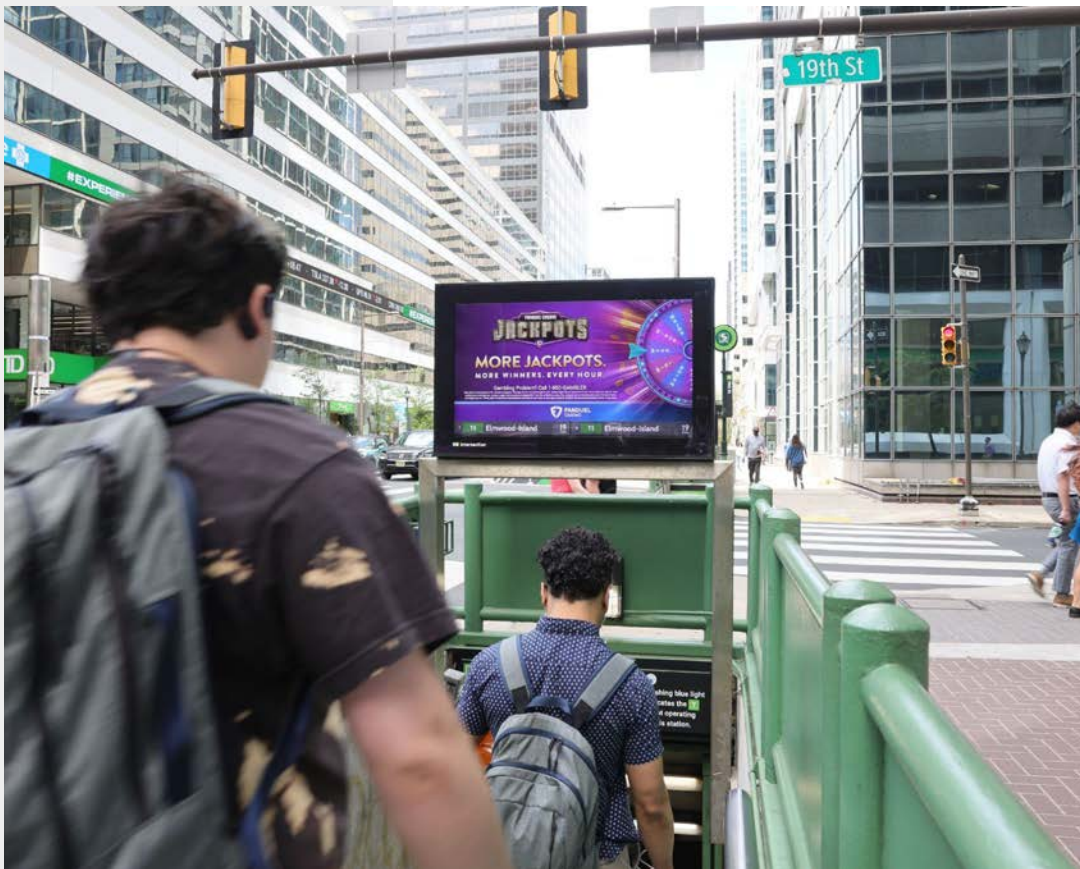


# Philadelphia Digital Bus Shelter Coverage

## Legend

Digital Bus Shelters





# 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 ad creatives and offer a robust library of dynamic capabilities.

## Specs

Screen Size

55"

Resolution

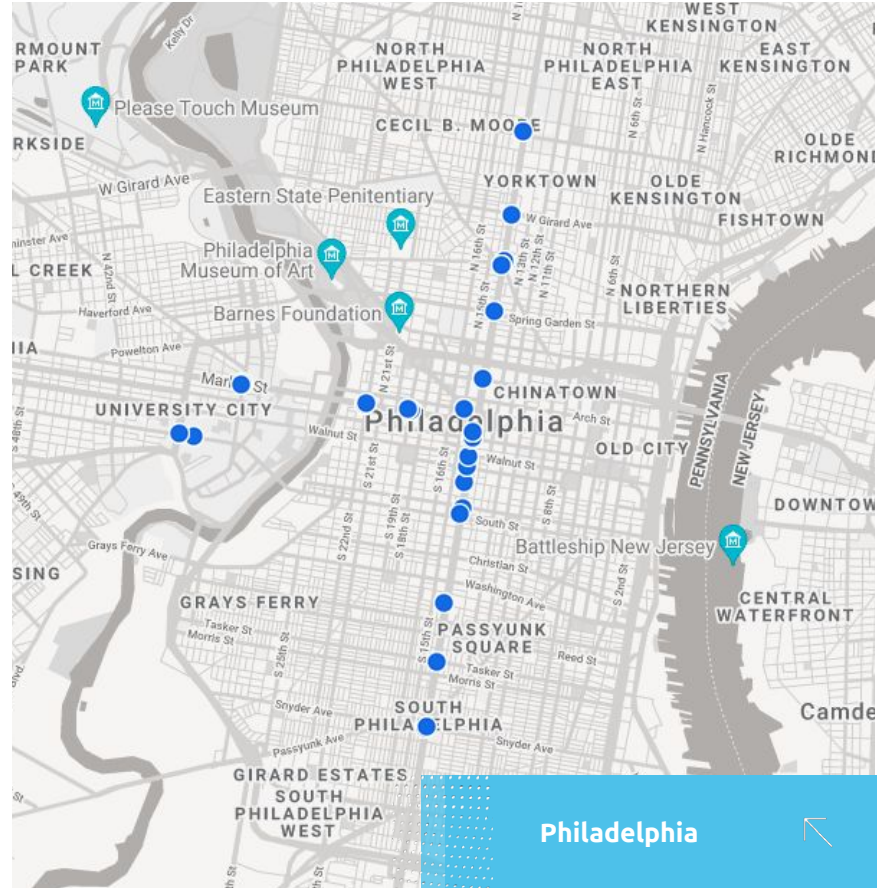
960 H x 1920 W

# Philadelphia

## Digital Urban Panel Coverage

### Legend

Digital Urban Panels







# Dilworth Park LED Wall

With both north and south faces, Dilworth LED Wall ads are visible to pedestrian and vehicular traffic in the surrounding area. Dilworth Park is multipurpose public space and also serves as a convergence point for the three busiest SEPTA stations on their respective lines – Suburban, 15th Street, and City Hall.

## Specs

Screens	2
Spot Length	7.5 Seconds
Loop	150s. 8 Advertiser, 2 CCD, 10 Civic
Screen Size	157"
Resolution	576 W x 832 H
Power Down	10pm (N) & 8pm (S)



# Bus Shelters

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

## Specs

Standard Shelter	68.5" H x 47.5" W
Shelter Wrap	Custom Install



# Bus Shelter Wrap

Shelter Wraps draw immediate attention from consumers as they walk, bike, drive, and commute through their neighborhoods.

## Specs

Shelter Wrap

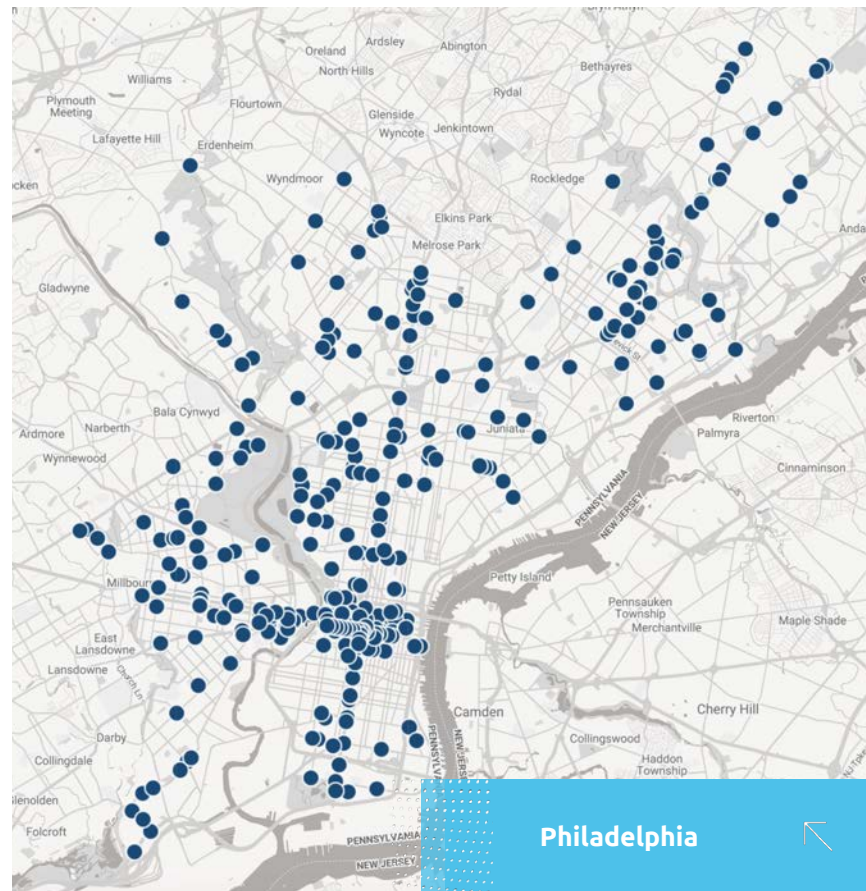
Custom Install



# Philadelphia Bus Shelter Coverage

## Legend

Bus Shelters







# Market Street Furniture

Footsteps away from Philly's numerous shopping, dining, entertainment, and historical venues, Market Street Furniture positions advertisers directly in front of consumers.

## Specs

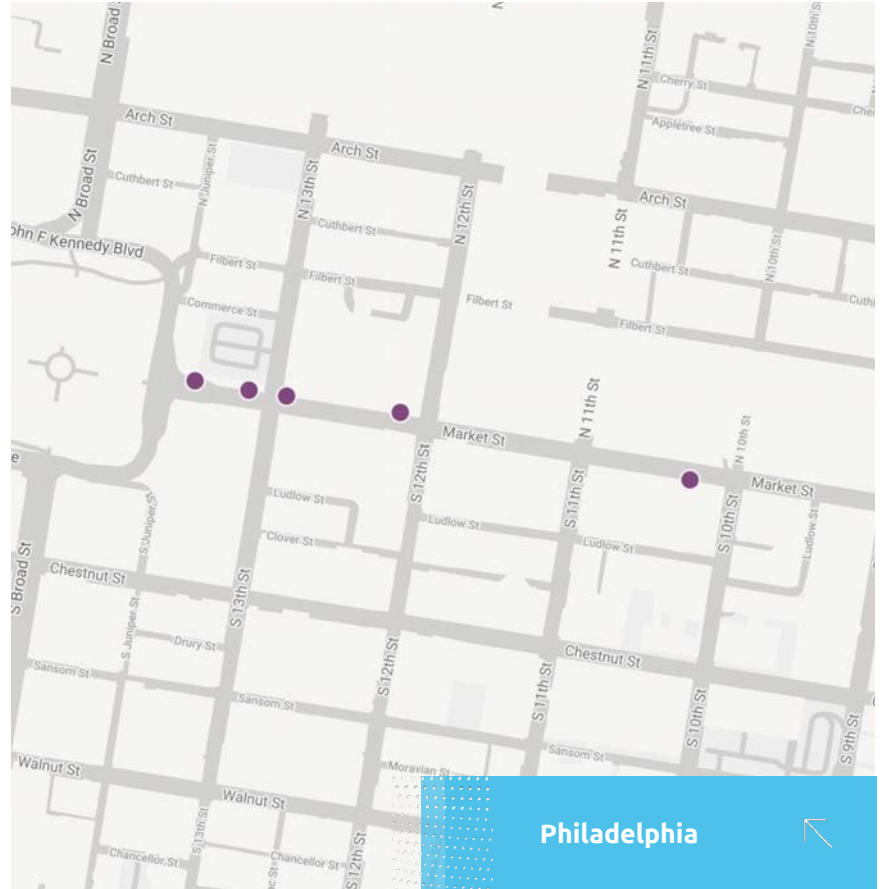
Headhouse

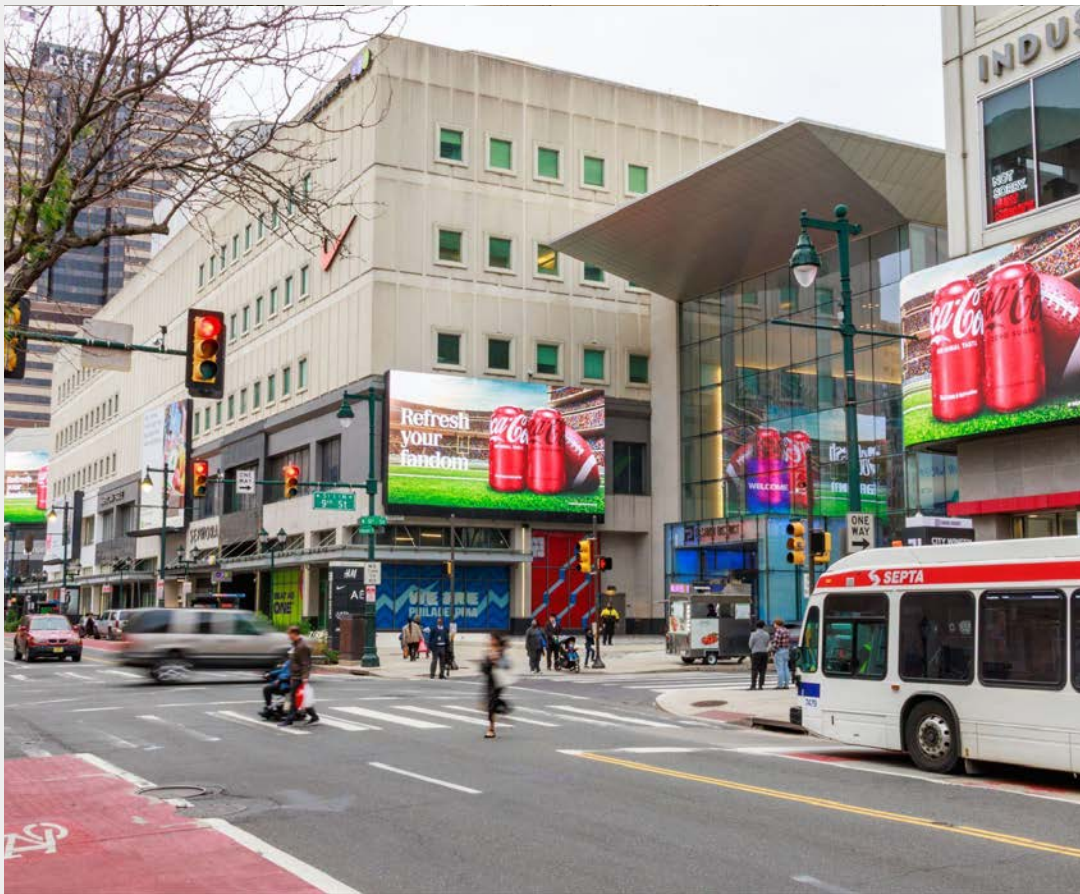
Custom Install

# Philadelphia Market Street Furniture

## Legend

Market Street Furniture Headhouses





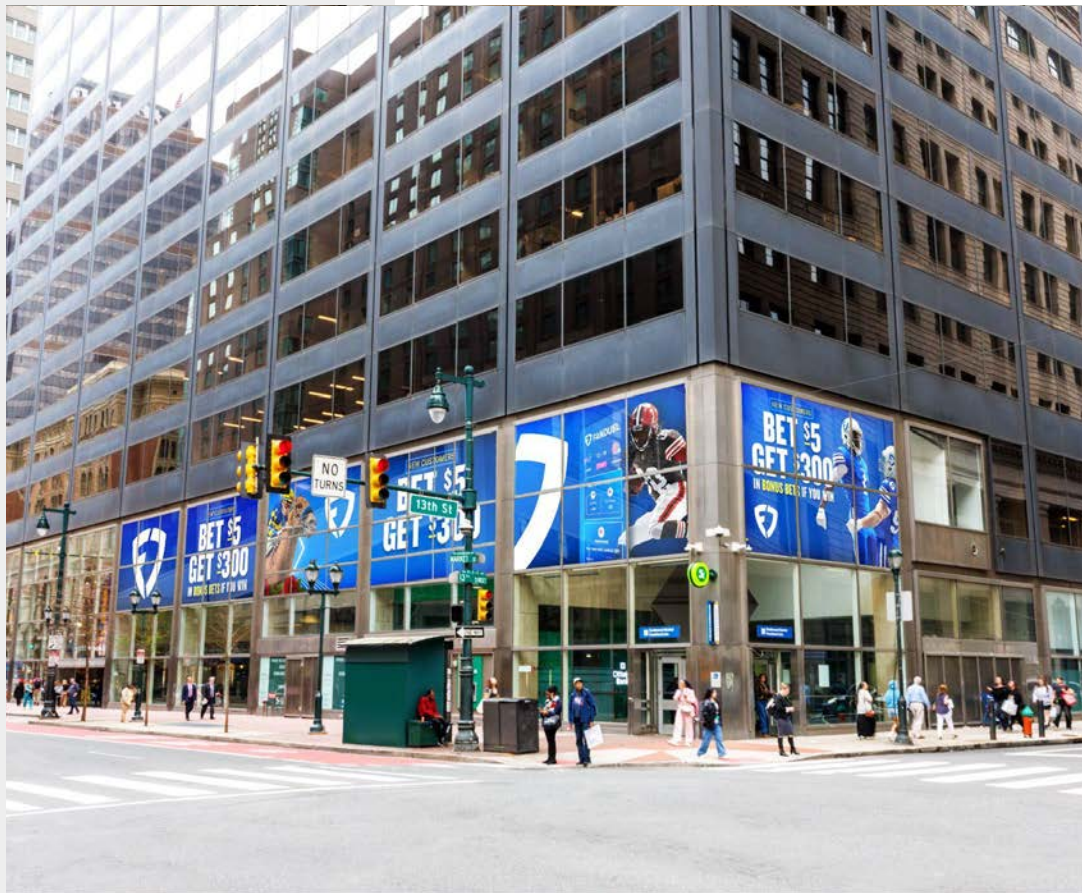
# Center City Bulletins

Center City Philadelphia is a premier hub for shopping, dining, culture, and everyday movement. Reach both locals and visitors with 4 Digital Bulletins and 7 Static Bulletins strategically positioned along East Market Street, delivering high-impact visibility from multiple angles across this bustling corridor.

## Specs

Digital Bulletins	Varies
Static Bulletins	Varies





# Center City Spectacular

Command attention in the heart of Philadelphia with a high-impact Spectacular on the exterior of SEPTA's headquarters in the heart of Center City. This large-format media placement offers bold, street-level visibility to commuters, pedestrians, and drivers in one of the city's most trafficked corridors, ideal for delivering unmissable brand messages.

## Specs

Spectacular

Custom Install



# 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.



# 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 Full Side

These high-impact displays span one entire side of SEPTA buses, capturing consumers' attention as they make their way around Philadelphia's busy city streets.

## Specs

Bus Full Side

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 Super King

Super Kings successfully reach pedestrians and commuters alike. Larger than a King, this media quickly builds awareness for your ad.

## Specs

Bus Super Kings

30" H x 240" W



# 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 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 Tails

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

## Specs

Bus Tails

21" H x 70" W

# Bus High Impact Tails

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



## Specs

Bus High Impact Tails      40" H x 86" W



# Bus Kings w/Headliners

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

## Specs

Bus King	30" H x 144" W
Headliners	Varies by bus type





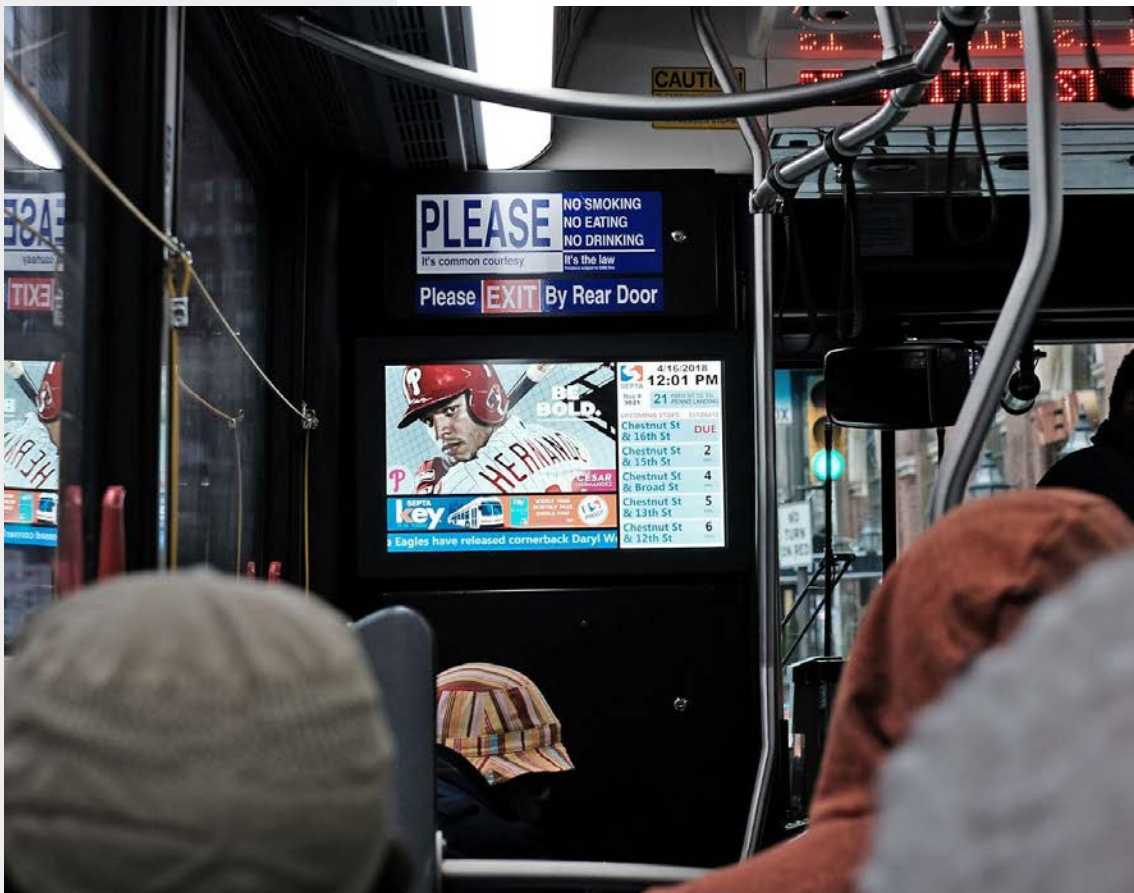
# Interior Bus Cards

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

## Specs

Interior Car  
Cards

11" H x 28" W  
11" H x 56" W  
22" H x 21" W



# SEPTA In-Bus Digital Screens

Capture commuters along our extensive Philadelphia bus network with SEPTA's interior bus screens. Each bus has two screens, placed to ensure passenger visibility from any seat.

## Specs

Screen Size	24"
Resolution	1920 H x 1080 W
Spot Length	15 seconds

# Philadelphia

## SEPTA Bus Coverage

### Legend

Allegheny



Callowhill



Comly



Frankford



Frontier



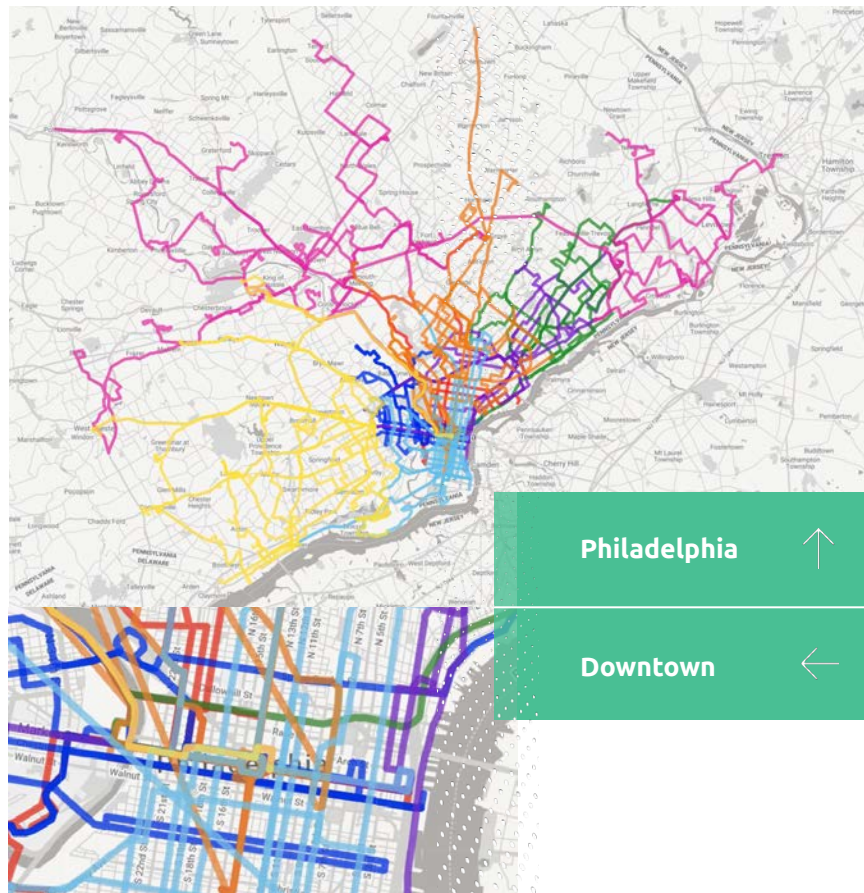
Midvale



Southern



Victory





# Philadelphia DMA Bus Coverage

## NJT Bus Garages

Egg Harbor Express\*



Egg Harbor Local



Hamilton Township



Newton Ave Express\*



Newton Ave Local



Salem Local



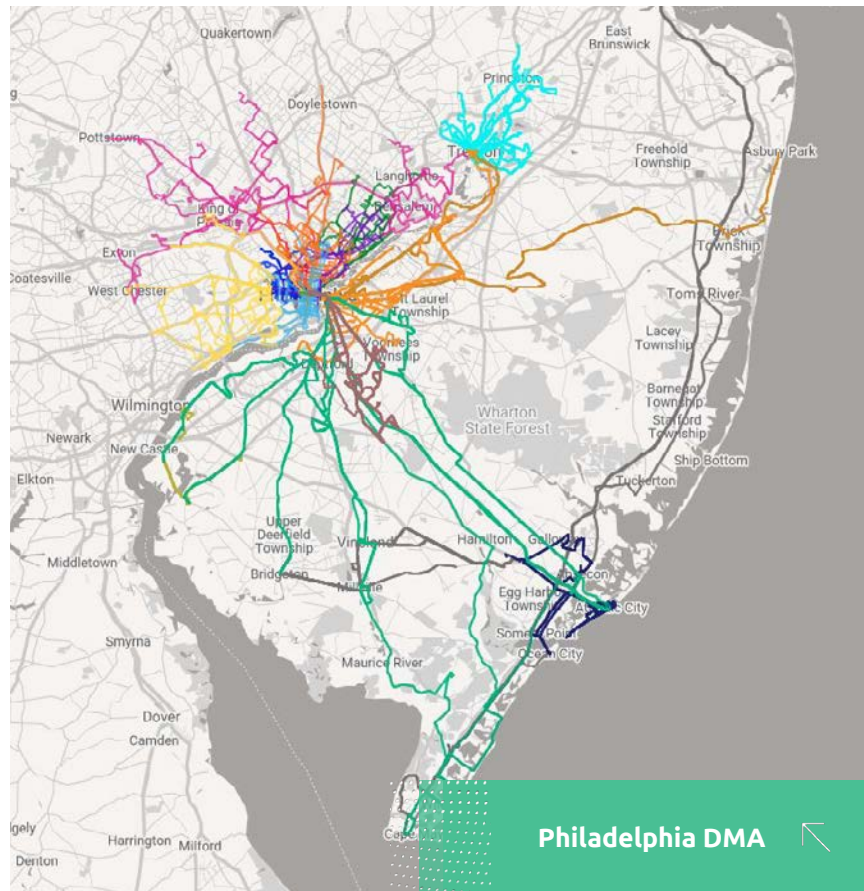
Washington Township Express\*



Washington Township Express\*



\*garage has routes that enter Philadelphia



Philadelphia DMA ↖

# 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.



# 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



# Station Saturations

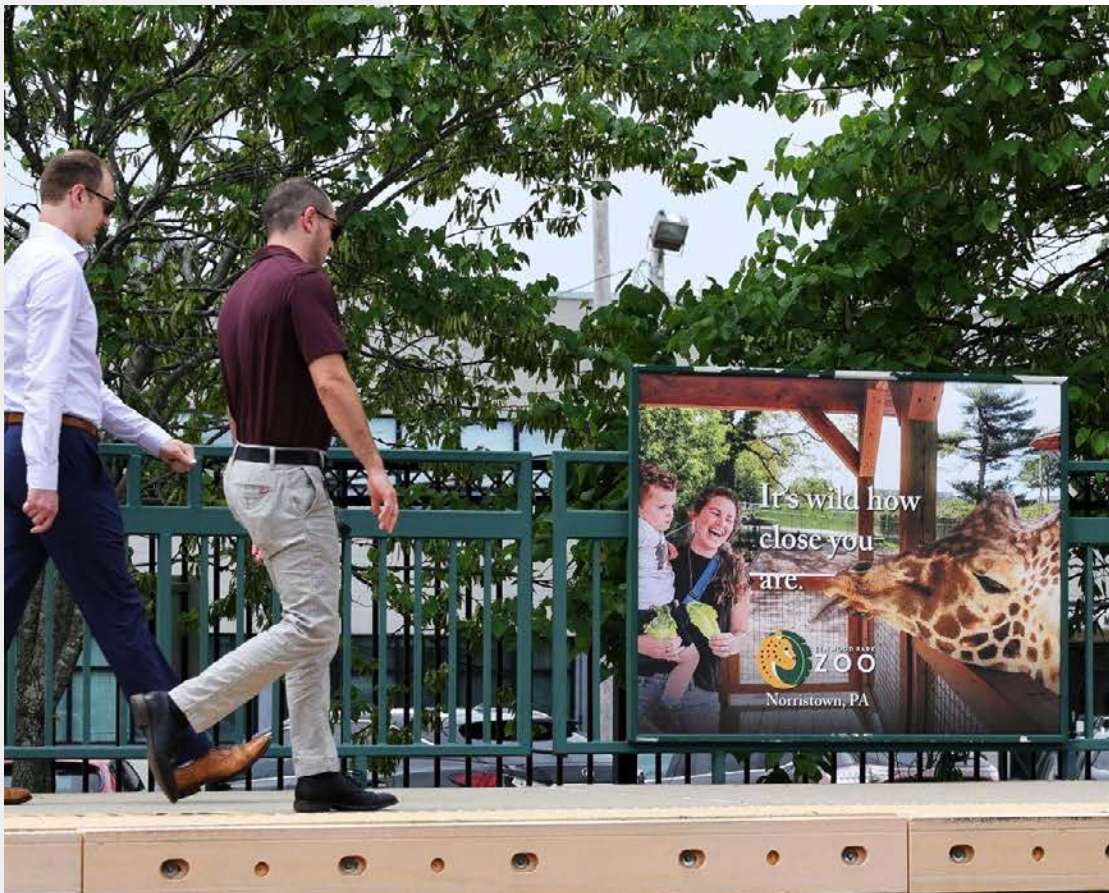
Station Saturations allow one brand to own all traditional station media and engage consumers creatively with uninterrupted brand presence. Saturations are available across our entire network of SEPTA and PATCO stations.



## Specs

Station Domination

Custom Install



## 2-Sheets

2 Sheets are available on all lines including SEPTA Rail & Subway Lines, AMTRAK Rail Lines, and PATCO Rail Lines, providing brand visibility in high-traffic areas of each station with long dwell times.

### Specs

2-Sheets

46" H x 60" W



# Exterior Train Media

Catch attentive commuters as SEPTA and PATCO trains roll into transit stations.

## Specs

King	30" H x 144" W
Super King	30" H x 240" W
Ultra Super King	Custom Install





# Train Wraps

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.

## Specs

Train Wrap

Custom Install



# Interior Train Wraps

Full Wrapped train interiors allow riders to step in and be immersed 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 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.

## Specs

Interior Car Cards	11" H x 28" W
	22" H x 21" W
Ceiling Wrap	Custom Install





# Subway Interior Cards

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

## Specs

Interior Car Cards

11" H x 28" W  
22" H x 21" W  
11" H x 56" W



# Regional Rail Interior Cards

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

## Specs

Interior Car Cards	33.25" H x 21" W
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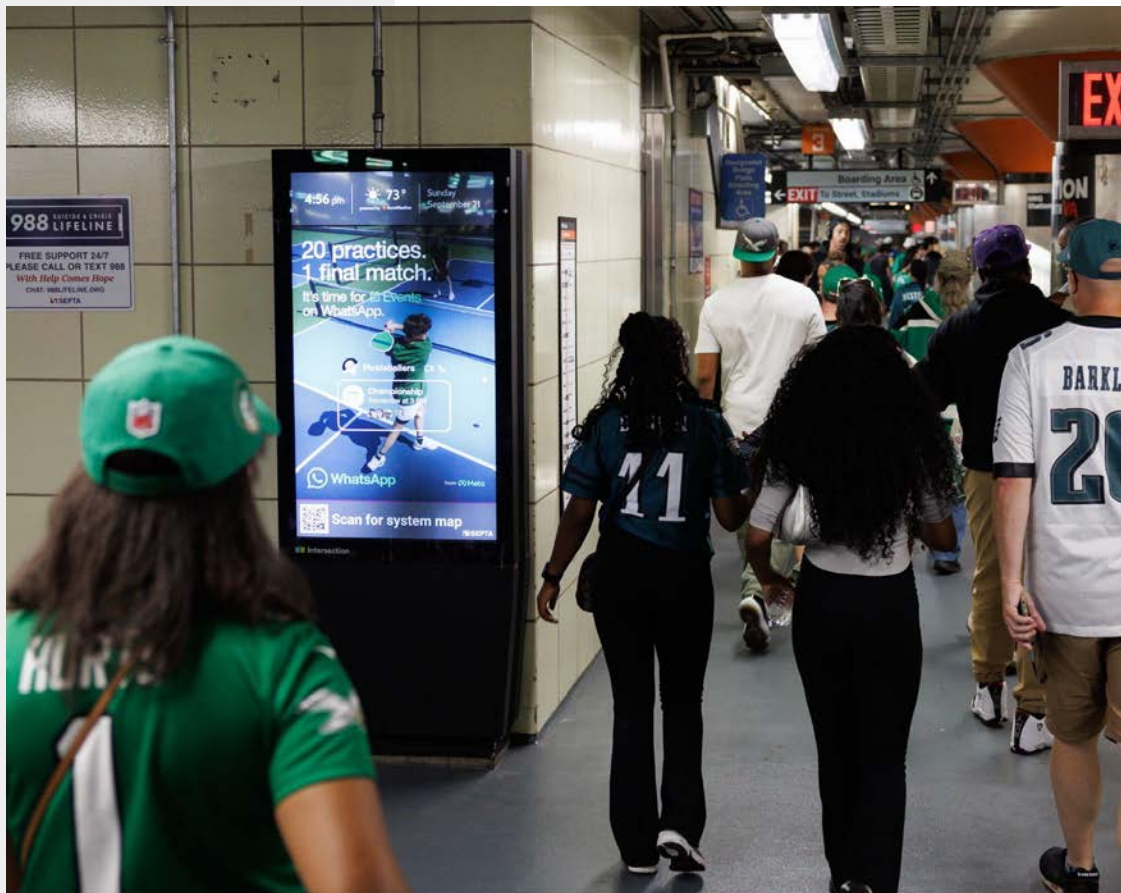
# Digital Rail Interiors

Select rail cars in Philadelphia have digital interior screens—an impactful way to reach a busy, desirable rail-commuting audience with a timely message.

## Specs

Size/Resolution	19" / 1920 x 1080
Frame Rate	30 FPS
Spot Length	15 Seconds





# Transit Kiosk

Transit Kiosks connect commuters to valuable information at strategic touch points throughout rail and subway stations.

## Specs

Resolution	1440H x 1080W
Animation	Full



# Digital Platform & Station

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

## Specs

Screen Size	Varies
Frame Rate	30 FPS
Resolution	1920 x 1080

# Suburban Station Video Walls

These video walls provide real time train schedule updates and allow advertisers to use the lower one-third of the wall to reach a captive commuter audience.



## Specs

Size	22.77" H x 120.9" W
Frame Rate	30 FPS
Spot Length	7.5 Seconds



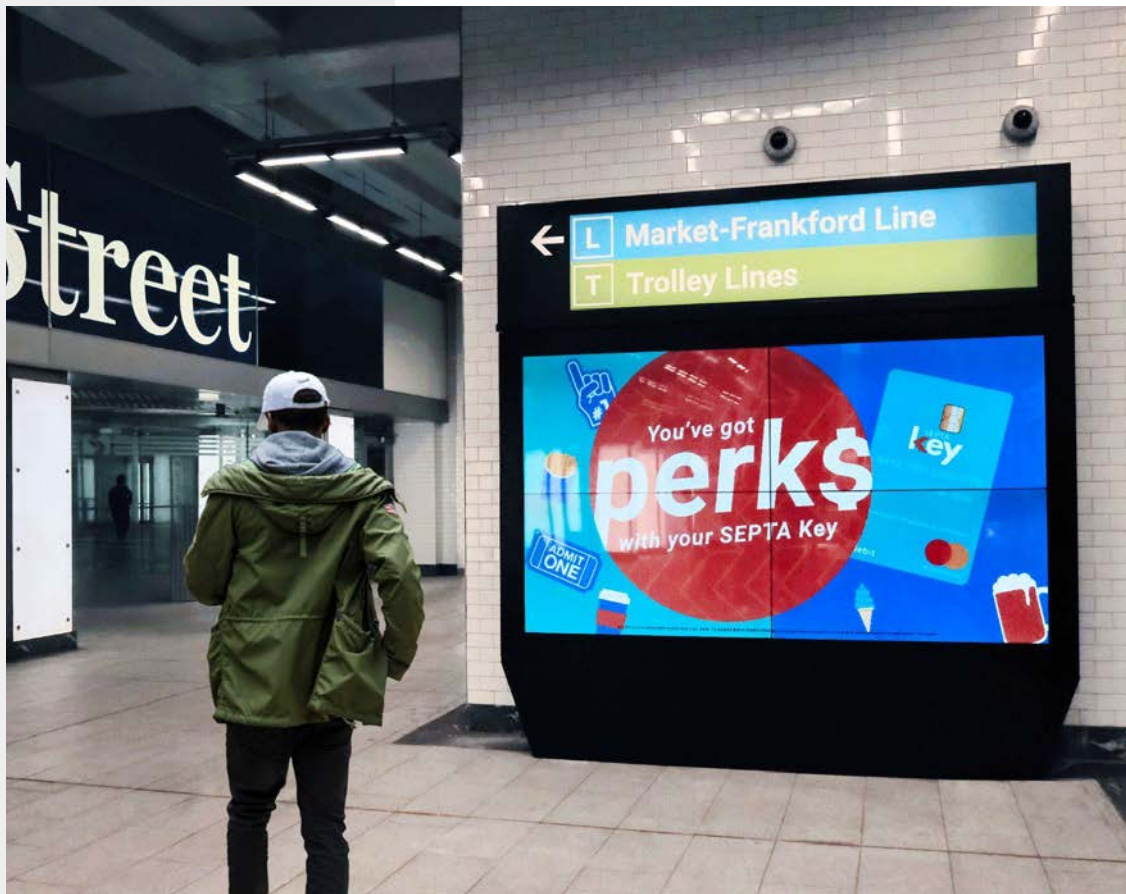
# Dilworth Concourse Screens

Dilworth Park serves as a major passageway to some of Philadelphia's busiest transit stations. Assets located at the high-traffic concourse level ensure commuter visibility.



## Specs

Size	84"
Frame Rate	30 FPS
Spot Length	7.5 Seconds



# Drexel Station at 30th Street Video Wall

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

## Specs

Screen Size	143" W x 80.5" H
Frame Rate	30 FPS
Spot	7.5 Seconds

*Competitive exclusively applies. Contact market for details.*

# Philadelphia DMA Rail Coverage

## Rail Routes & Stations

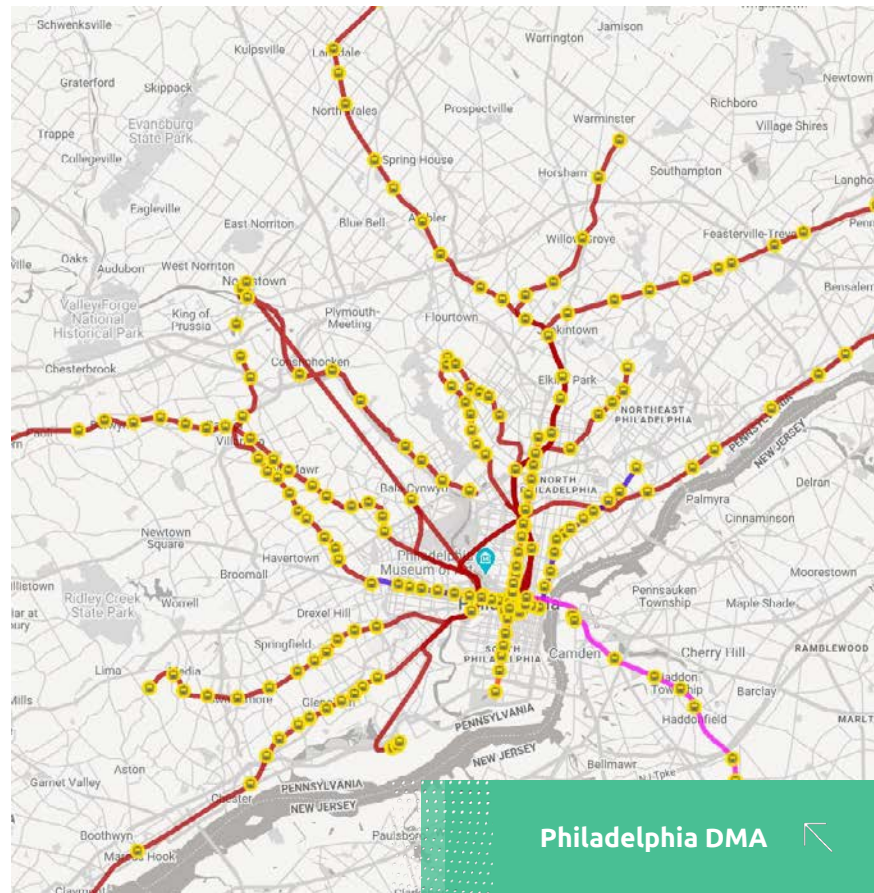
SEPTA Subway



SEPTA Regional Rail










PATCO

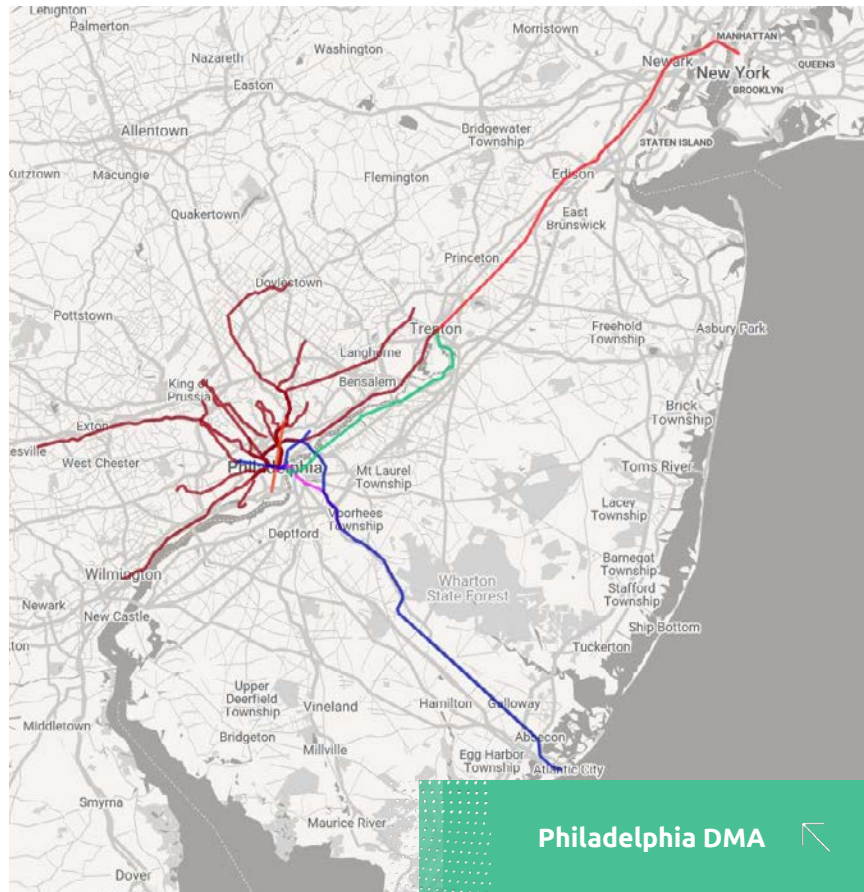




# Philadelphia DMA Rail Coverage

## Rail Routes

PATCO	
SEPTA Broad Street Subway Line	
SEPTA Market-Frankford Subway Line	
SEPTA Regional Rail	
NJT River Line	
NJT Atlantic City Line	
NJT Northeast Corridor	



# 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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Title, department

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 **Intersection**

INTERSECTION.COM

