

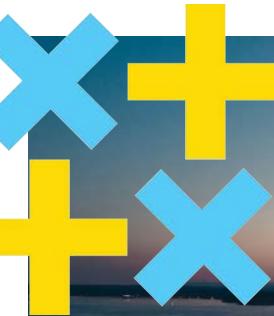
# Seattle Media Kit **2026**

 **Intersection**



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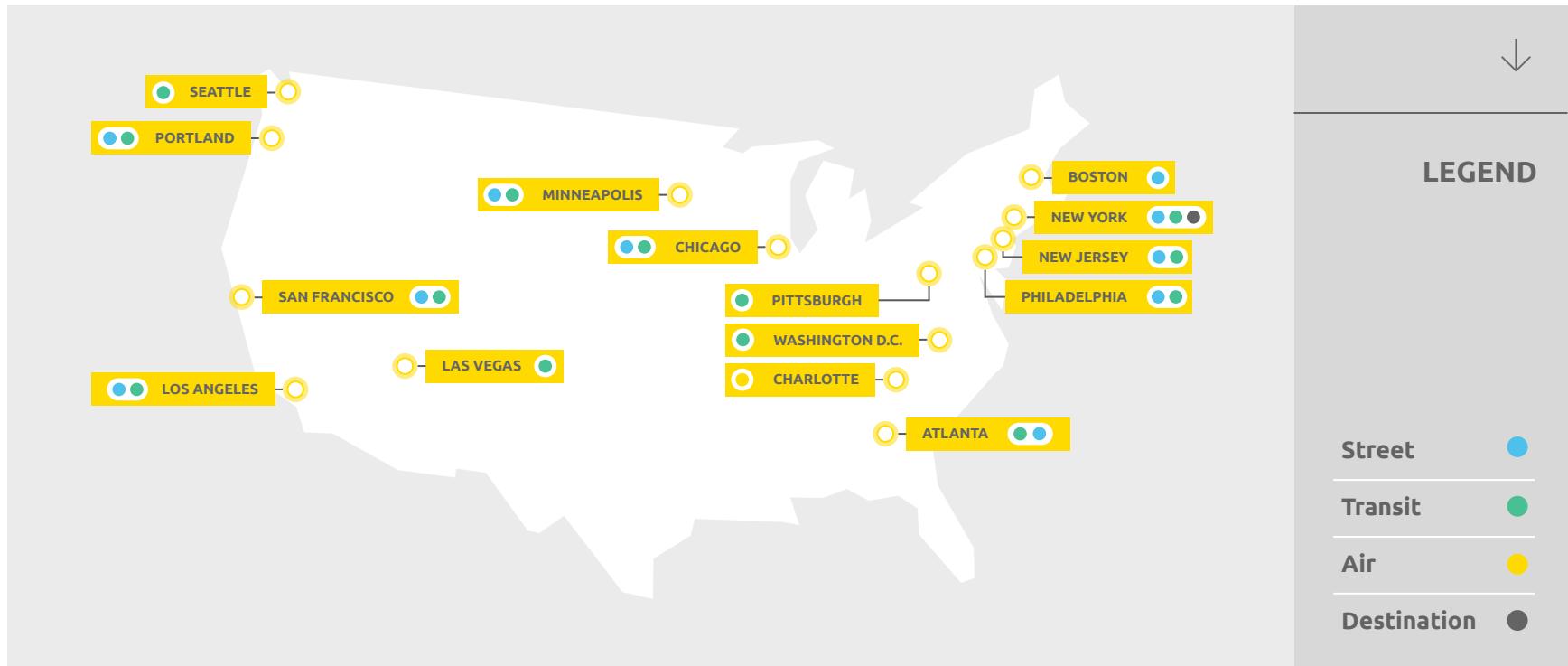
DOWNTOWN SEATTLE

# Reach diverse audiences in America's Top Cities

From New York to Seattle 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.

# Covering key markets from coast to coast



# The Intersection Difference Seattle

The most comprehensive and targeted media solutions in Seattle

- In Seattle, we reach 3.5 million people weekly
- More than 2MM monthly rides taken across the King County Metro and Sound Transit network
- Media network that spans from Everett to Tacoma

Source: Geopath, KCM, ST





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

King County Metro and Sound Transit are the primary public transportation agencies serving Seattle and the surrounding region. Their collective mission is to move Seattle and the counties nearby 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.

# 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.

- 1,300+ total buses
- 120+ routes
- 2023 annual ridership of 79M
- 8th largest bus fleet in the USA

Source: King County Metro, National Transit Database



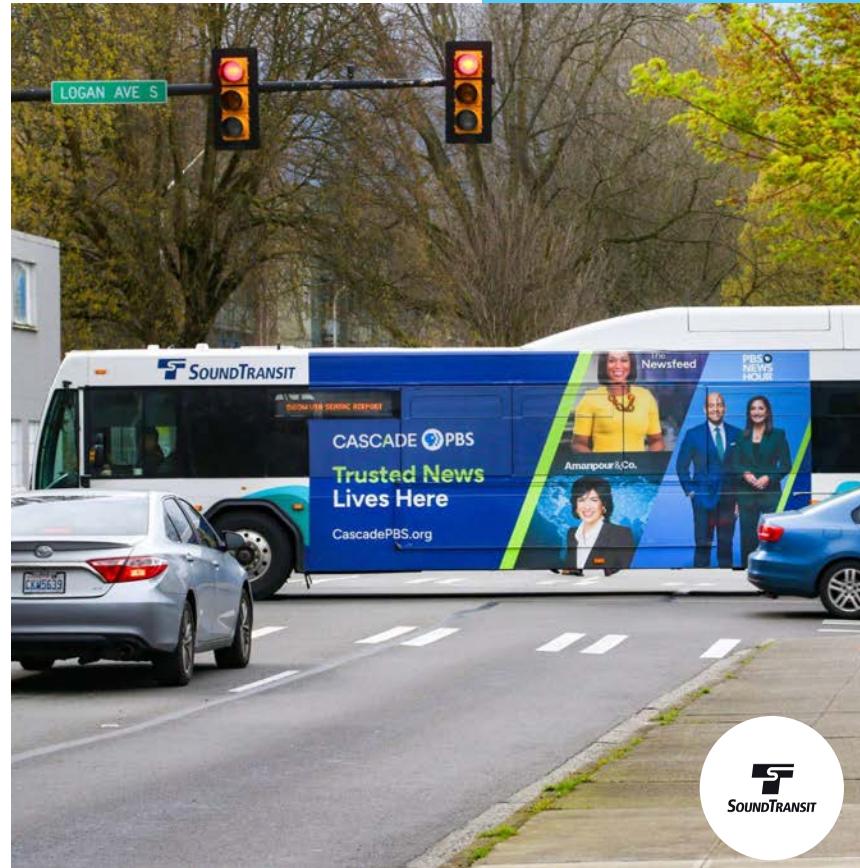
# Sound Transit

## 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.

- 237+ total buses
- 196 light rail vehicles and 72 commuter rail vehicles

Source: Sound Transit



# Seattle Streetcar

## Looping around the city's dense core

Seattle Streetcar operates two lines on 3.8 miles of track, circling Seattle's central city. The slow-moving train shares lanes with other vehicles in a mixed-traffic model.

- 8 trains in the fleet
- 2 targetable lines: First Hill & South Lake Union
- 2023 annual ridership of 1.3M

Source: Seattle Streetcar



# Bus Media



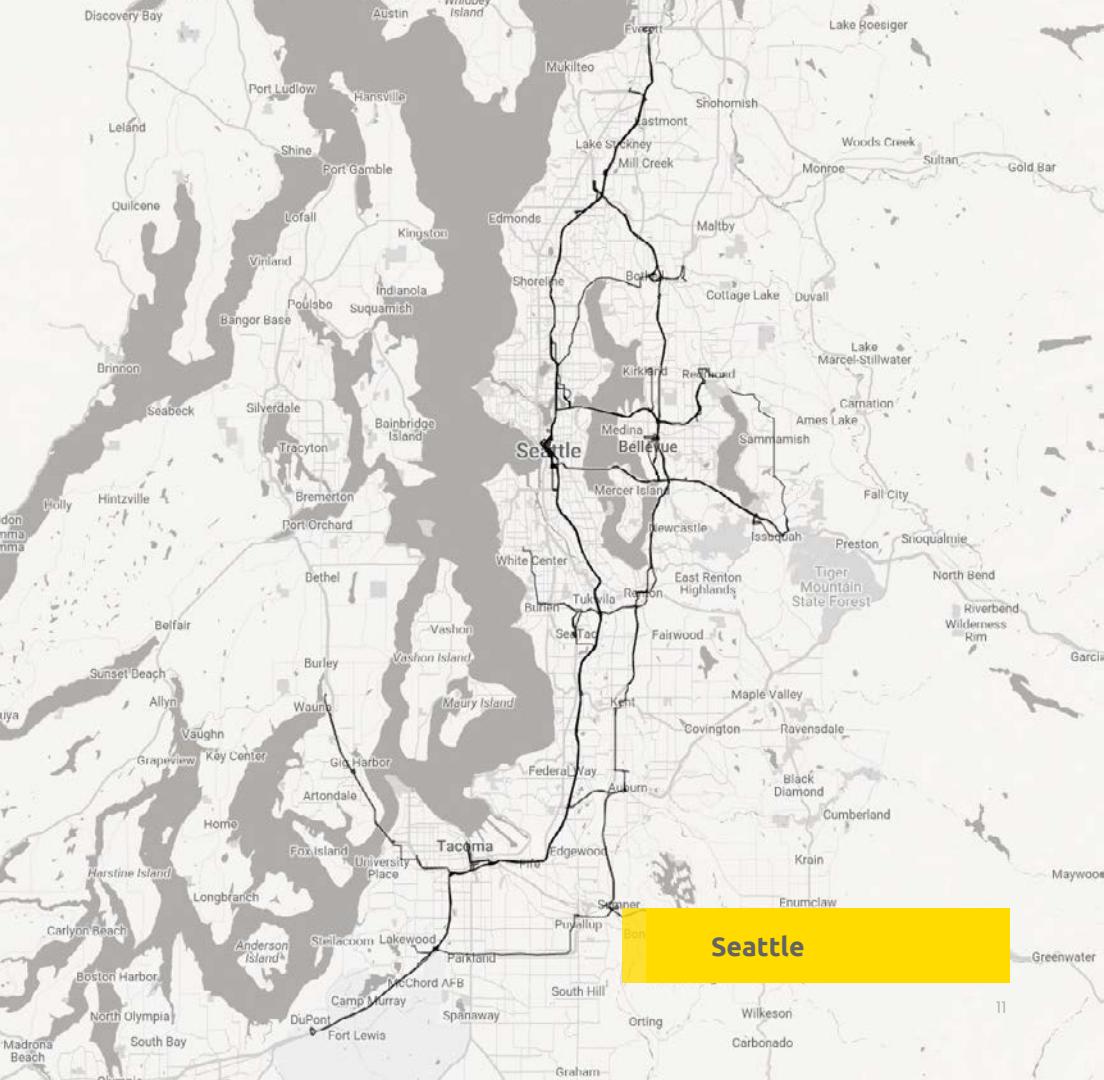
With the largest bus network in the U.S., Intersection delivers unbeatable, eye-level coverage in the heart of the country's largest cities and DMAs.



# Seattle Bus Coverage

## Legend

Sound Transit Bus Routes

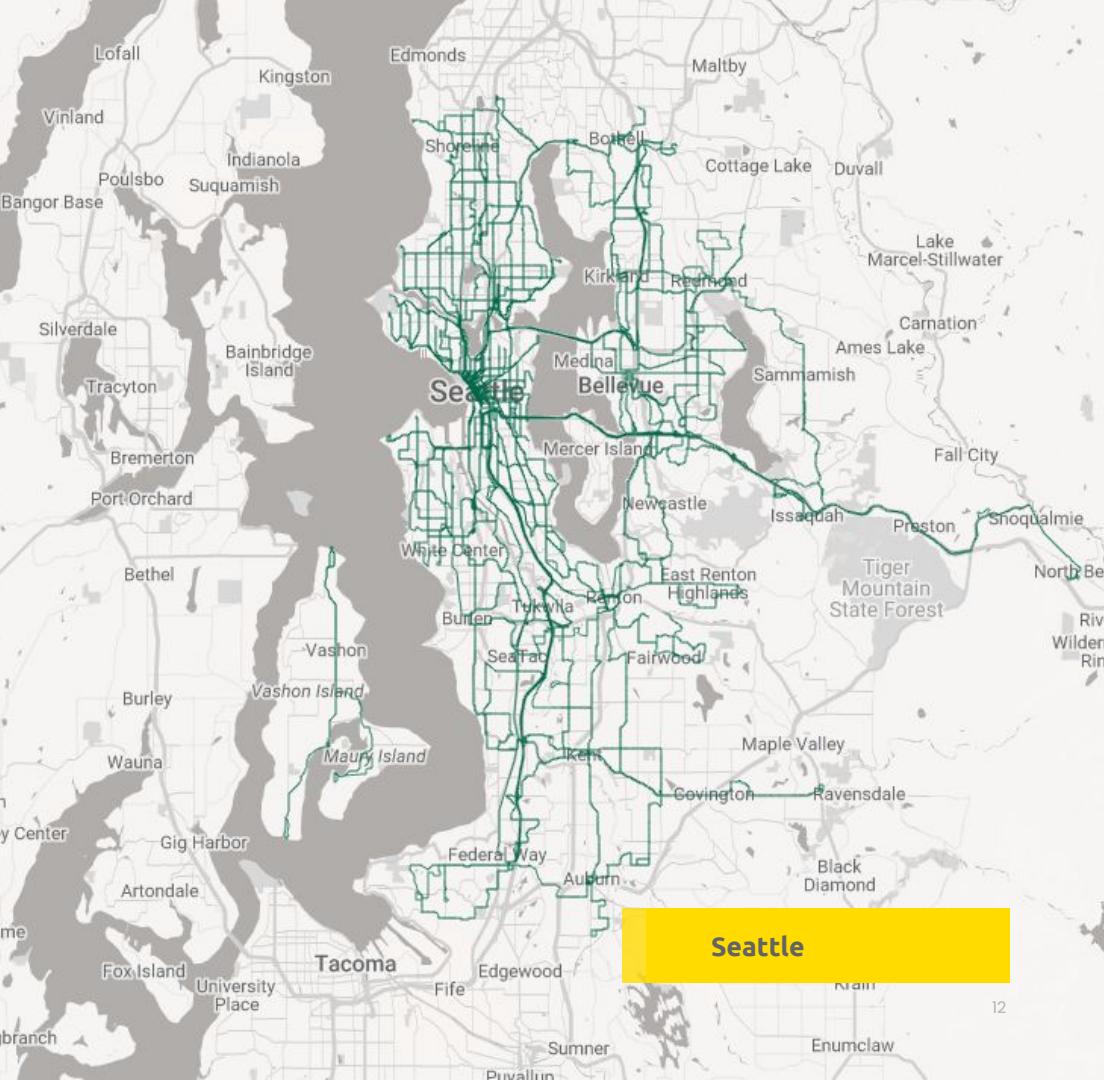


Seattle

# Seattle Bus Coverage

## Legend

King County Metro Bus Routes



# Seattle Bus Garage Coverage

## King County Metro Bus Routes

## North Garage



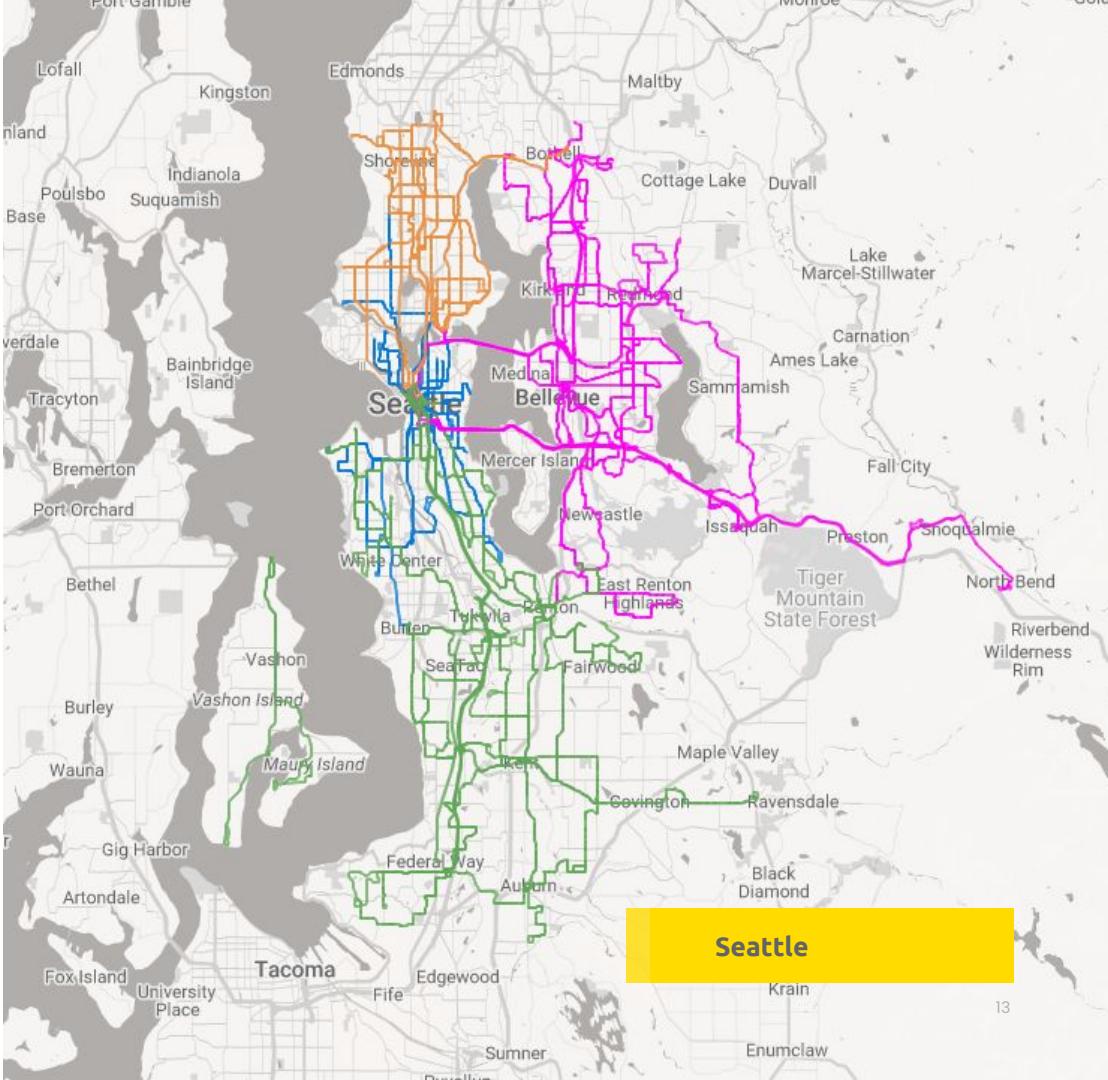
## South Garage



## Eastside Garage



## Downtown Garage





# Bus Ultra Super Kings

Seattle 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

Varies



# Bus Double Ultra Super Kings

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

## Specs

Bus Ultra Super King

Varies



# Bus Kongs

Seattle 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 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 general market or specific neighborhoods.

## Specs

Tails

Varies

Super Tails

Varies



# Bus Kings

Seattle 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 Kings with Vertical Panels

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

## Specs

Vertical Panels

Varies



# Bus Queens

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

## Specs

Bus Queens

Varies



# Bus Wraps

Seattle 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 Fullbacks

Seattle 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





# Double Decker Bus

Seattle Double Decker buses, offering Kong, Mega King, and Half Sides, are an unusual and exciting messaging option that tower over congested traffic.

## Specs

Kongs Varies

Mega Kings Varies

Half Sides Varies



# 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 Kings	Varies
Bus Kings	30" H x 144" W
Bus Tails & Super Tails	Varies
Bus Fullbacks	Varies



# Bus Super Tails

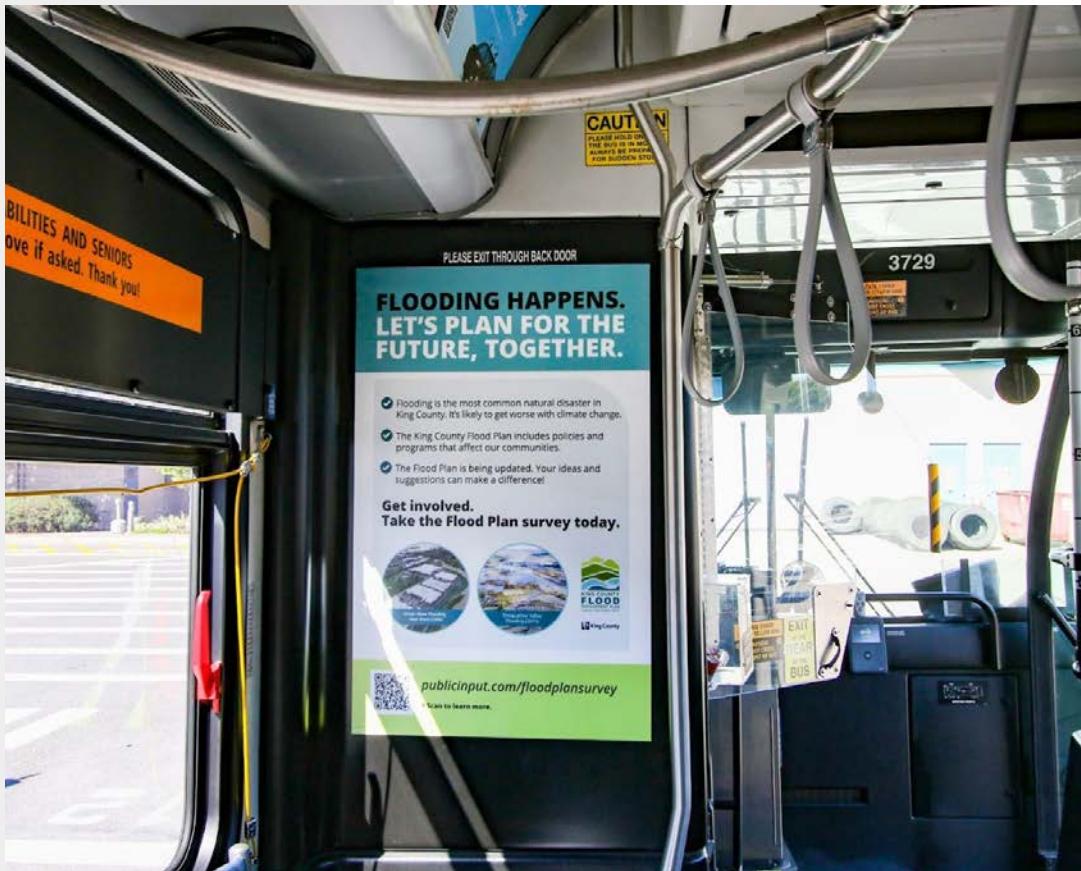
Seattle Oversized Super Tail displays command the attention of drivers as they sit behind the bus in dense traffic.

Super Tails are only available for RapidRide bus media.

## Specs

Super Tails

Custom Install



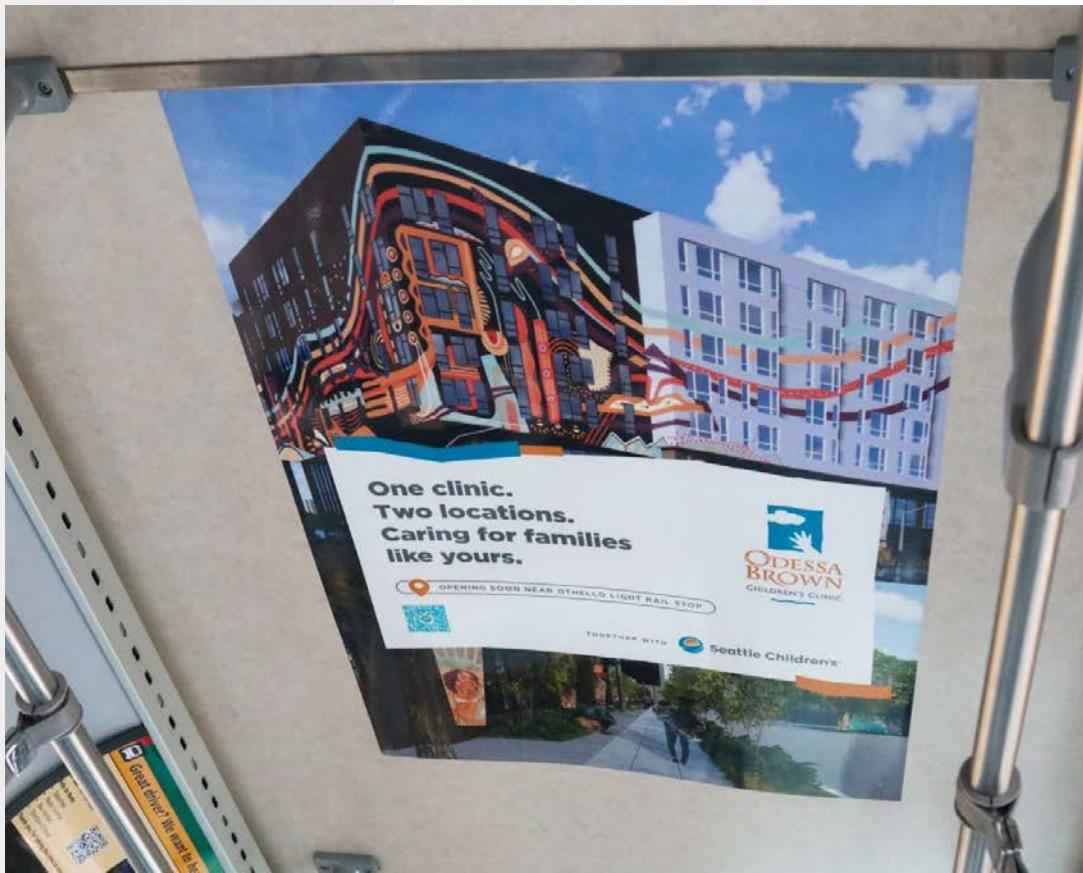
# Bulkheads

Seattle Bulkheads allow you to reach a captive audience of commuters every day with high dwell times.

## Specs

Bus Bulkheads

Varies



# Bus Michelangelo

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

## Specs

Bus Michelangelo

Custom Install



## Bus Interiors

Interior Bus Cards allow you to reach a captive audience of commuters every day in Seattle.

### Specs

Interior Bus Card

Varies

# 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.



# Seattle Rail Coverage

## Legend

Link Rail Routes



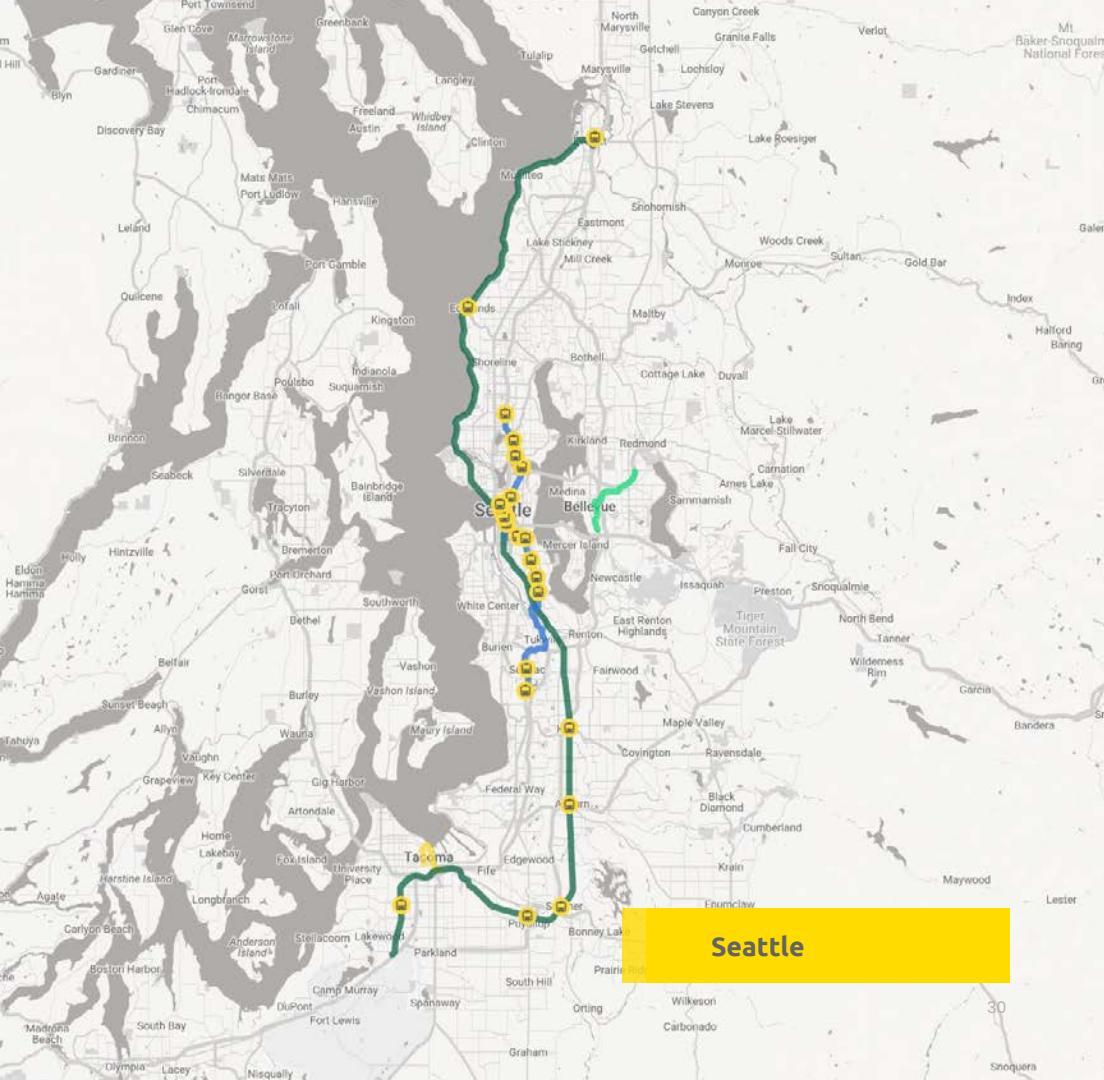
Sounder Train Route



Tacoma Link Route



Stations





# Full Train Wraps

Seattle Full Train Wraps cover the entire exterior of a train car (window coverage varies). 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



# Wild Train Wraps

A Seattle 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



# Rail King

Seattle Rail Kings on Sounder Trains can be the first message commuters see as they begin their daily rail journey.

## Specs

Rail King

30" H x 144" W

 Image for illustrative purposes. Rail Kings are only available for Sounder.



# Station Dominations

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

## Specs

Station Domination

Custom Install



# Capitol Hill Station Hallway Wrap

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

## Specs

Hallway Wraps

Custom Install



# Symphony Station Hallway Wrap

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

## Specs

Hallway Wraps

Custom Install



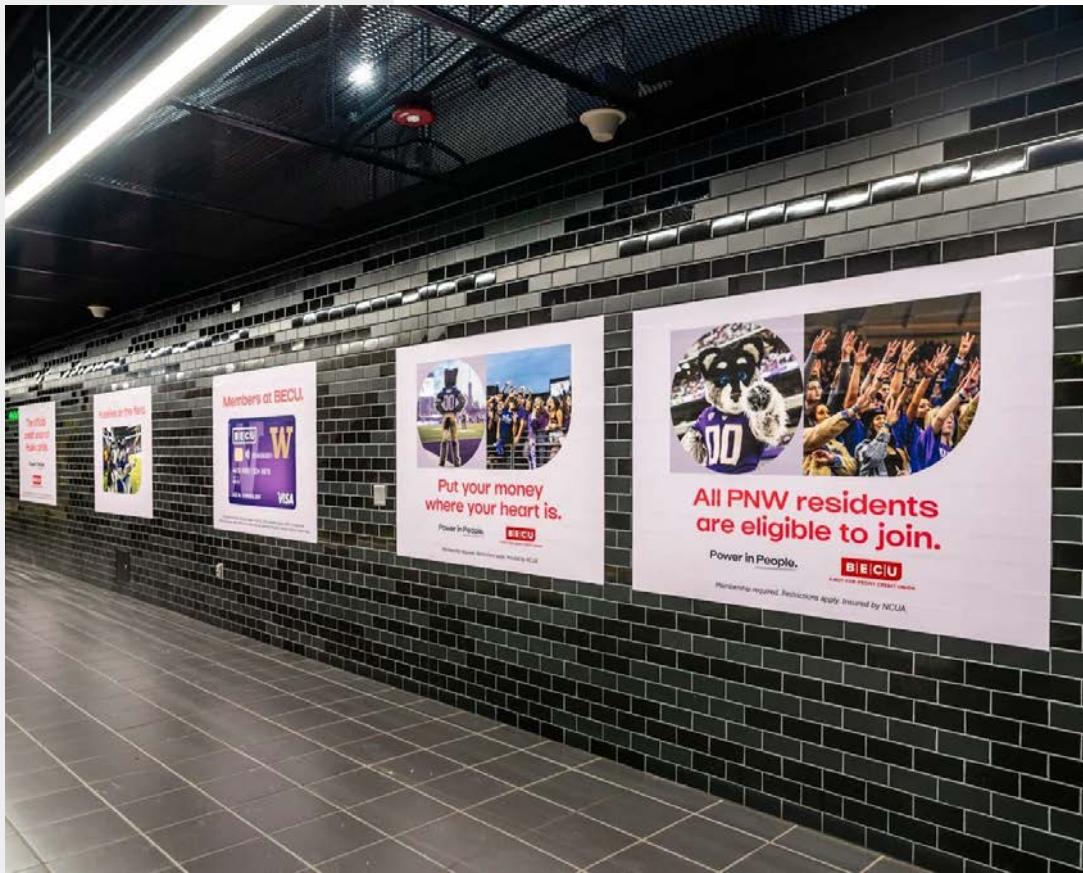
# UW Station Wallscape

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

## Specs

Wallscape

Custom Install



## 2-Sheets

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

### Specs

2-Sheets

46" H x 60" W



# Digital Platforms

Place your ad on screens in Seattle where consumer engagement is high. Screens give your brand quality time with key consumers, in all the right locations.

## Specs

Screen Size	55", 75"
Frame Rate	30 FPS
Resolution	3840 H x 2160 W
Spot Length	15 Sec
8 Advertiser Spot / 150 sec loop	



# Rail Interiors

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

## Specs

Interior Car Cards Varies

Wall Panels 27" H x 25" W



# Interior Brand Trains

Capture light rail passengers in Seattle 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	Varies
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Michelangelos	Varies
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# Rail Michelangelo

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

## Specs

Michelangelos

Custom Install

# Streetcar Media



A slower-moving train that shares lanes with other vehicles, Seattle Streetcar offers large-format media in a targeted coverage area in the city's dense core.



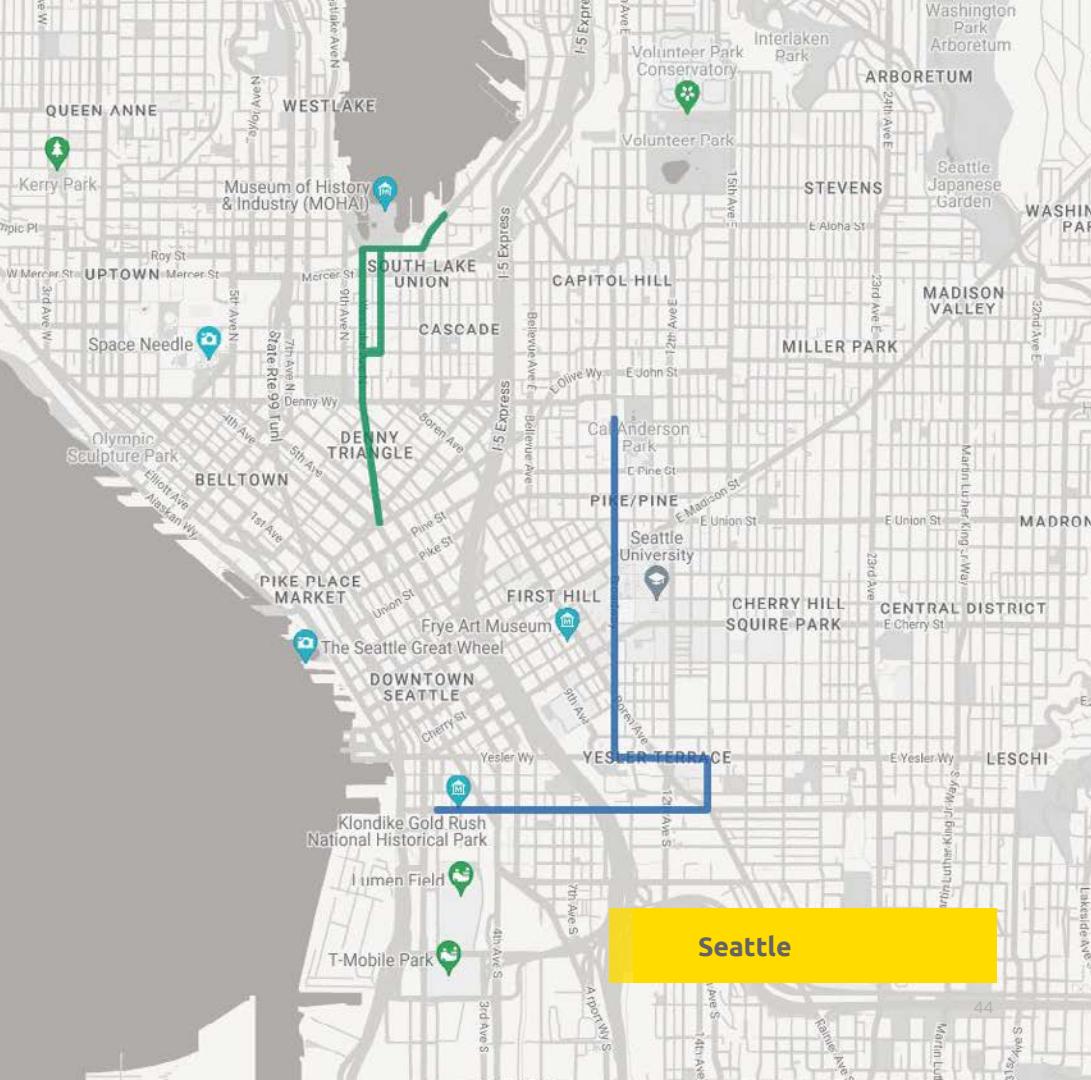
# Seattle Streetcar Coverage

## Legend

First Hill Line



South Lake Union Line





# First Hill Streetcar Wrap

Seattle 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



# South Lake Union Streetcar Full Wrap

Seattle 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



# Interior Brand Trains

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

## Specs

Interior Panels

Varies

Michelangelos

48" H x 24" W

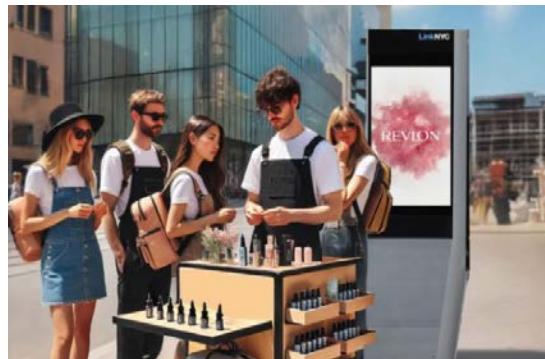
# Additional Offerings



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

First Last  
Title, department

Address 1  
Address 2  
City, State, Zip  
000-000-0000

 Intersection

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INTERSECTION.COM

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# Appendix

**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 cuebiq StreetMetrics
Brand Awareness	 <b>mfour</b> mobile insights in real time™
Brand Affinity & Health	 <b>mfour</b> mobile insights in real time™
CPG / Retail Sales Lift	 <b>CATALINA®</b>
Script Lift	 <b>CROSSIX</b> a Yomi company

**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★
Conversions & Digital Events	KOCHAVA★
Foot Traffic	FOURSQUARE cuebiq
Brand Awareness	 mfour mobile insights in real time®
Brand Affinity & Health	 mfour

[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

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

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:** Smaller Campaigns, Limited Budgets

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

**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:

