



# Minneapolis Media Kit 2026

 Intersection

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

Metro Transit is Minneapolis' public transportation corporation. Its mission is to move Minneapolis by providing safe, reliable and affordable public transportation that connects people around the city, 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.

# The Intersection Difference Minneapolis

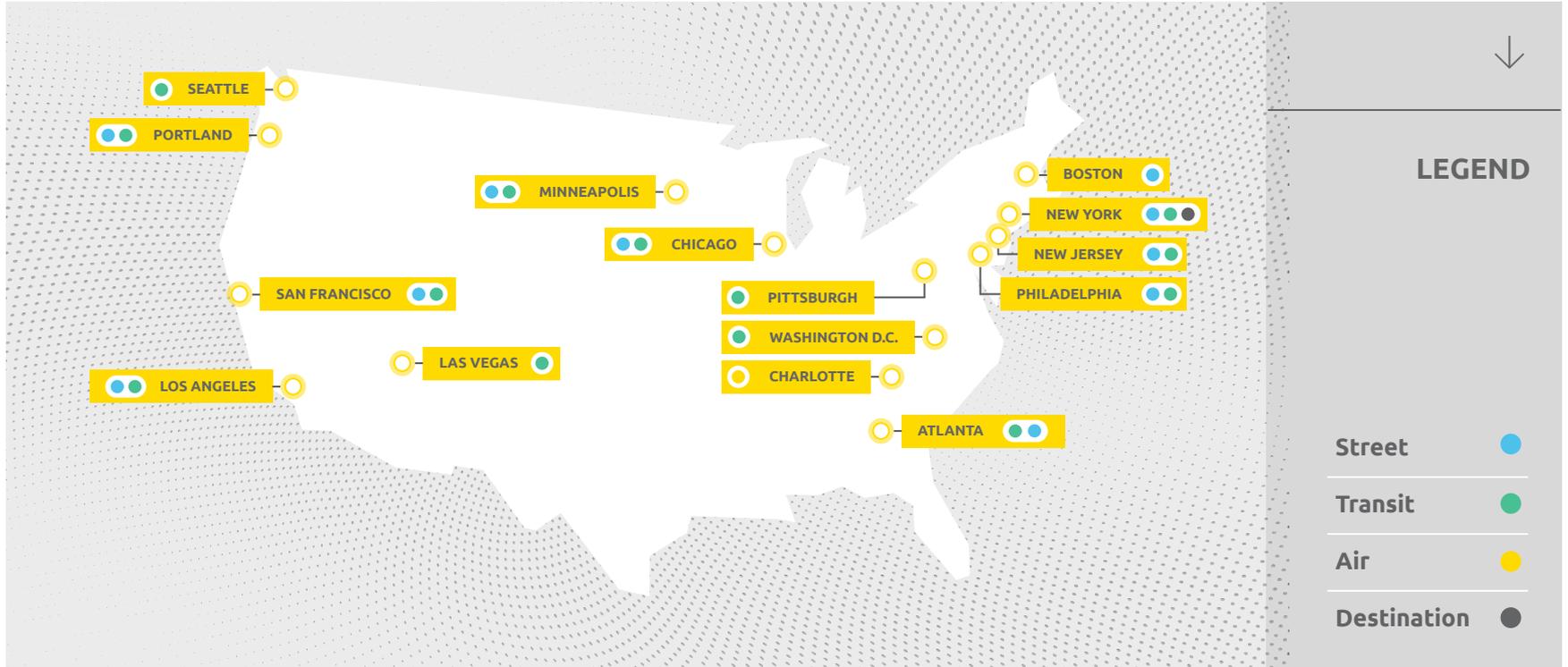
The most comprehensive and targeted media solutions in Minneapolis

- Minneapolis is the 16th largest U.S. CBSA with a population of over 4 MM residents.
- Our media footprint spans 900 sq. miles of bus and rail routes, providing seamless coverage throughout the Twin Cities and surrounding suburbs.

Source: Metro Transit



# Premium products, national scale.



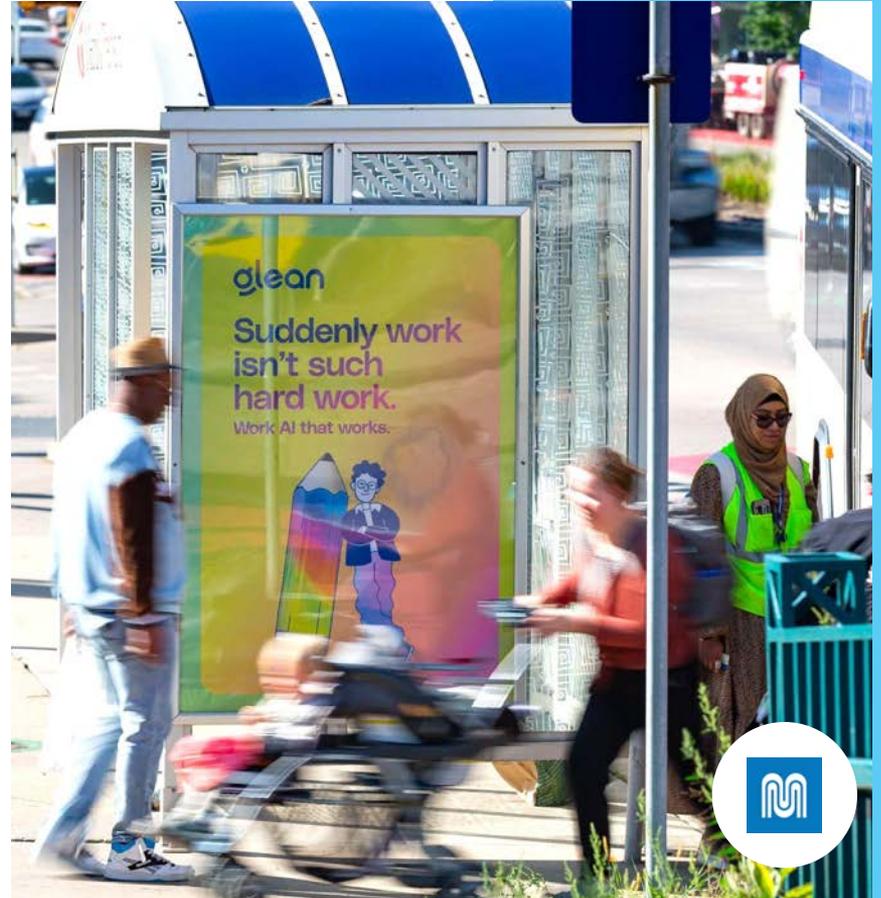
# Metro Transit

## The largest transit operator in Minnesota

Metro Transit plays a vital role in keeping Minneapolis connected and moving

- 484 buses and 3 rail lines (2 light rail, 1 commuter) serving 42 stations
- 835K weekly system riders
- Metro Transit continues to build on their high-frequency bus network, currently with five targetable lines.

Source: Metro Transit



# 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.



# Minneapolis Metro Transit Street Media

## Legend

Bus Shelter



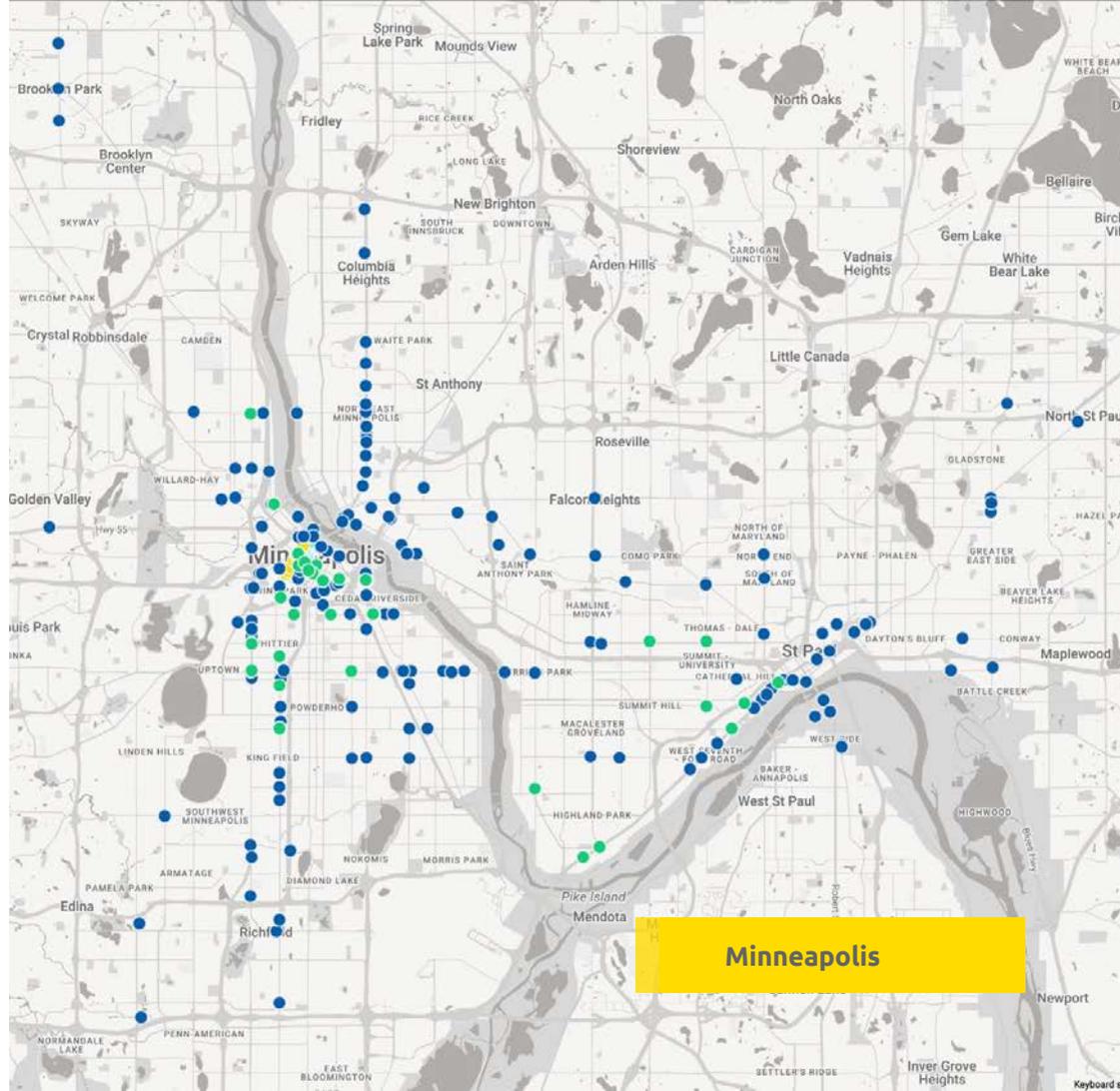
Bus Super Shelter



Nicollet Mall Shelter Wrap



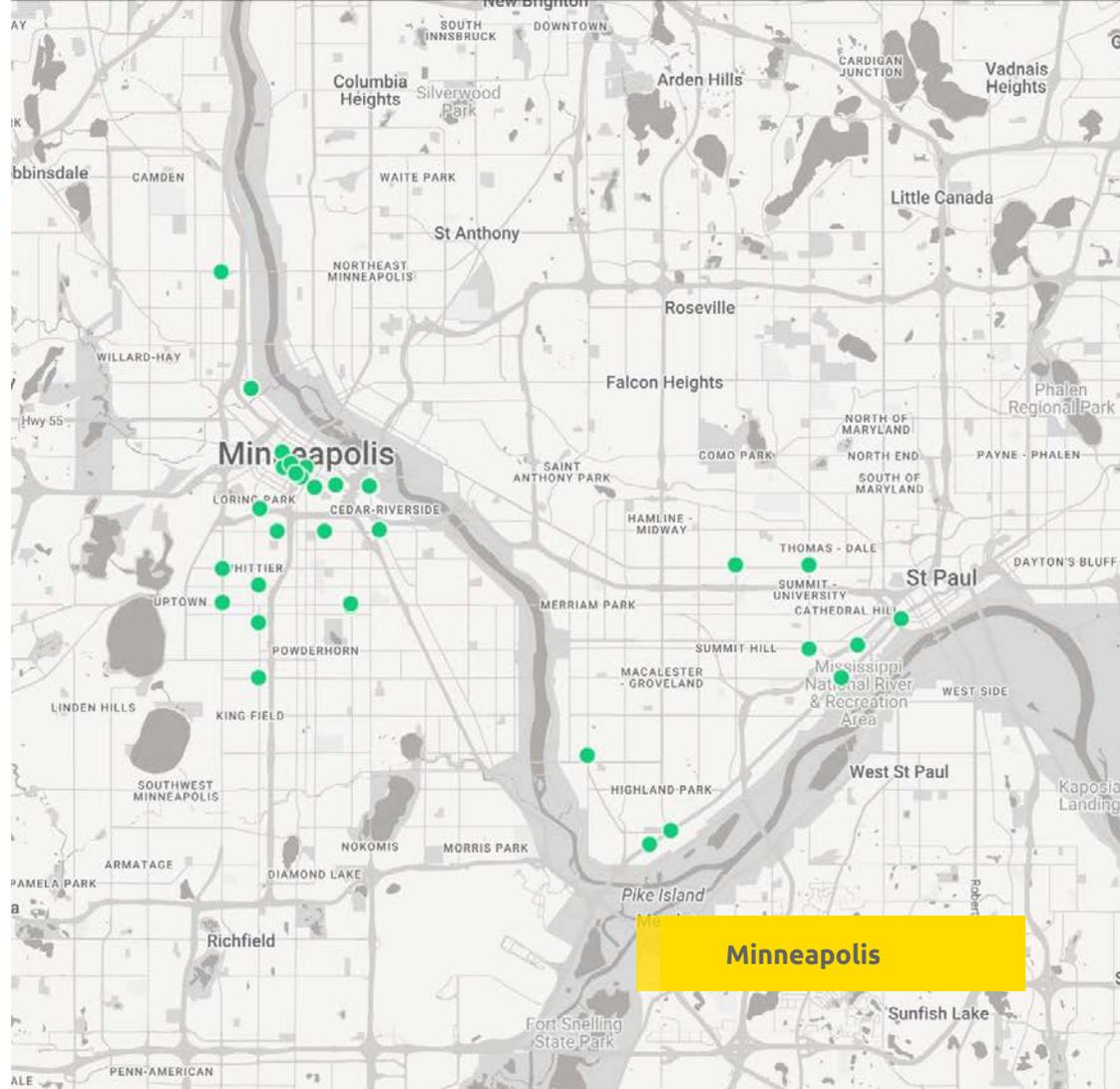
Digital Bus Shelter



# Minneapolis Street Digital

## Legend

Digital Bus Shelter



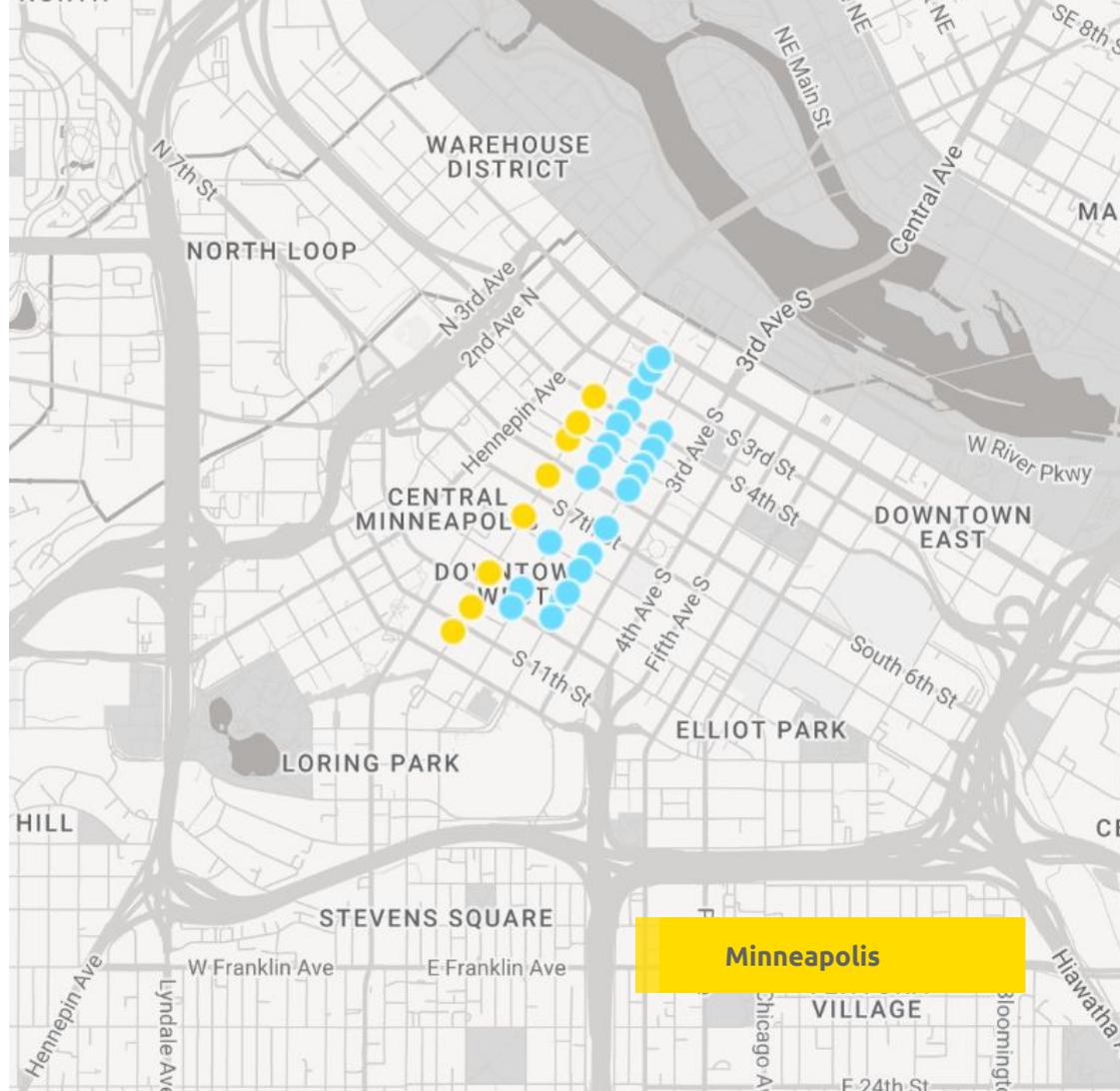
# Minneapolis Metro Transit Street Media

## Legend

Nicollet Mall Shelter Wrap



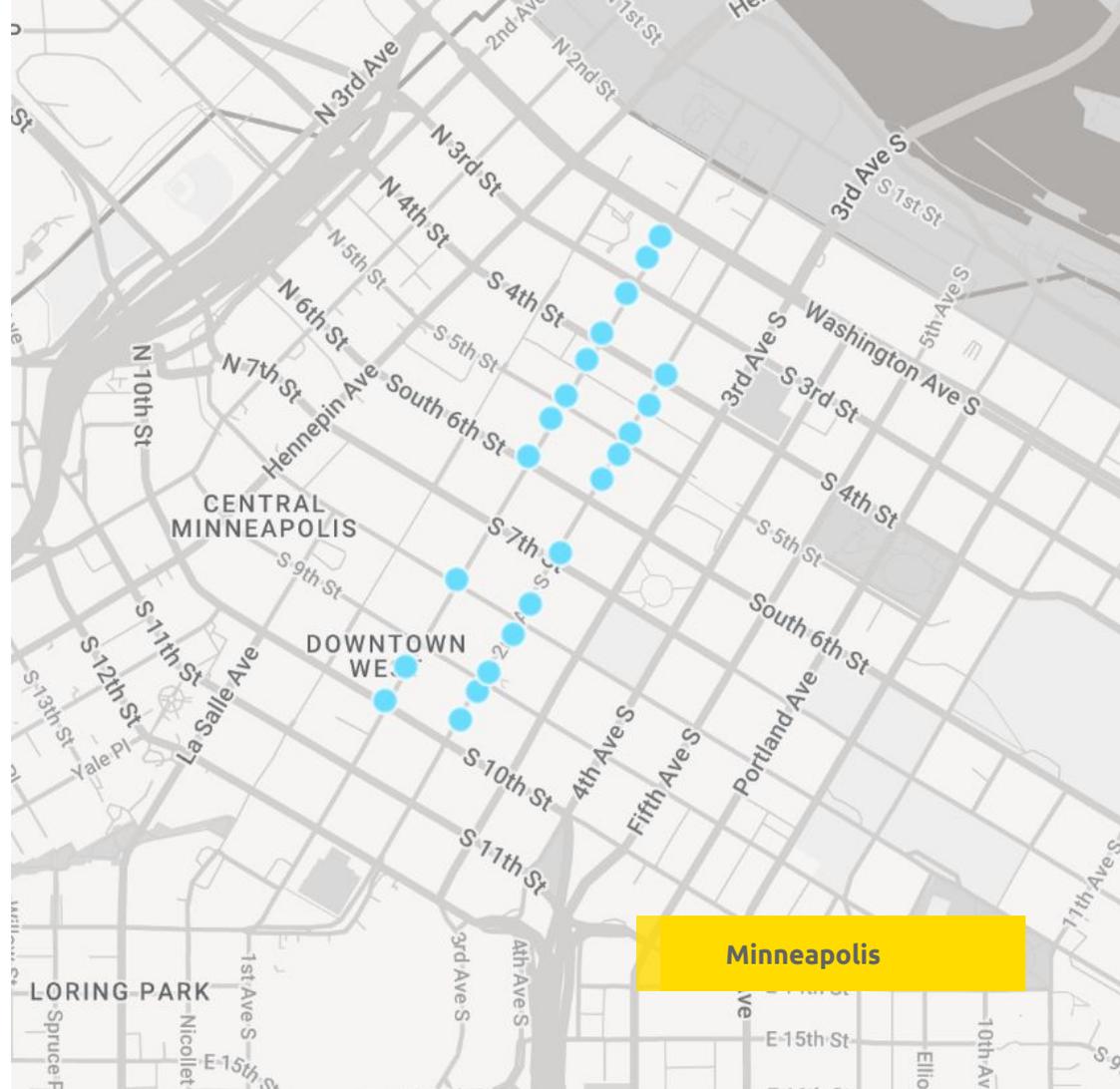
Bus Super Shelter



# Minneapolis Metro Transit Street Media

## Legend

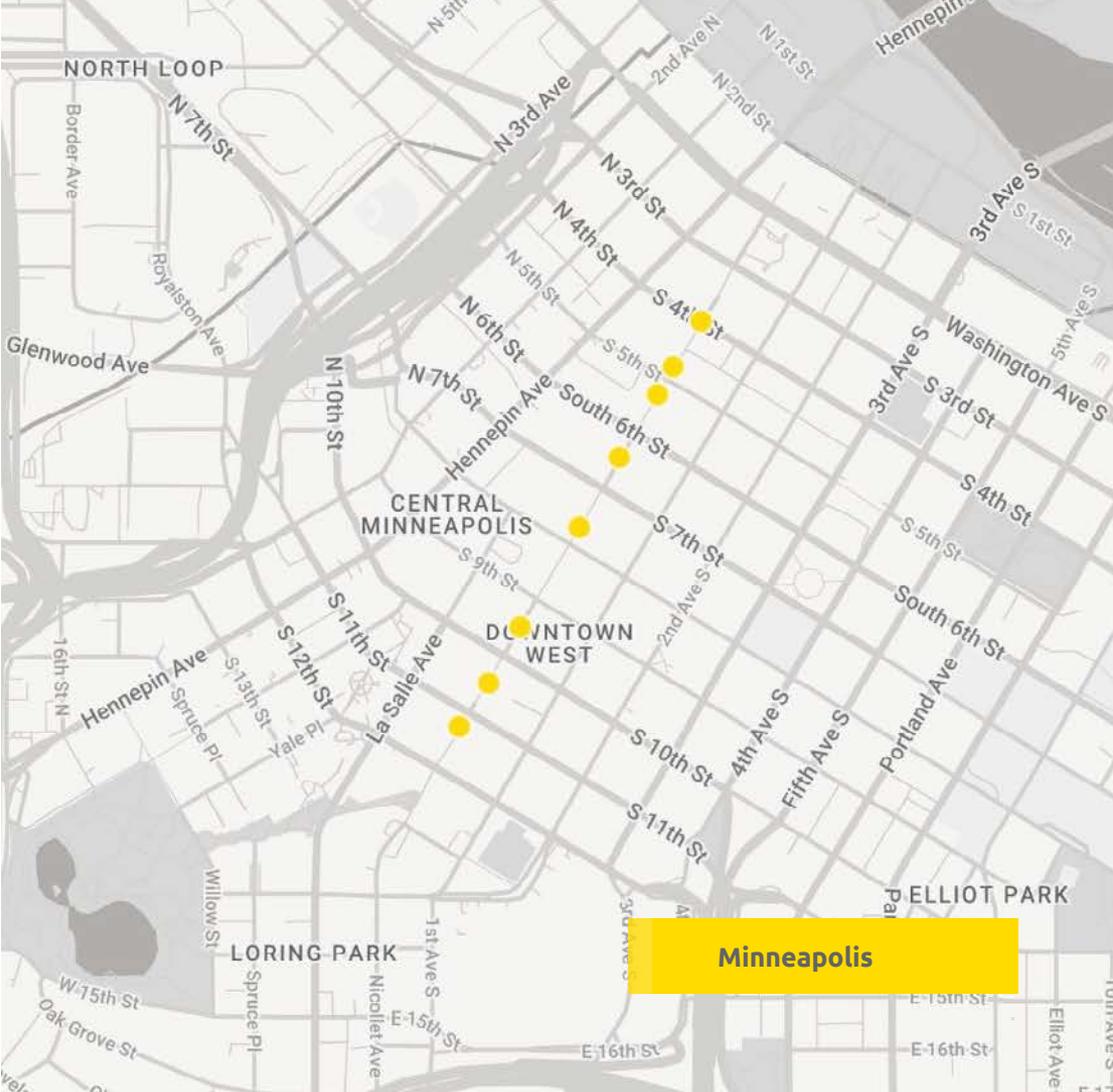
Bus Super Shelter



# Minneapolis Metro Transit Street Media

## Legend

Nicollet Mall Shelter Wrap



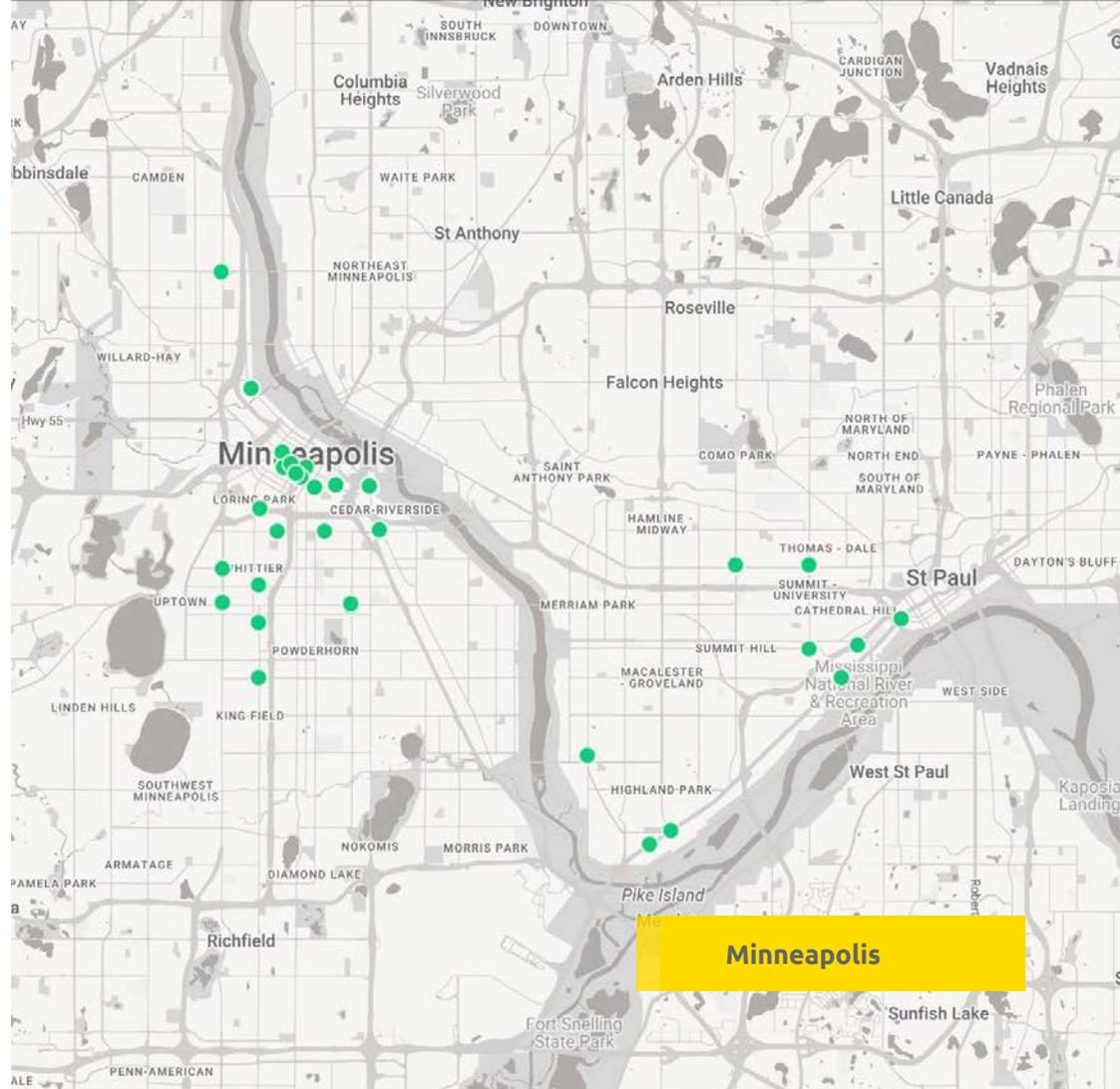
Minneapolis



# Minneapolis Street Digital

## Legend

Digital Bus Shelter





# Bus Shelters

Command attention with Minneapolis bus shelters—designed to stand out to pedestrians, commuters, and drivers alike. Whether they're walking by, waiting for the bus, or passing through, your message dominates the streetscape.

## Specs

Standard Shelter      68.5" H x 47.5" W



# Digital Bus Shelters

Located along high-traffic Minneapolis city streets, these 75" displays offer advertisers the opportunity to reach consumers with larger than life, dynamic digital messages. 7.5 second spot, 10 available spots on a rotation.

## Specs

Screen Size	75"
Resolution	2160 H x 3240 W



# Bus Super Shelters

Heated, illuminated shelters range from 4 to 12 panels in length and can't be missed by Minneapolis business commuters as they wait for express buses.

## Specs

Bus Super Shelter

Custom Install



# Nicollet Mall Bus Shelters

High-impact shelters line the iconic pedestrian transit mall, providing shelter to Minneapolis shoppers and entertainment-seekers using the free bus service.

## Specs

Bus Shelter Wrap

Custom Install



# Digital Bus Shelter Wrap

Transform a standard Digital Bus Shelter into an immersive, larger-than-life brand experience. Shelter wraps create an eye-catching canvas that surrounds commuters, while a 25% digital share of voice keeps your message in constant rotation.

## Specs

Screen Size	75"
Resolution	2160 H x 3240 W
Bus Shelter Wrap	Custom Install



# Bus Media



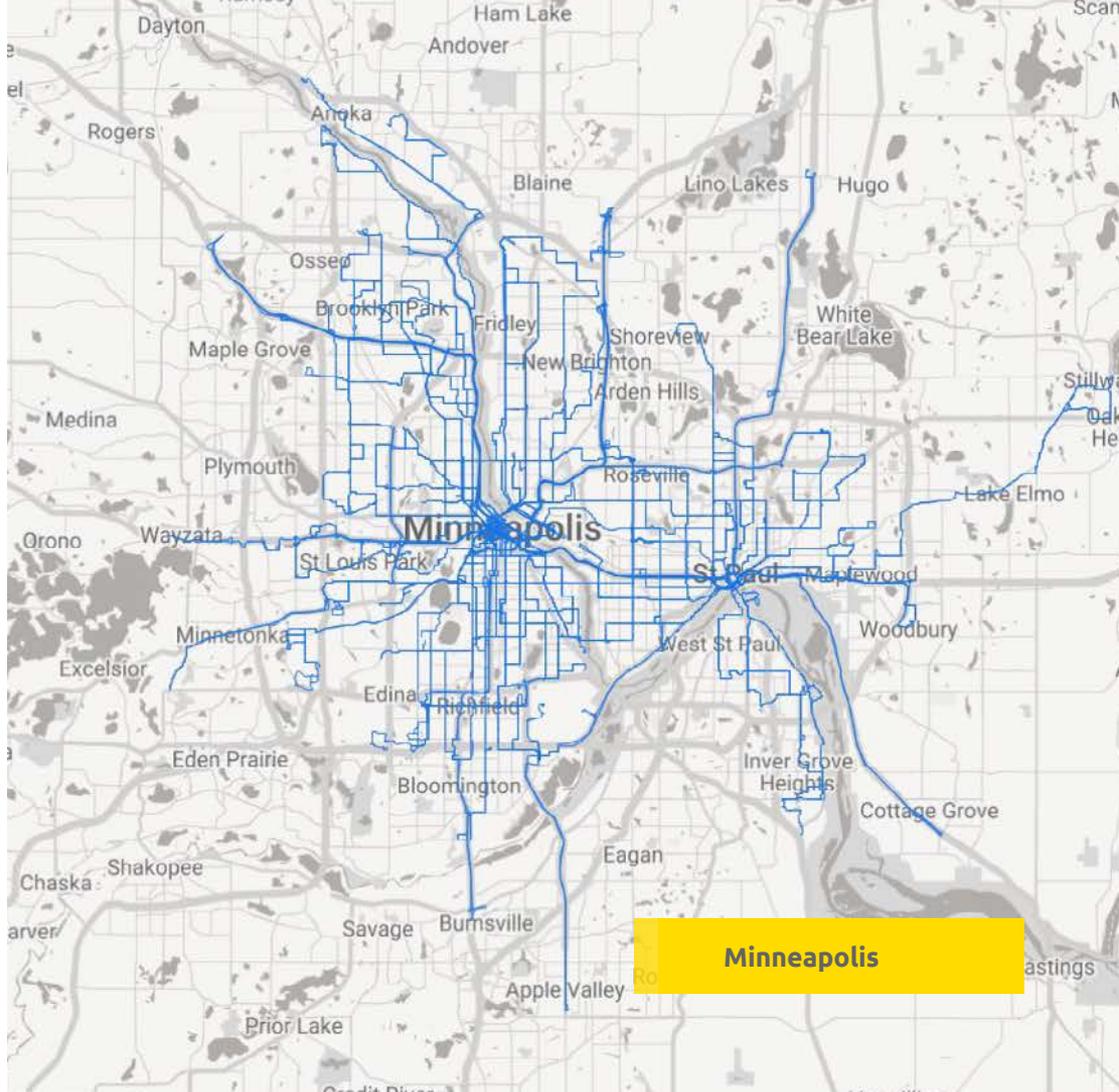
With the largest bus network in the U.S., Intersection delivers unbeatable, eye-level coverage in the heart of the country's largest cities and DMAs.



# Minneapolis Metro Transit Bus

## Metro Bus Garages

Metro Bus Routes



# Minneapolis Metro Transit Bus

## Metro Bus Garages

East Metro



Heywood



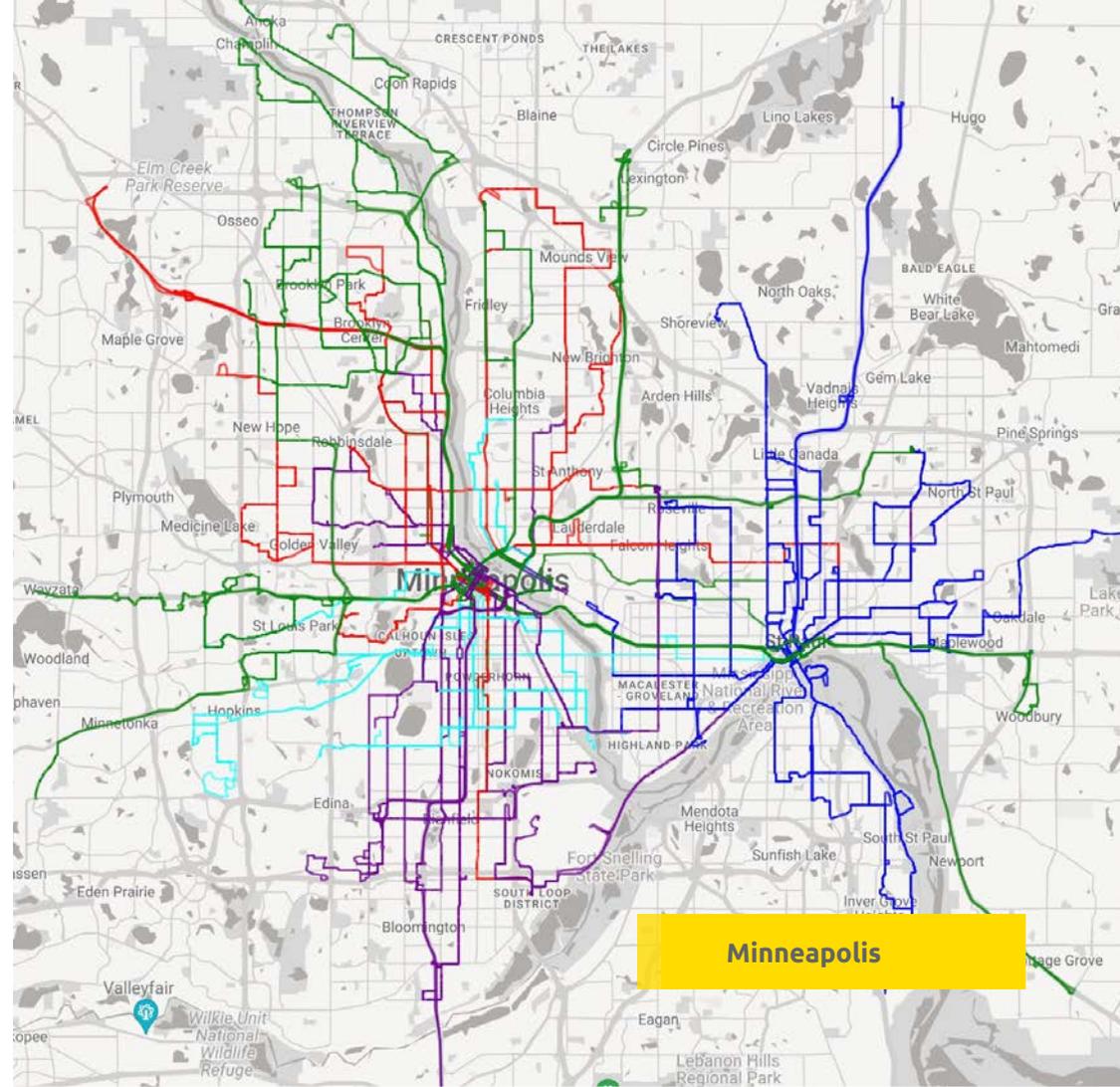
Nicollet



North Loop



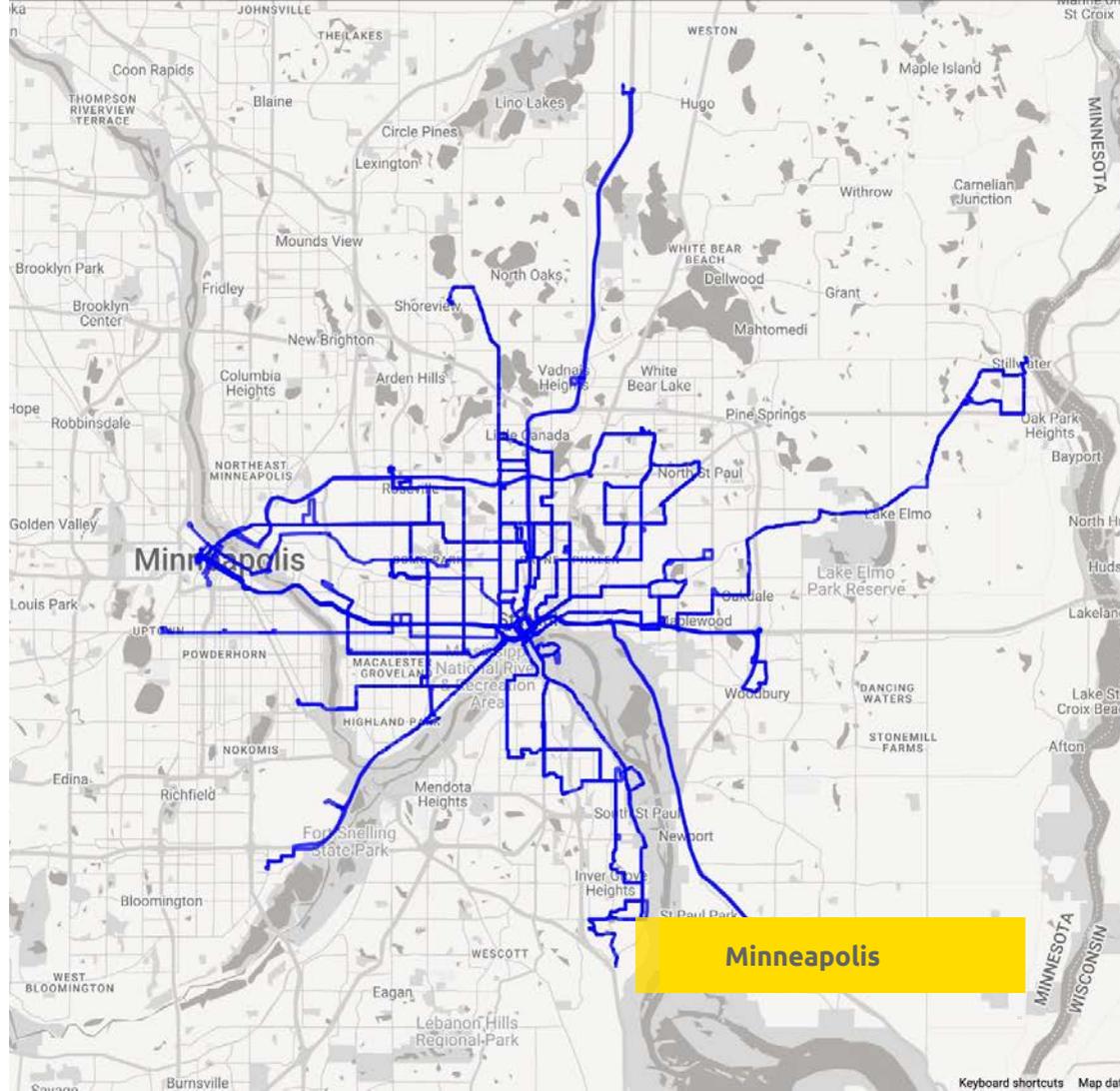
South



# Minneapolis Metro Transit Bus

## Metro Bus Garages

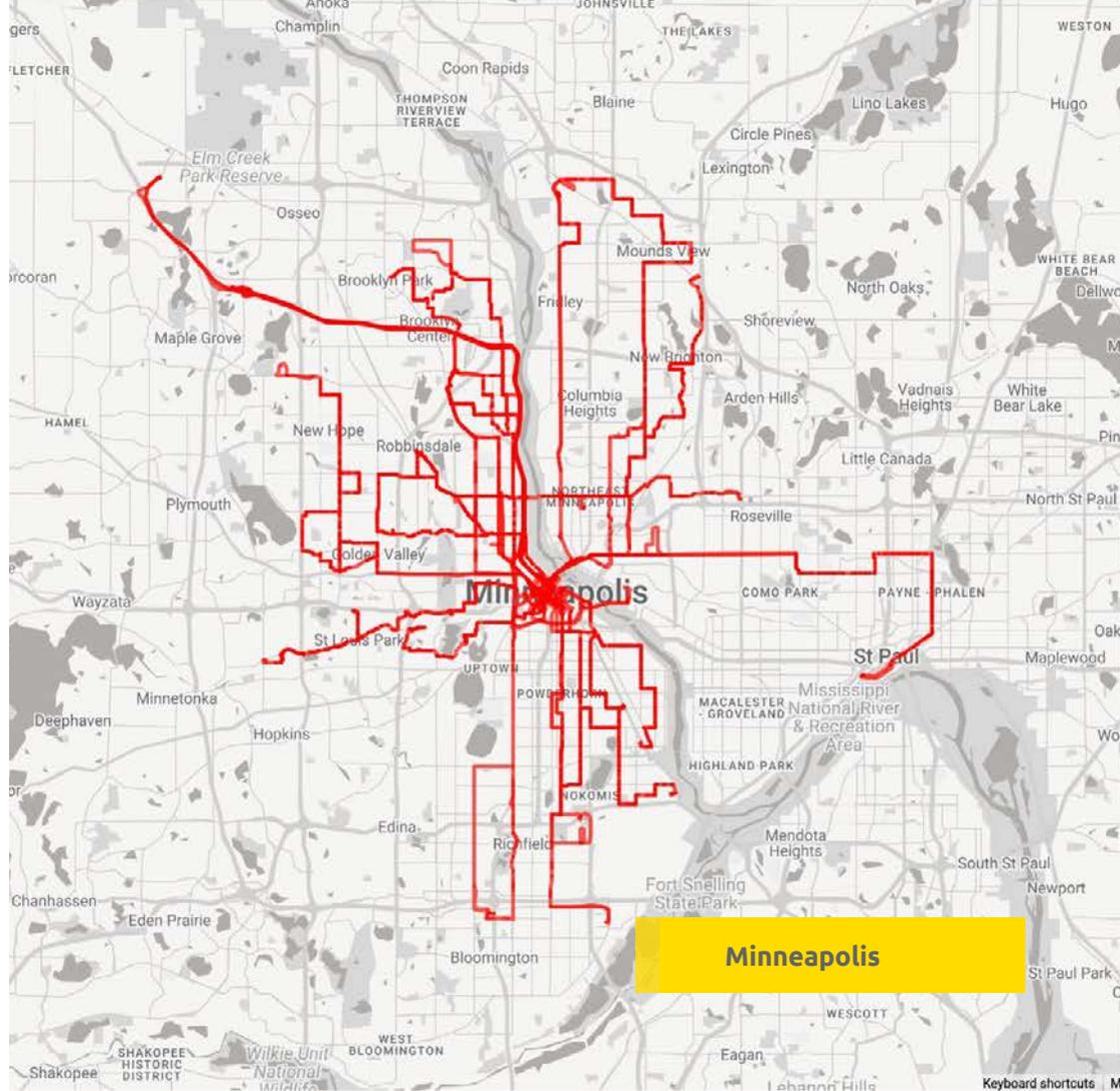
East Metro



# Minneapolis Metro Transit Bus

## Metro Bus Garages

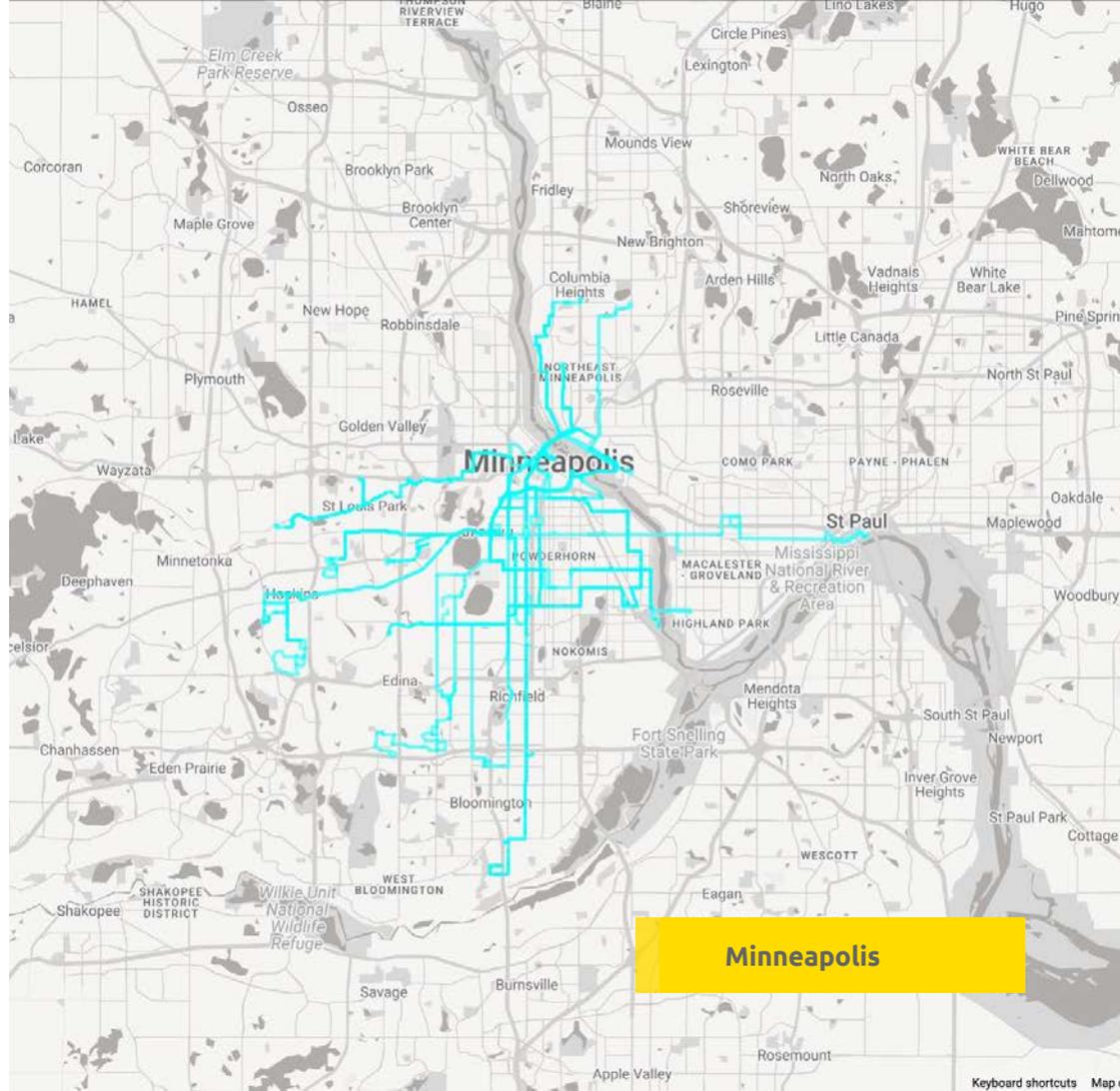
Heywood



# Minneapolis Metro Transit Bus

## Metro Bus Garages

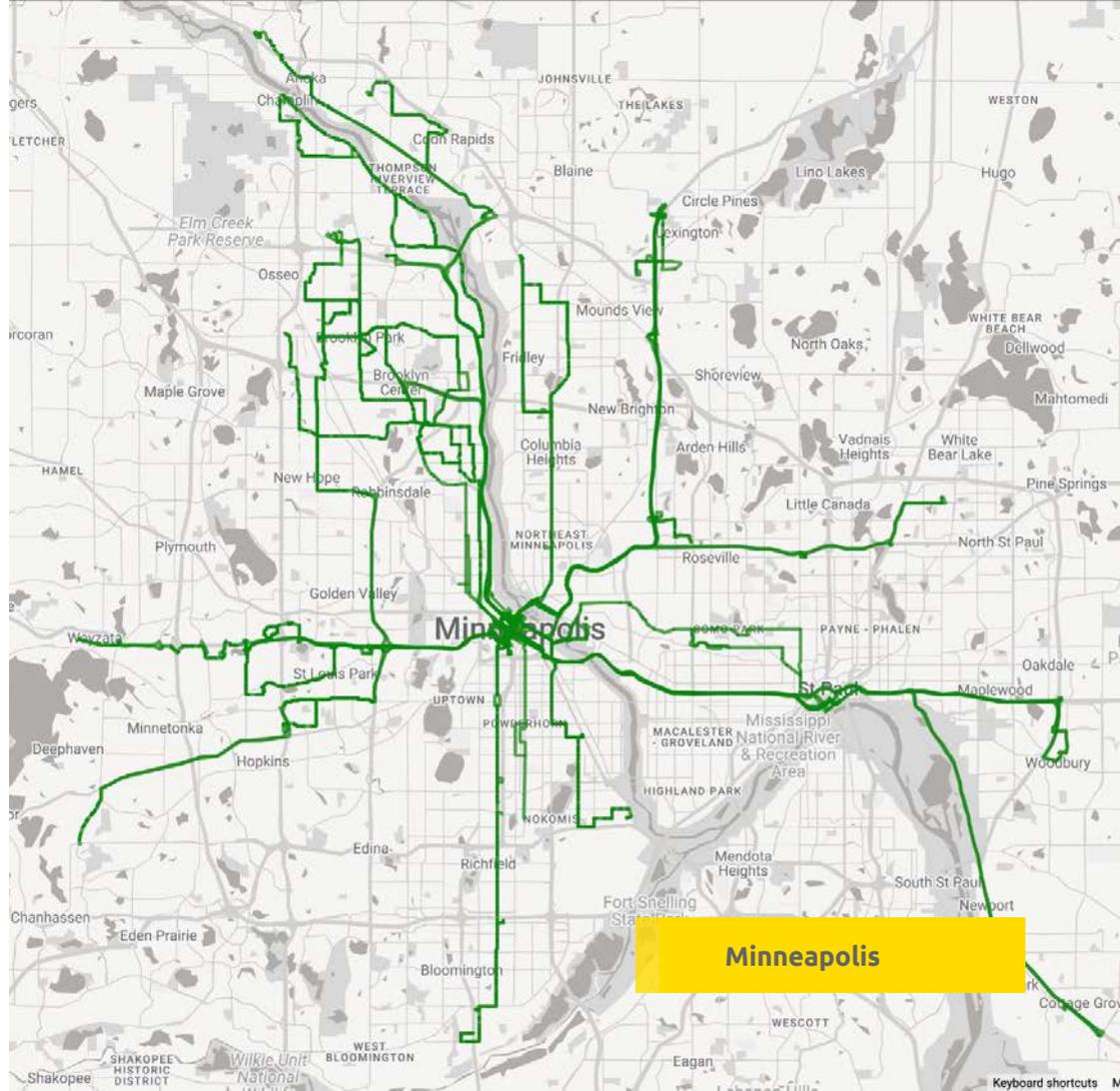
Nicollet



# Minneapolis Metro Transit Bus

## Metro Bus Garages

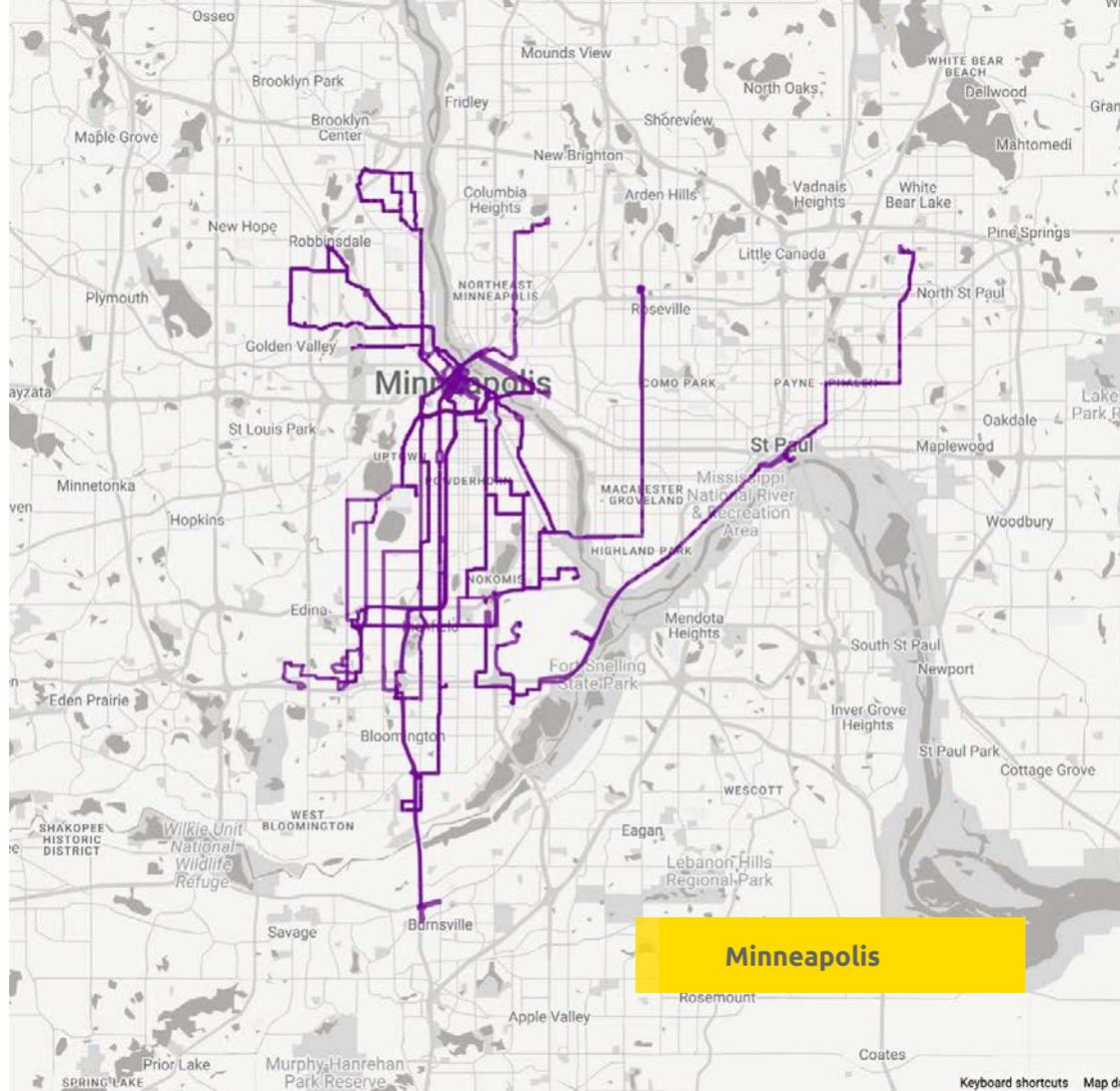
North Loop



# Minneapolis Metro Transit Bus

## Metro Bus Garages

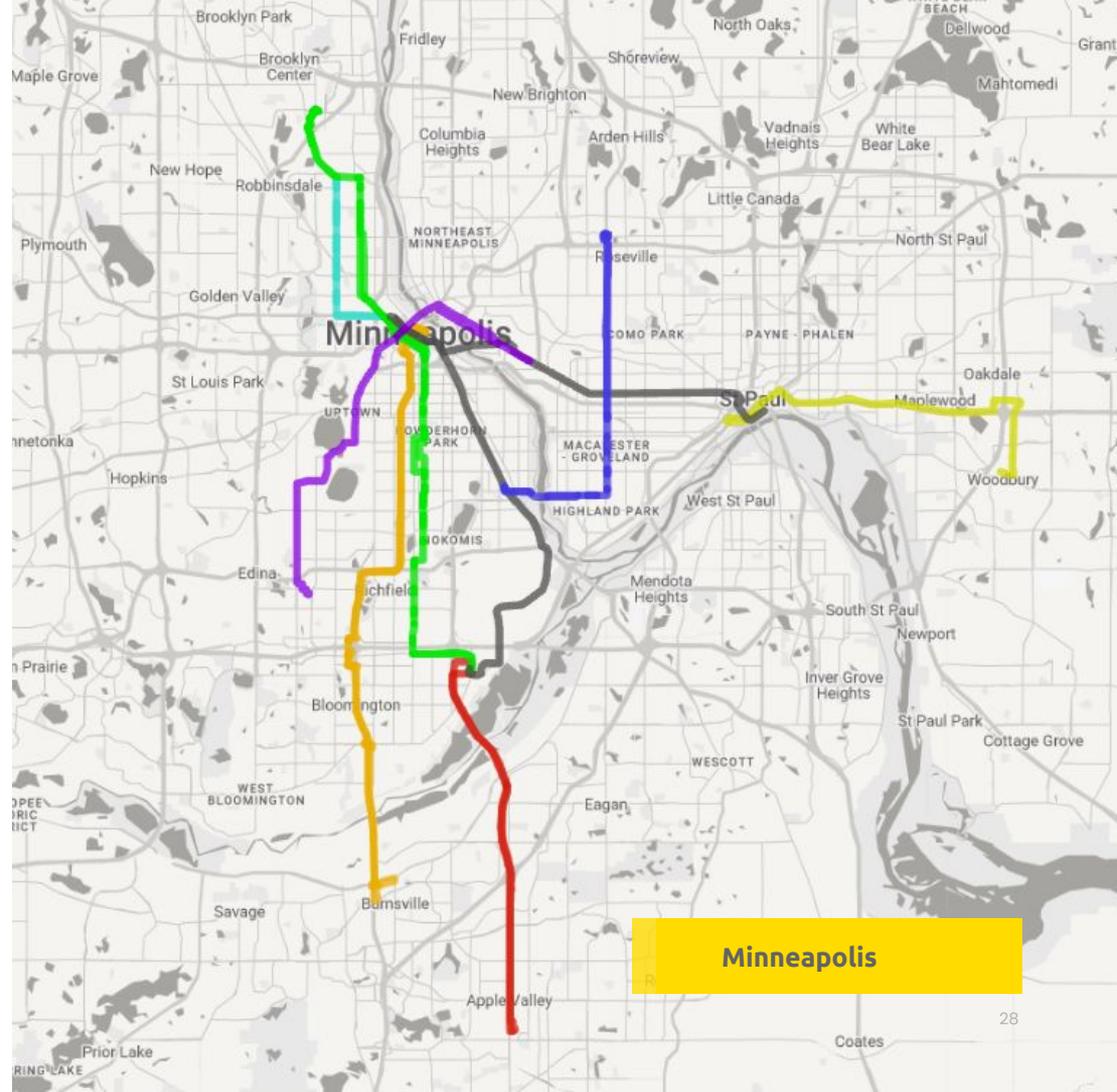
South



# Minneapolis Metro Transit Bus

## Metro Specialty Lines

Red Line		A Line	
Orange Line		C Line	
Gold Line		D Line	
LRT Rail Lines		E Line	





# Bus Wraps

Minneapolis 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 Ultra Super Kings

Minneapolis 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 USK

Custom Install



# Bus Kings

Minneapolis 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 King with Extensions

Minneapolis Bus King Extensions enhance a brand message with eye-catching creative treatments that stand out in the eyes of Twin Cities consumers.

## Specs

Extensions

Custom Install



# Bus Kings with Headliners

Paired with Bus Kings, Headliners create top-of-mind awareness and increase advertising impact with Minneapolis commuters and pedestrians.

## Specs

King w/Headliner

Custom Install



# Bus Tails

Minneapolis Bus Tails establish brand awareness with pedestrians, drivers, and passengers throughout the Twin Cities.

## Specs

Tail 21" H x 72" W



# Bus Headlights

Minneapolis Bus Headlights establish brand awareness with pedestrians, drivers, and passengers throughout the Twin Cities.

## Specs

Headlight

19.25" H x 44" W



# Bus Fullbacks

Minneapolis Fullback Bus Posters project your brand in a way no one can miss. These bold displays leave a lasting impression as they maneuver through Twin Cities traffic.

## Specs

Fullback

Custom Install



# Brand Buses

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

## Specs

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



# Bus Interiors

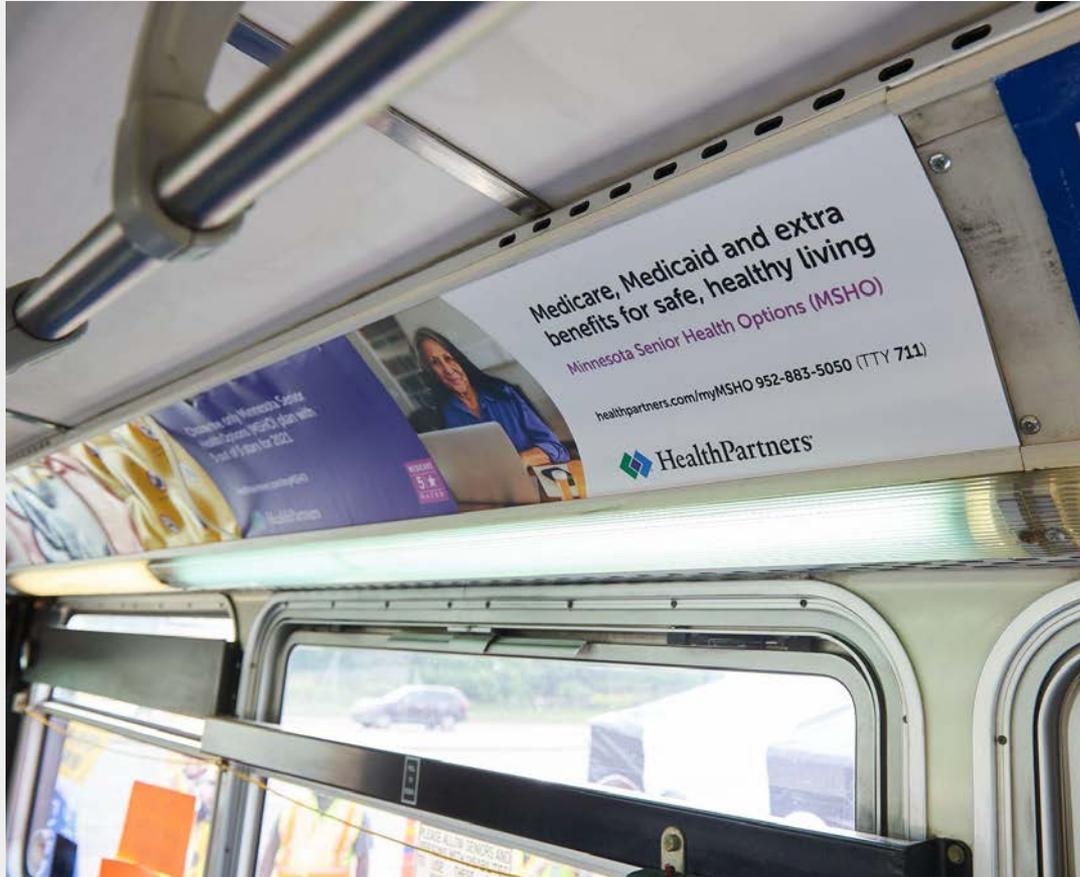
Minneapolis Interior Bus Cards allow you to reach a captive audience of commuters every day during their multi-block rides.

## Specs

Interior Car Cards

11" H x 28" W

# Bus Interiors



Minneapolis 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 56" 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.



# Minneapolis Metro Transit Rail & Digital

## Rail Routes

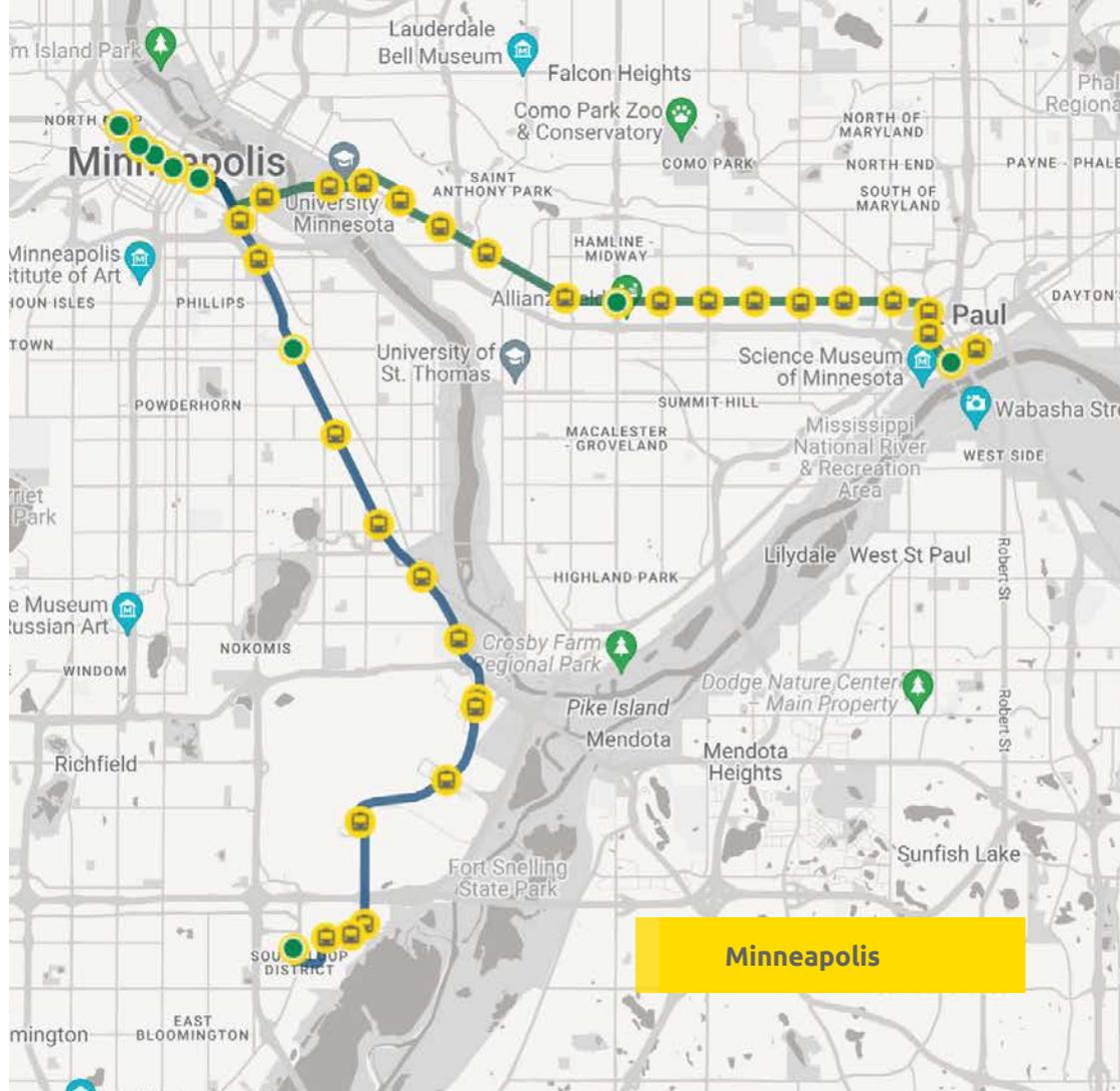
Metro Light Rail Routes



Rail Stations



Digital Platforms





# Station Dominations

Minneapolis 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

 Note: Many Station Dominations offer digital media in addition to static media



# Train Wraps

Minneapolis 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



# Ultra Super King

Minneapolis Rail Ultra Super Kings provide an ideal canvas for bold, eye-catching creative. This media reaches commuters, pedestrians, and drivers throughout cities and stations.

## Specs

Rail USK

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 on a Minneapolis train car.

## Specs

Interior Car Cards	11" H x 28" W (11)
	22" H x 21" W (2)
Michelangelo	44" H x 21" W (4)



# Rail Interiors

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

## Specs

Interior Car Cards

11" H x 28" W



# Rail Interiors

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

## Specs

Interior Car Cards

22" H x 21" W



# Rail 2-Sheets

With an extended dwell time while waiting for trains, Minneapolis platform media formats give your brand quality time with key consumers, in all the right locations..

## Specs

2-Sheet

46" H x 60" W



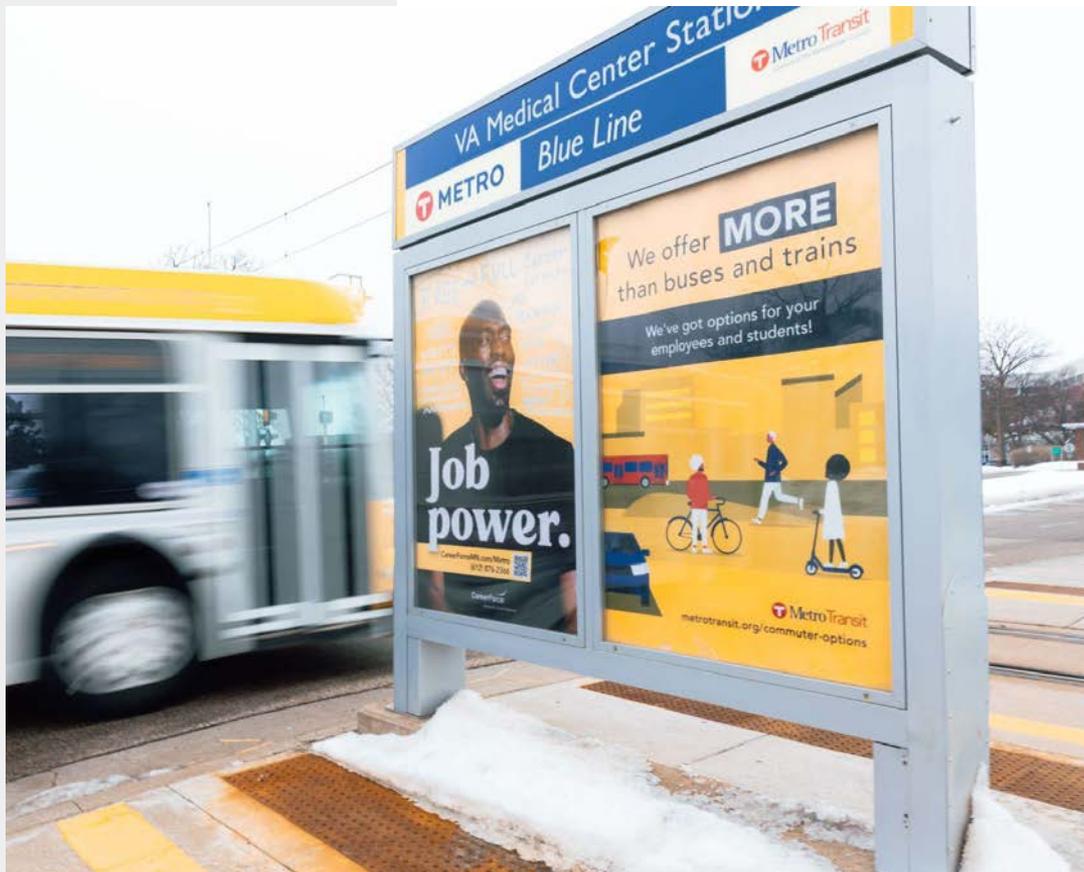
# Backlit 2-Sheets

With an extended dwell time while waiting for trains, Minneapolis platform media formats give your brand quality time with key consumers, in all the right locations..

## Specs

2-Sheet

46" H x 60" W



# Backlit Diorama

With an extended dwell time while waiting for trains, Minneapolis platform media formats give your brand quality time with key consumers, in all the right locations..

## Specs

Backlit Diorama

68.5" H x 47.5" W



# Digital Platform & Station

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

## Specs

Screen Size	55" LCD
Frame Rate	30 FPS
Resolution	1920 H x 1080 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

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