

New Jersey Media Kit 2026

Intersection



SECAUCUS JCT. VIDEO WALL

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.

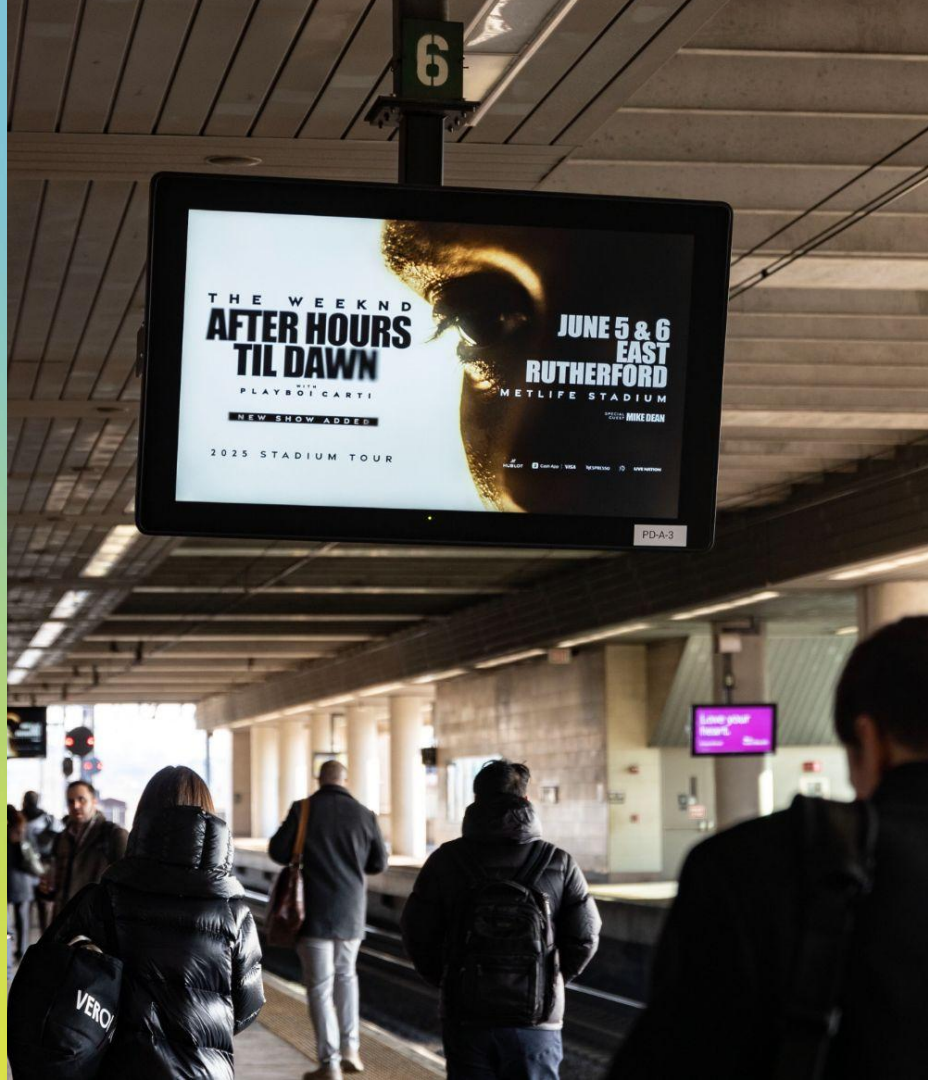
With advertising in the country's largest, busiest cities—like New York, Chicago, and Philadelphia—Intersection delivers scale and access to valuable audiences that other media can't match.

The Intersection Difference
New Jersey

The most comprehensive and targeted media solutions in the state of New Jersey

- 26MM+ passenger trips each month
- Exclusive partner for all rail media in NJ, with partnerships across NJ TRANSIT, HBLR, PATCO, Amtrak, and PATH
- Access to more consumers than any other OOH competitors on a weekly basis

Source: NJT, PATH



Contents

About Intersection	03
Products	10
Additional Offerings	75
Contact	76

Premium products, national scale.











Join our mission to support public transit and improve the lives of consumers in New Jersey

NJ TRANSIT is New Jersey's public transportation corporation. Its mission is to move New Jersey and the region 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.

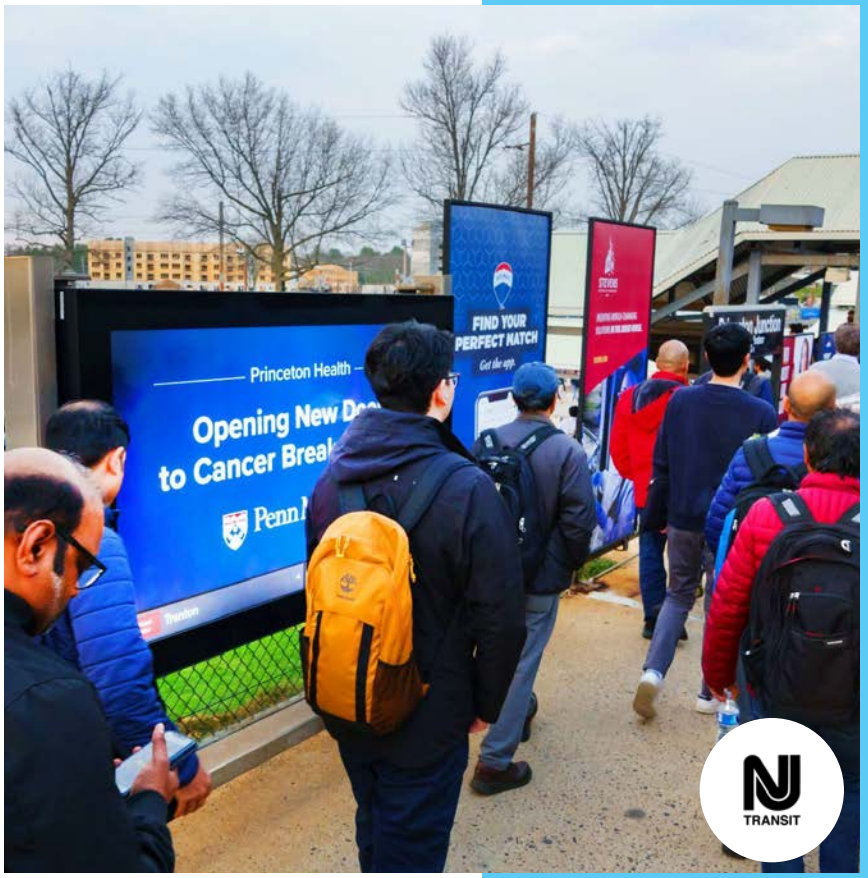
NJ TRANSIT

The nation’s largest statewide transit provider

NJ TRANSIT is the nation’s largest statewide provider of bus, rail, and light rail transit; connecting New Jersey commuters to cities and towns throughout the state, as well as to Philadelphia and NYC

- 18M+ passenger trips monthly
- Covers a service area of 5,300+ square miles
- 255 bus routes, 12 commuter rail lines, 3 light rail lines

Source: NJ TRANSIT 2026, njtransit.com



PATH
Connecting cities along the Hudson

The PATH provides direct access between New Jersey and Manhattan, keeping commuters moving

- Over 60 million total rides taken in 2025
- 350 rail cars, 4 routes, serving 13 rail stations, with 5 stations overlapping with key MTA service



Source: PATH 2025

PATCO
High Speed Transit Line connecting Philadelphia and New Jersey

- Connects Philadelphia to Camden County
- 10.8 million annual ridership and 37,800+ weekday riders in 2019
- Operates 24 hours a day, 7 days a week

Source: PATCO



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

NJT 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

NJT 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



Articulated Bus Double Ultra Super Kings (Curbside)

This NJT format delivers massive curbside exposure that creates can't miss moments for pedestrian traffic.

Specs

Double Ultra Super Kings	Custom Install





Bus Kings

NJT 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 Headliners

Typically paired with Bus Queens or Bus Kings, NJT Headliners create top-of-mind awareness and amplify advertising impact across New Jersey.

Specs

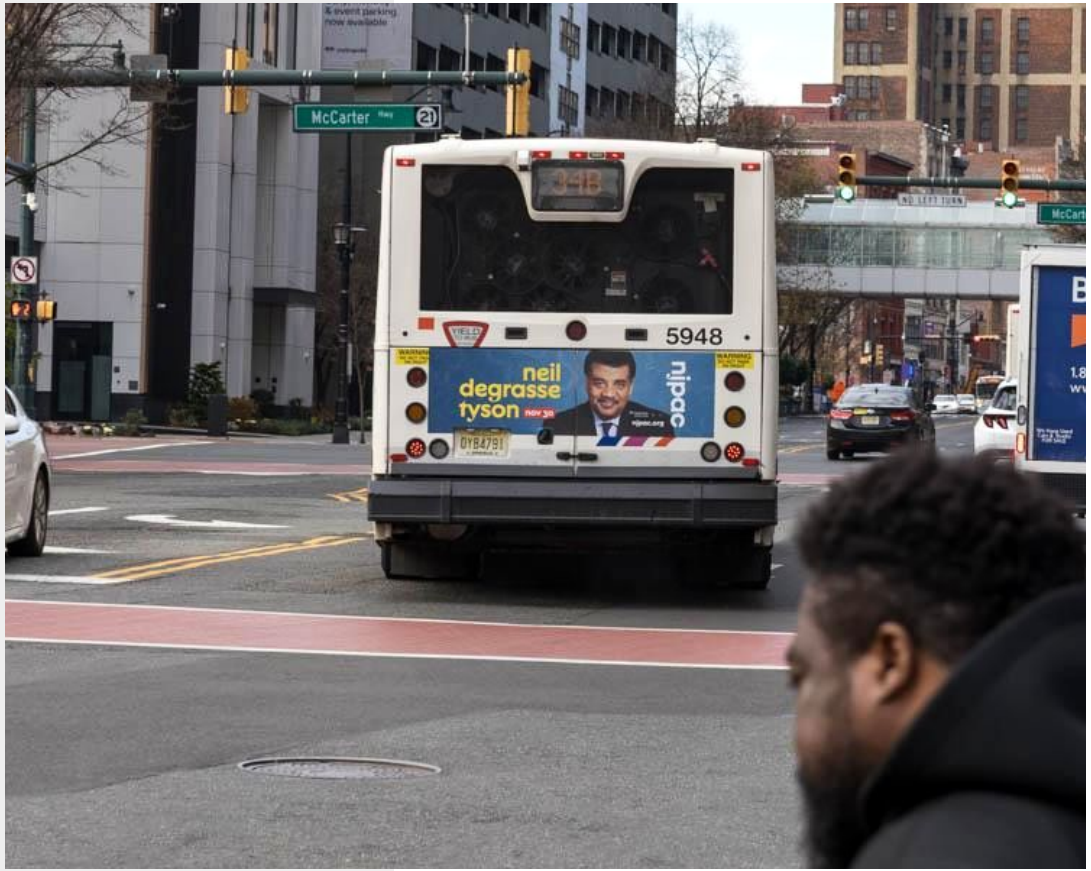
Bus Headliners	Varies



Bus Extensions & Window Clings

NJT Bus Extensions and Window Clings enhance a brand message with eye-catching creative treatments that stand out in the eyes of New Jersey consumers.

Specs	
Bus Extensions	Varies
Window Clings	Varies



Bus Tails

NJT Tail displays establish your brand awareness statewide, both coming and going.

Specs	
Tails	21” H x 70” W



Bus Tails

NJT Tail displays establish your brand awareness statewide, both coming and going.

Available Sizes	
Tails	14.5” H x 52.5” W





Bus Tails

NJT Tail displays establish your brand awareness statewide, both coming and going.

Available Sizes	
Tails	21” H x 70” W
Tails	14.5” H x 52.5” W

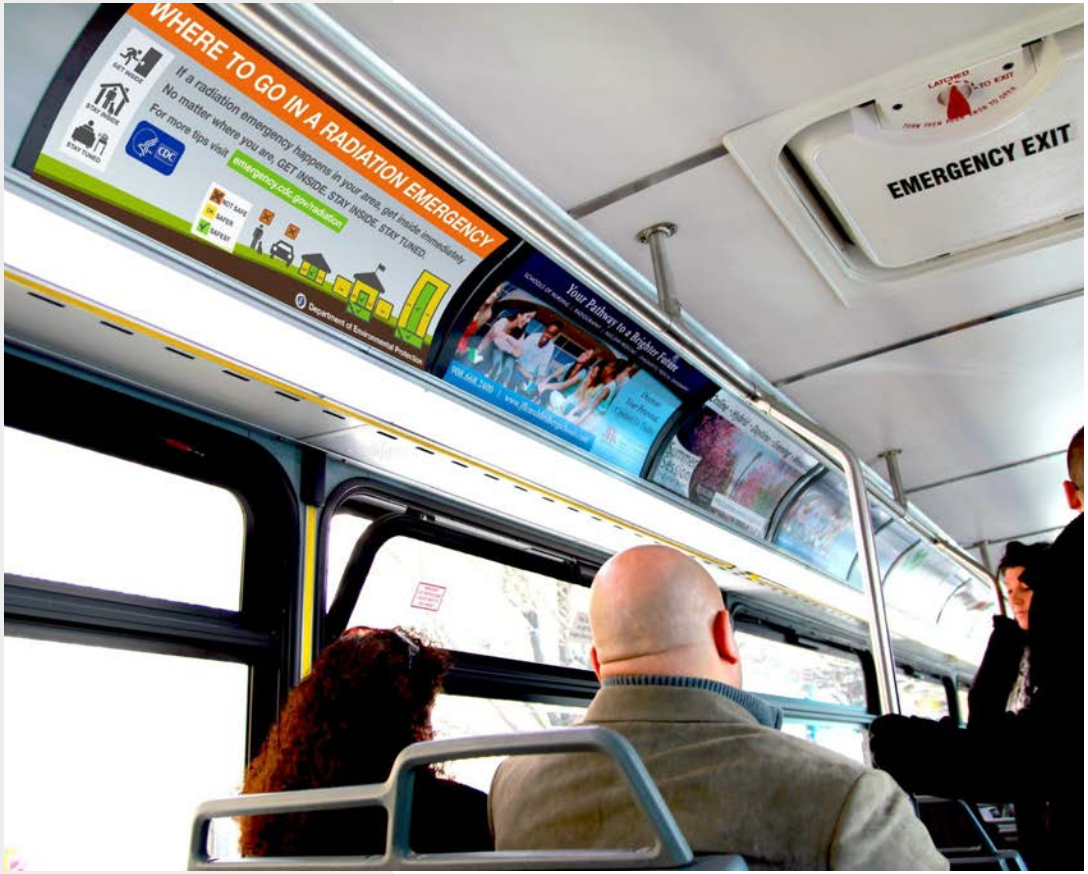


Bus Fullbacks

Fullback Bus Posters project your brand in a way no one can miss. These bold displays leave a lasting impression as they maneuver through New Jersey streets.

Specs

Bus Fullbacks	Custom Install



Bus Interiors

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

Specs

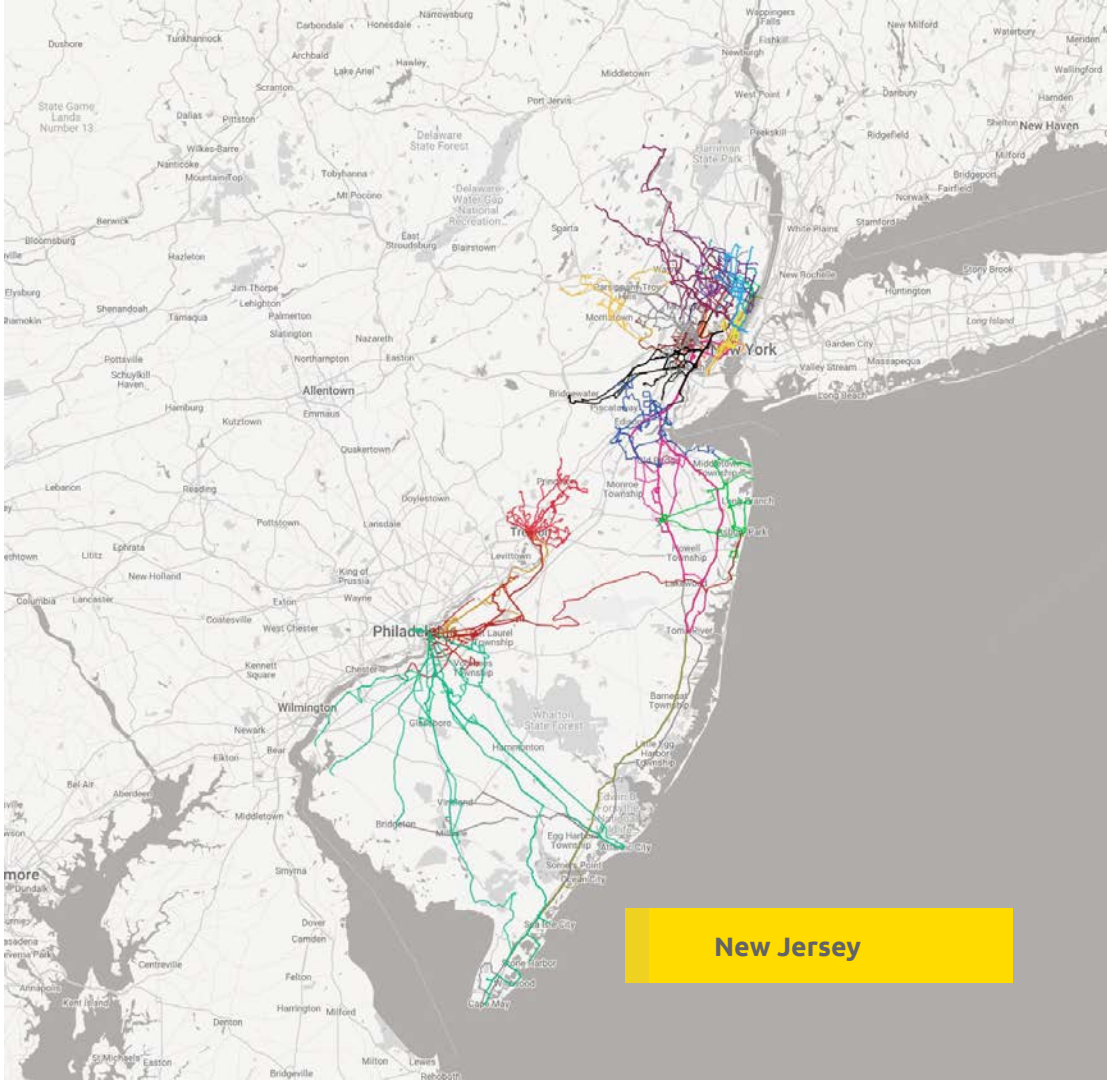
Bus Interiors	11” H x 28” W

New Jersey

NJT Bus

Garages

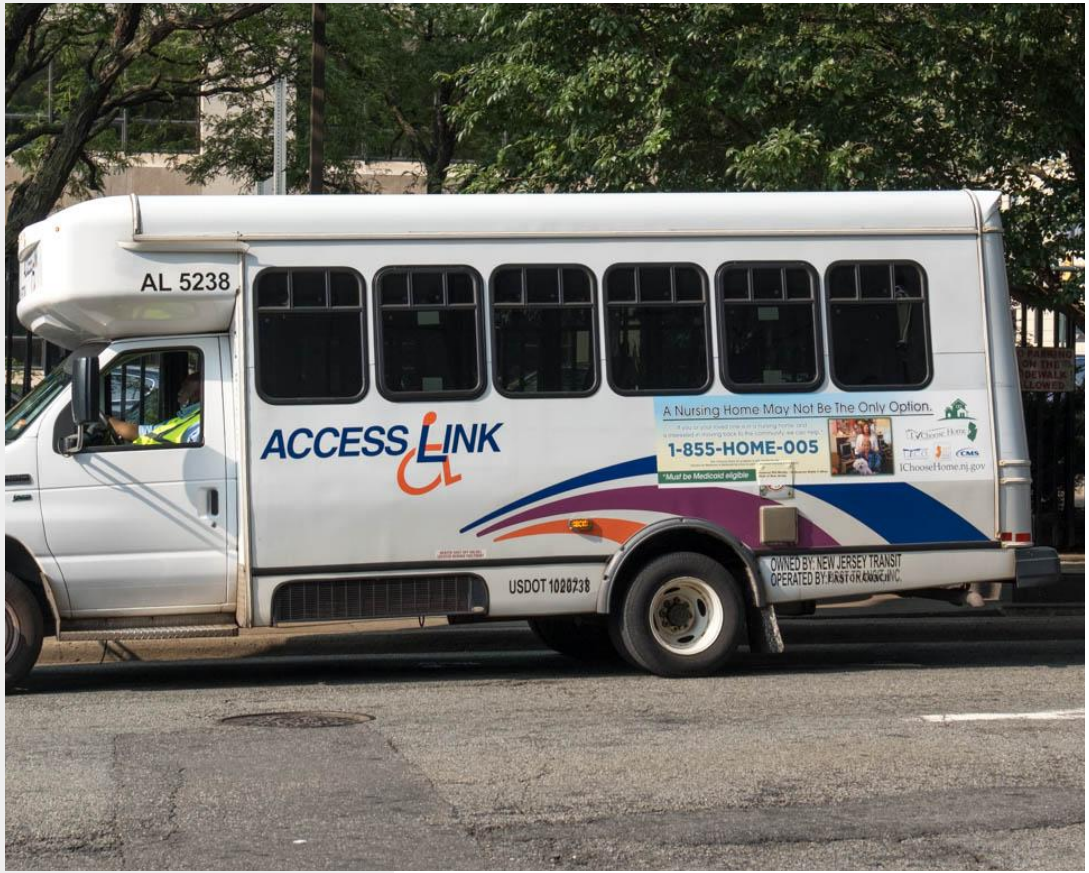
Big Tree	Oradell	Ironbound
Fairview	Passaic	Monmouth
Hamilton	Wayne	Newton Ave
Howell	Greenville	Orange
HIlton	Market St.	Washington
Middlesex	Egg Harbor	Meadowlands
Morris	Hudson	Westwood



Access Link Media

Access Link is a special service offered by NJ TRANSIT for disabled passengers who are unable to access regular transit buses. These ADA compliant commuter vehicles offer comparable service to the NJ TRANSIT fixed route local bus system, which spans across most of New Jersey.





Access Link Side Panels

Access Link is a reservation-based service from NJ TRANSIT for disabled people who cannot access regular transit buses. These ADA-compliant commuter vehicles operate during the same days and hours as regular NJ TRANSIT services, including weekdays and holidays.

Specs

Side Panel	21” H x 82” W



Access Link Half Wraps

Utilize NJT Access Link half wraps and create a can't-miss moment, covering potential consumer attention on New Jersey streets, roads, and highways.

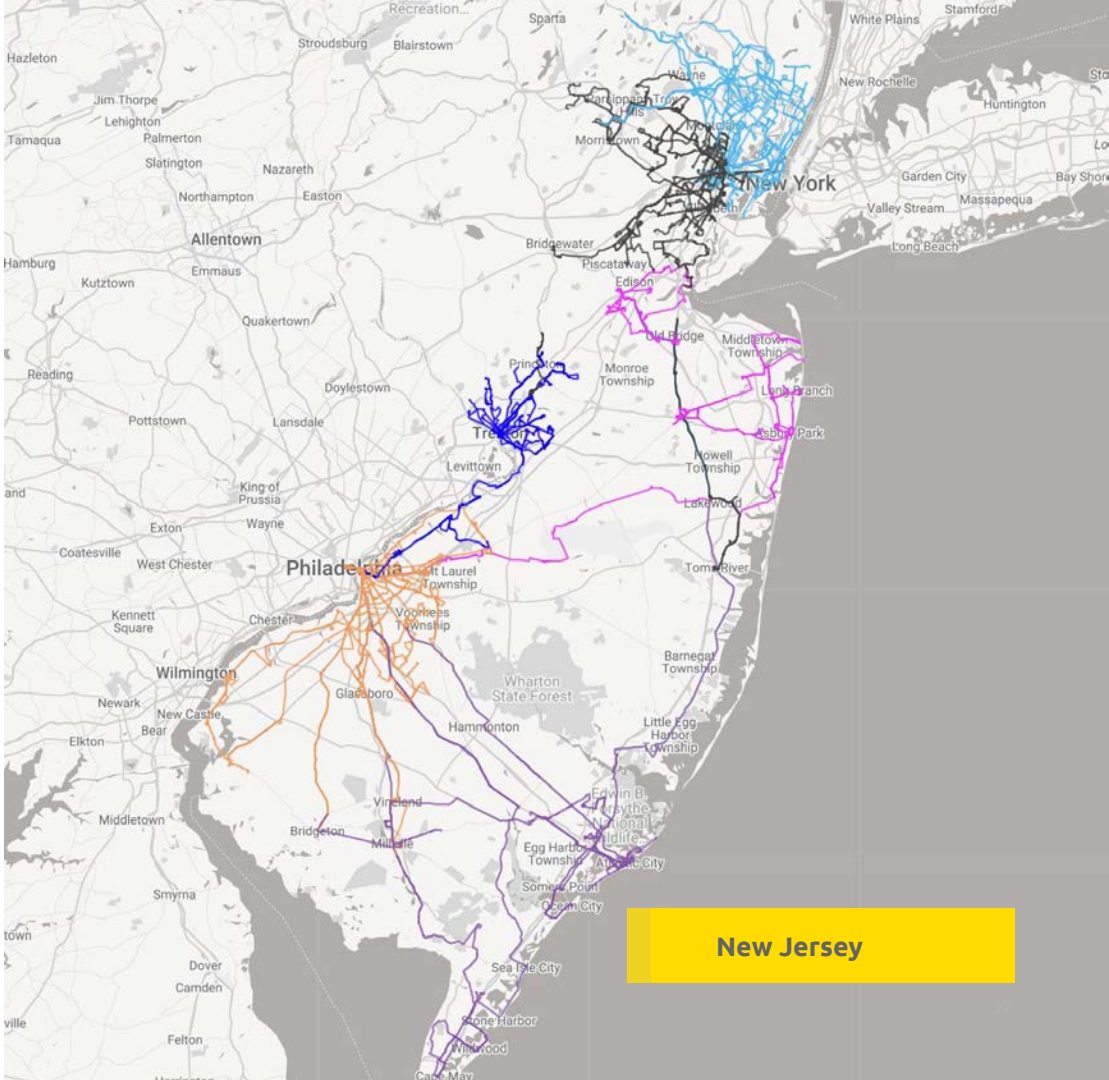
Specs

Half Wrap	Custom Install

New Jersey
NJT Access Link

Legend

- Region 2 - Cherry Hill
- Region 3 - Pleasantville
- Region 4 - East Ewing
- Region 4 - East Sayreville
- Region 5 - Newark
- Region 6 - First Transit



Commuter 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

NJT 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



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 cities and rail stations.

Specs

Train Wrap	Custom Install



Ultra Super Kings

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

Ultra Super Kings	Custom Install



Mega Kings

Mega Kings envelope nearly the entire train car, saturating the platform at NJT's busiest stations and commanding commuter attention.

Specs

Mega Kings	37.25" H x 514" W

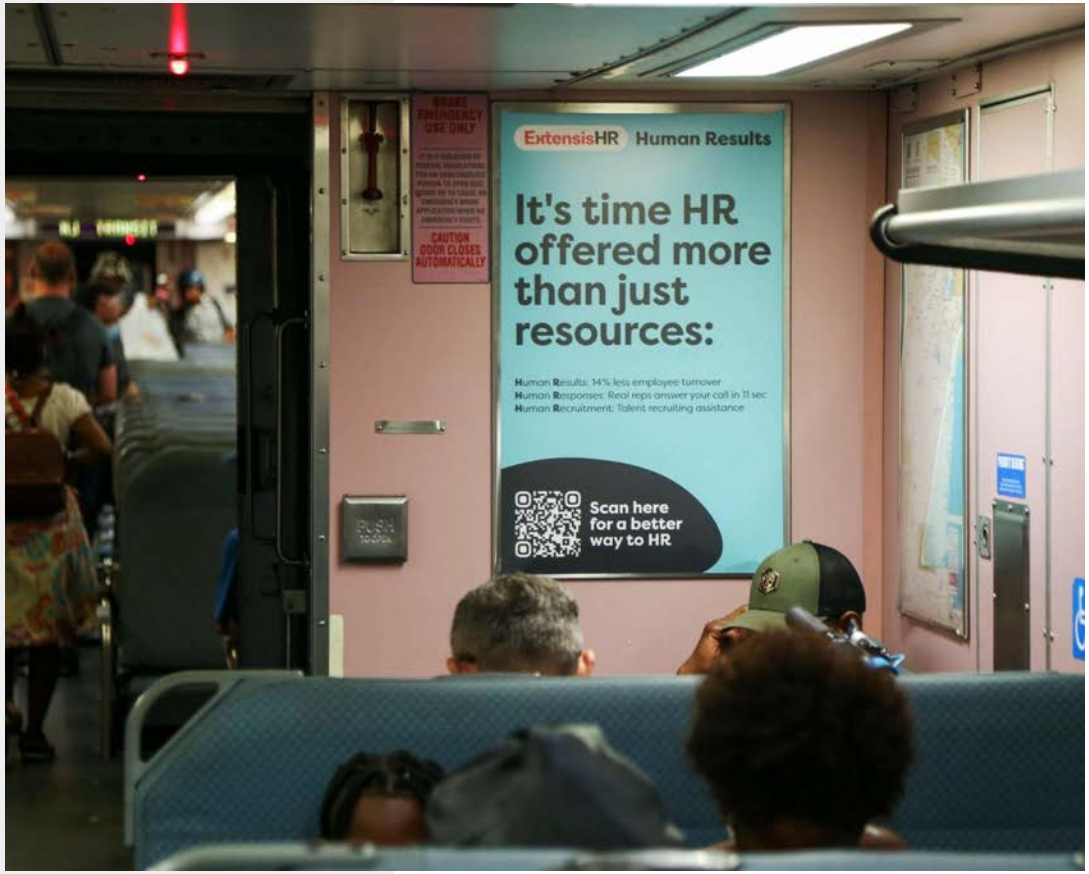


Interior Brand Trains

Capture passengers where there are no distractions and share your message without interruption. Own all of the interior media and the riding experience.

Specs

Commuter Rail Card	33.25″ H x 21″ W



Rail Interiors

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

Specs

Commuter Rail Card	33.25” H x 21” W



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



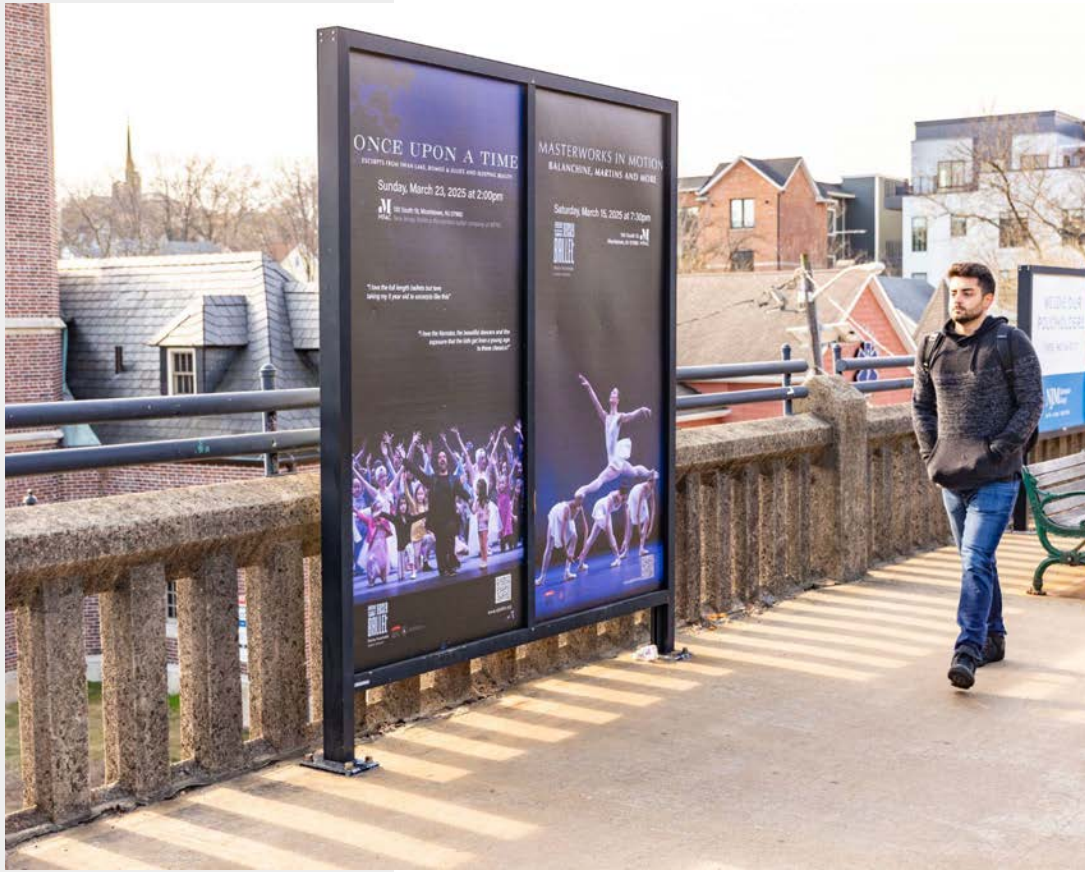


Rail Platforms

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

2-Sheet	46” H x 60” W



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

3-Sheet	82” H x 42” W



Window Bank (Outside)



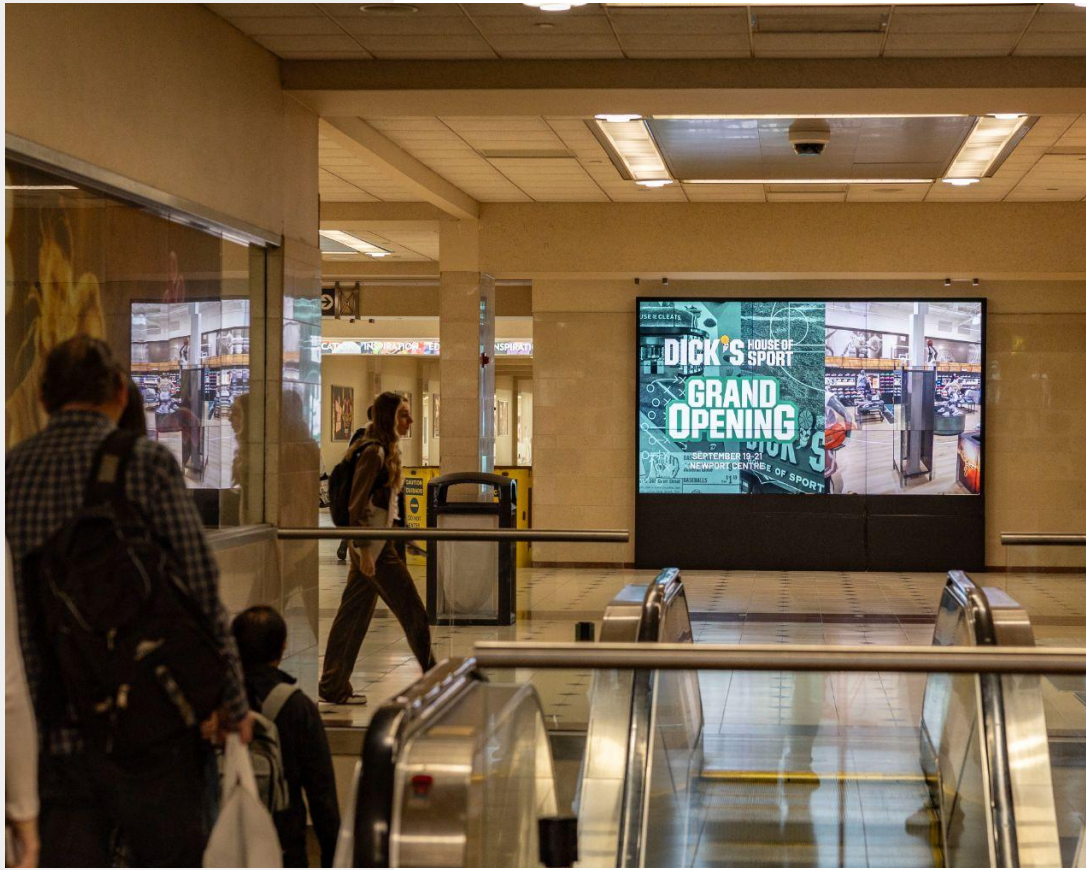
Window Bank (Inside)

Ramsey Rt. 17 Window Bank

37 window panels at the Ramsey Route 17 Station overpass offer brands a unique way to stand out over the busy highway in Bergen County, New Jersey.

Specs

Window Bank (37 double-sided units)	Varies



Video Walls

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

Specs	
Screen Size	Varies
Frame Rate	30 FPS
Resolution	Varies
Spot Length	7.5 Seconds





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	Varies
Spot Length	15 Seconds



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.

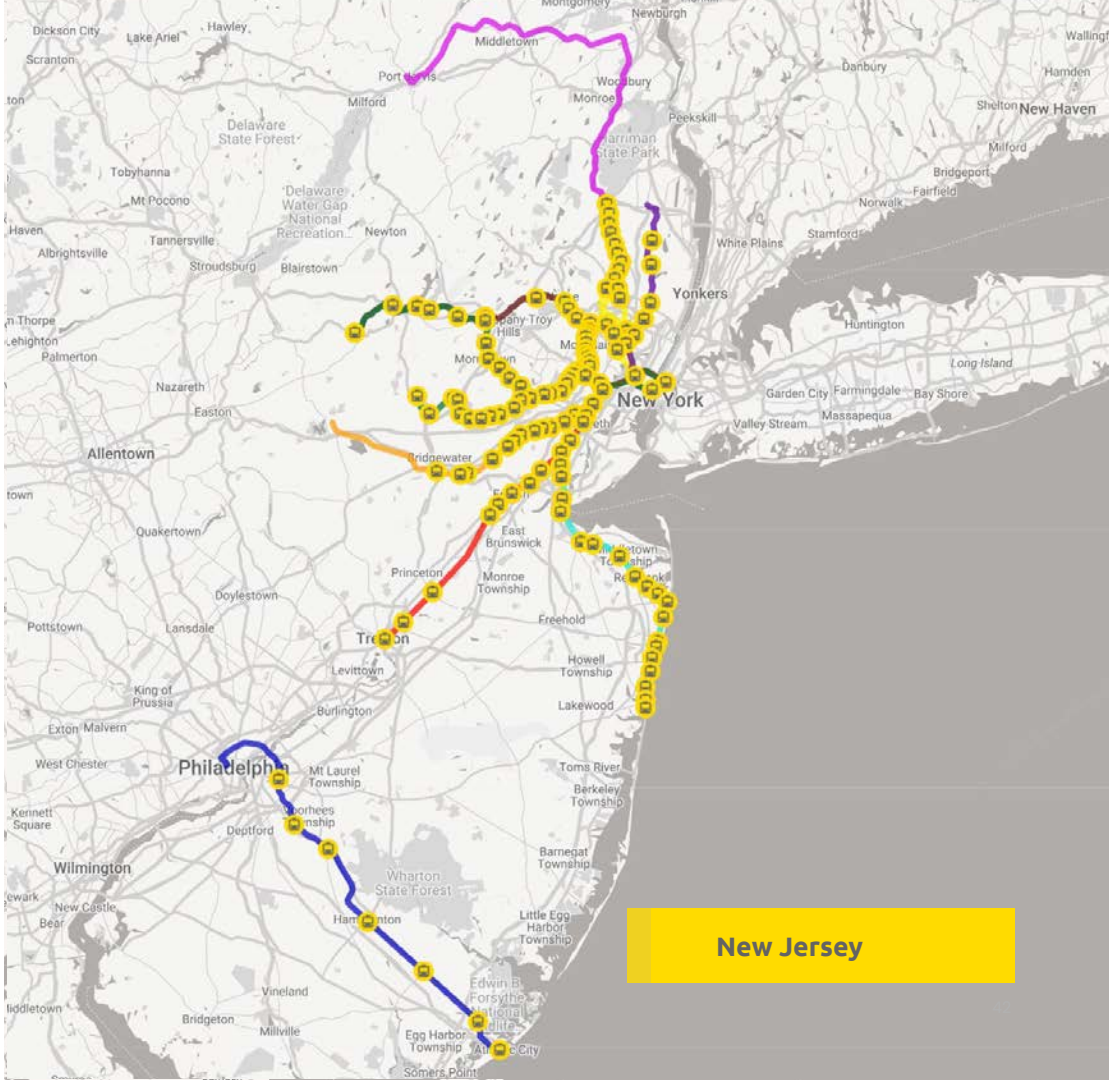
Specs	
Resolution	1440 H x 1080 W
Animation	Full

New Jersey

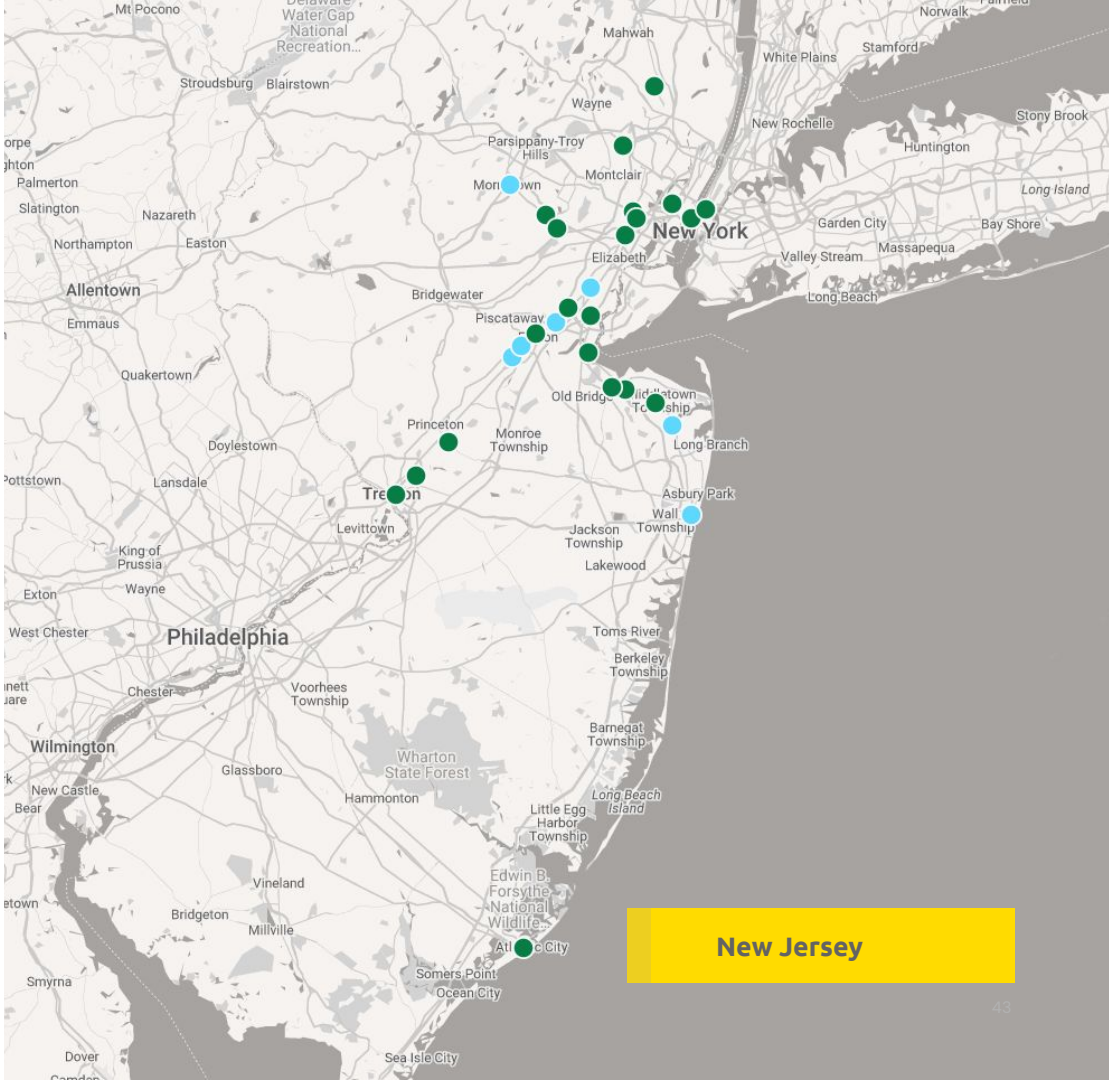
NJT Rail

Legend

- Atlantic City
- Main/Bergen County
- Montclair-Boonton
- Morris & Essex
- North Jersey Coast
- Northeast Corridor
- Pascack Valley
- Port Jervis
- Raritan Valley



New Jersey
NJT Digital



Legend

Digital Platforms	●
Interactive Transit Kiosks	●

Light Rail Media

NJT Light Rail Media is available on three different systems, serving both Northern and Southern NJ in Hudson, Essex, Burlington, and Camden counties.





Rail Platforms

NJT Hudson Bergen Light Rail 2-Sheet Posters reach a diverse audience of shoppers, students, and NYC-bound commuters enroute to Hoboken Terminal.

Specs	
2-Sheet	46” H x 60” W





Light Rail Interiors

NJT Light Rail Interiors deliver a captive audience and provide repeated exposure to commuters across all three light rail systems in NJ.

Specs	
Interior Car Cards	33.25″ H x 21″ W
	11″ H x 28″ W



Light Rail Platform Banners

Dominate the platform with 8-12 two-sided banners per station that hang above the crowd and command the attention of NJ TRANSIT's light rail commuters on the River LINE and the Hudson Bergen Light Rail.

Specs

Platform Banners	34.5" H x 22.5" 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.

Specs	
Resolution	1440 H x 1080 W
Animation	Full



Light Rail Ultra Super Kings

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

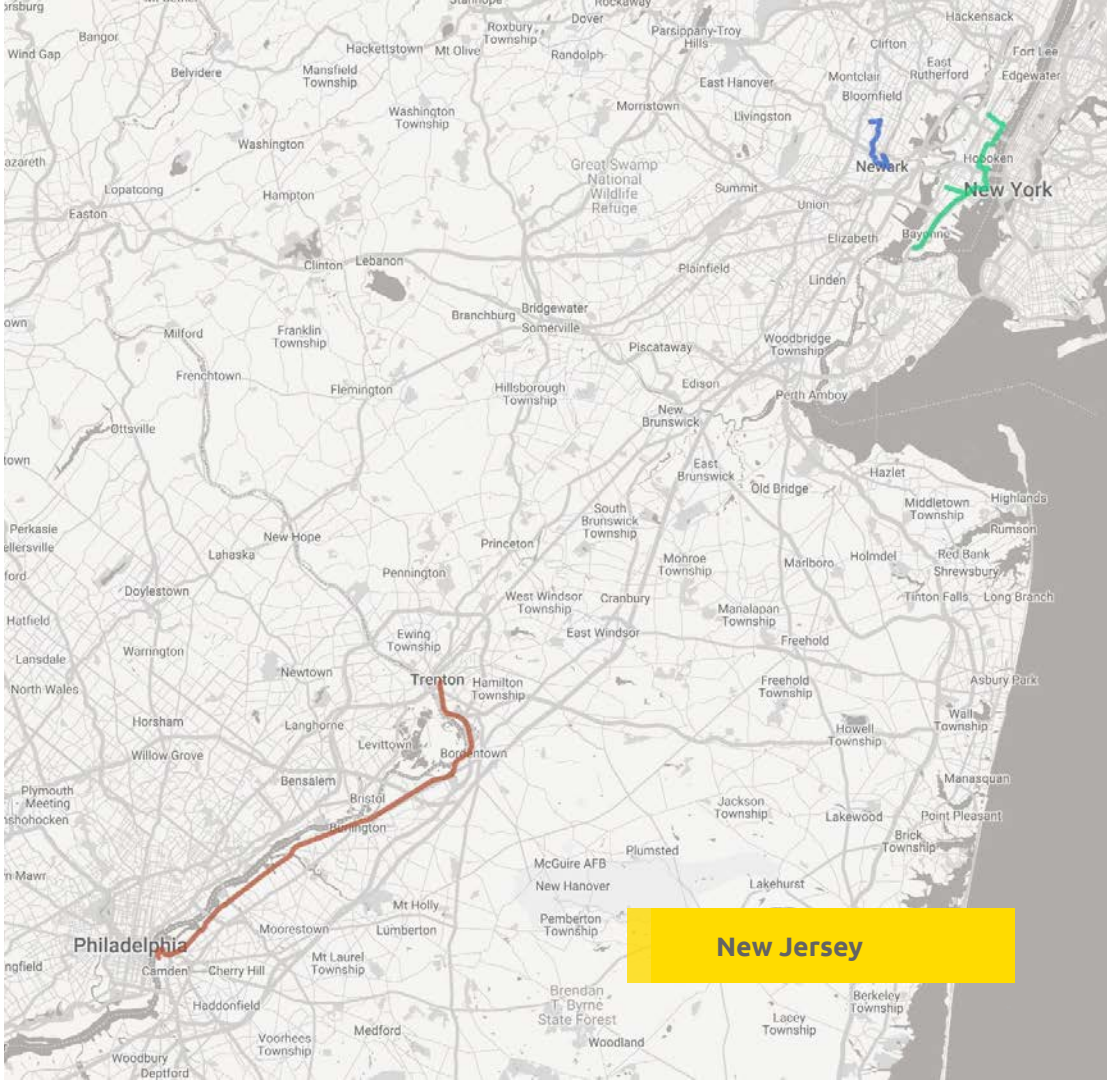
Specs

Ultra Super Kings	Custom Install

New Jersey
NJT Light Rail

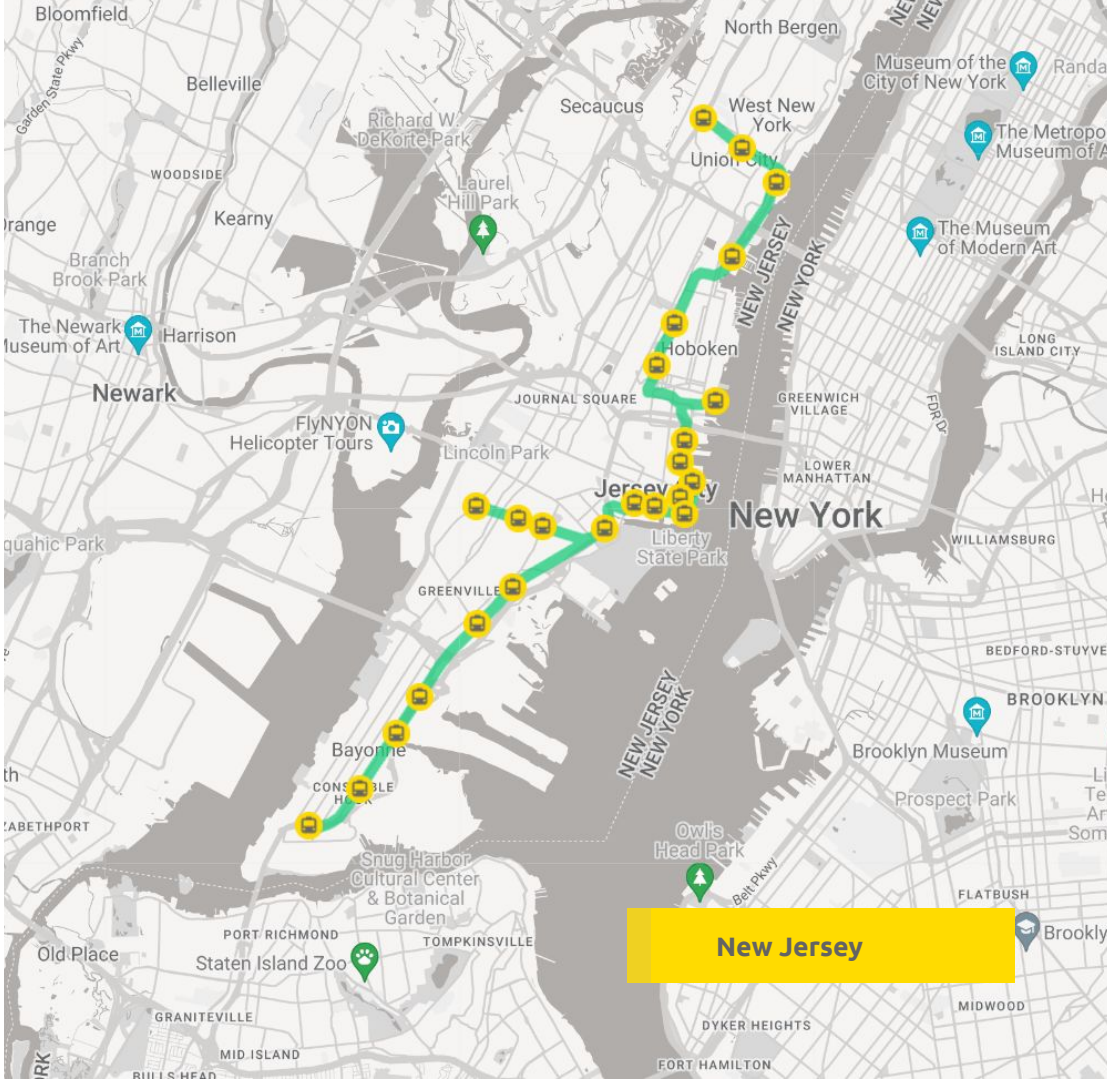
Legend

- Hudson Bergen Light Rail
- Newark Light Rail
- River LINE



New Jersey

HBLR



Legend

Hudson Bergen Light Rail

New Jersey
HBLR Digital



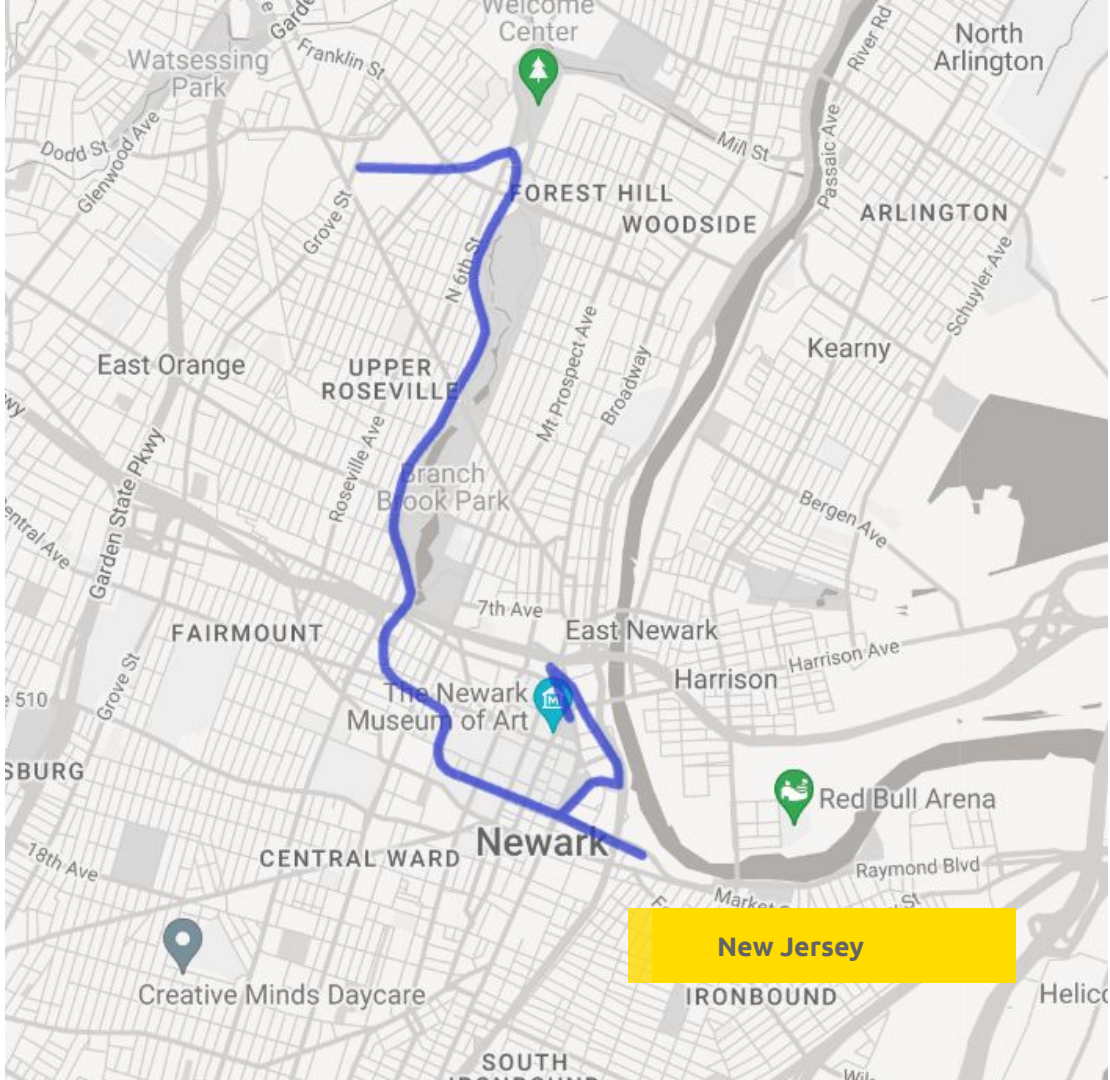
Legend

Interactive Transit Kiosks

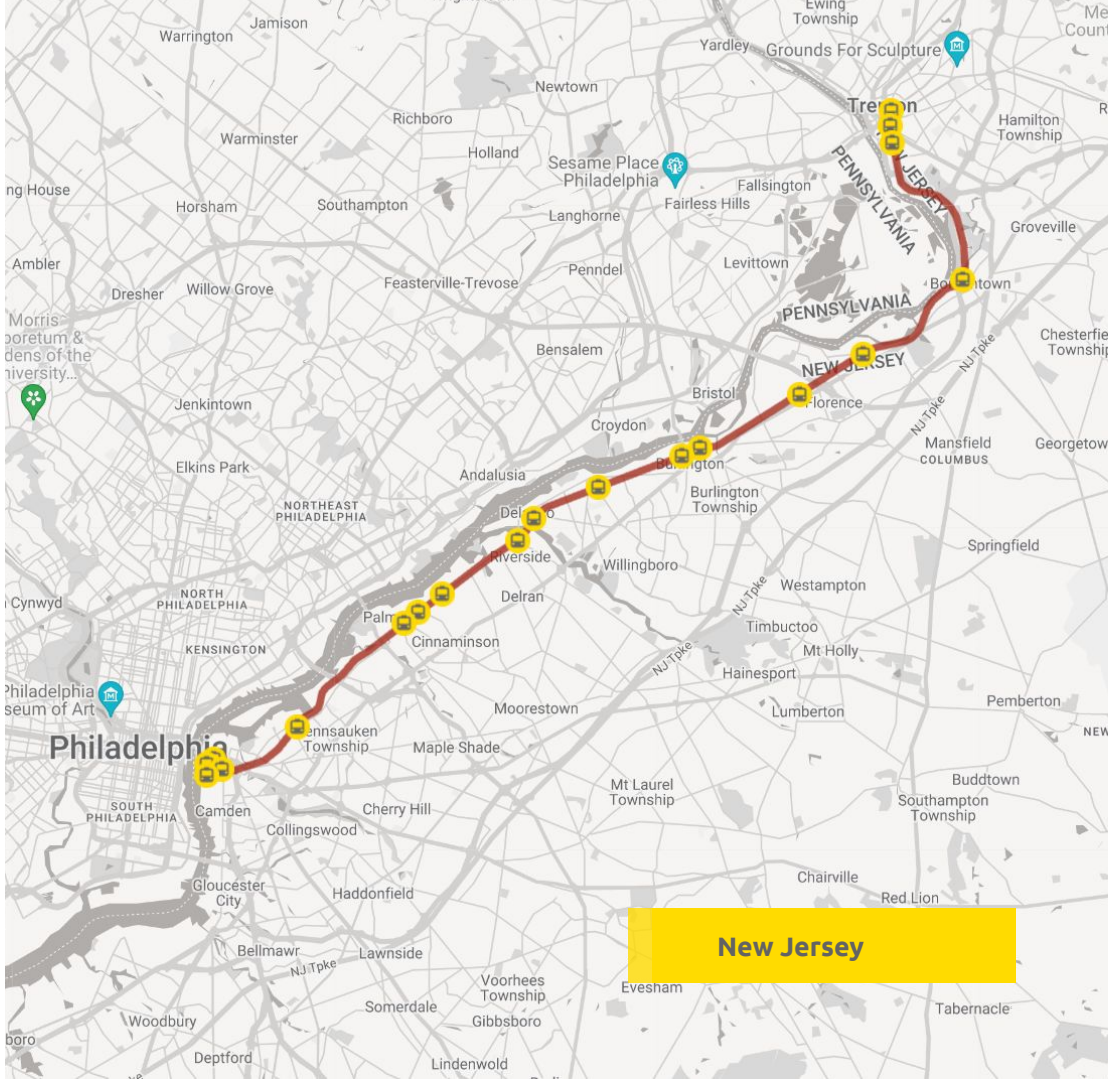
New Jersey
Newark Light Rail

Legend

Newark Light Rail



New Jersey
River LINE Light Rail



Legend

River LINE Light Rail

PATCO 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.

Available at: 8th & Market and 15th/16th & Locust

Specs

Station Domination	Custom Install



Rail Platforms

Platform Posters provide brand visibility in high-traffic areas of each PATCO station with long dwell times.

Specs	
2-Sheets	46” H x 60” W



Ultra Super Kings

Catch attentive commuters as 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 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 11″ H x 56″ W 22.25″ H x 21″ W
Ceiling Wrap	Custom Install



Interior Car Cards

Interior Car 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 22.25″ H x 21″ W 11″ H x 56″ W



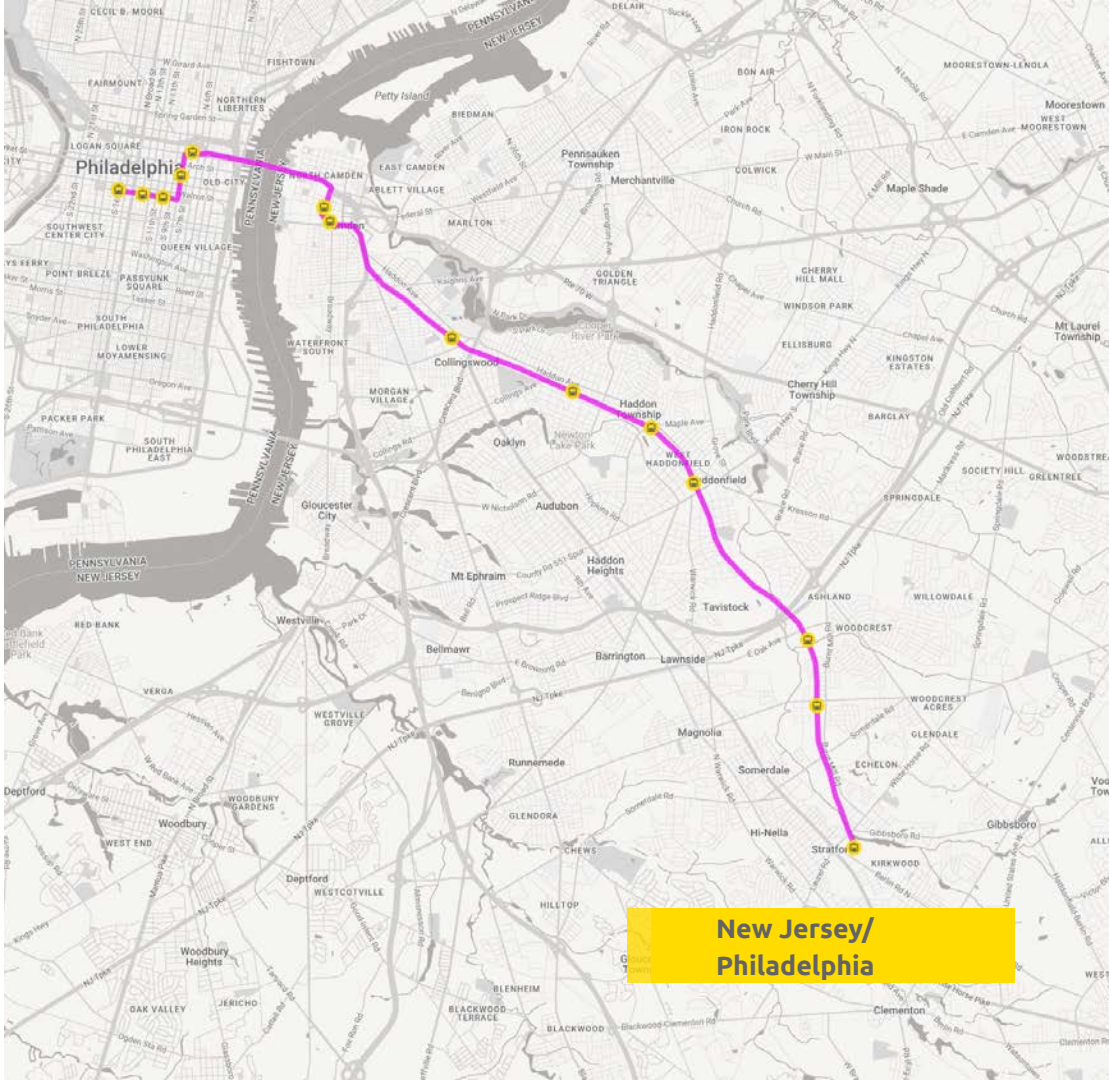
Digital Platform & Station

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 W x 960 H
Spot Length	15 Seconds

Philadelphia & New Jersey

PATCO Rail Coverage



Legend

PATCO Rail Routes

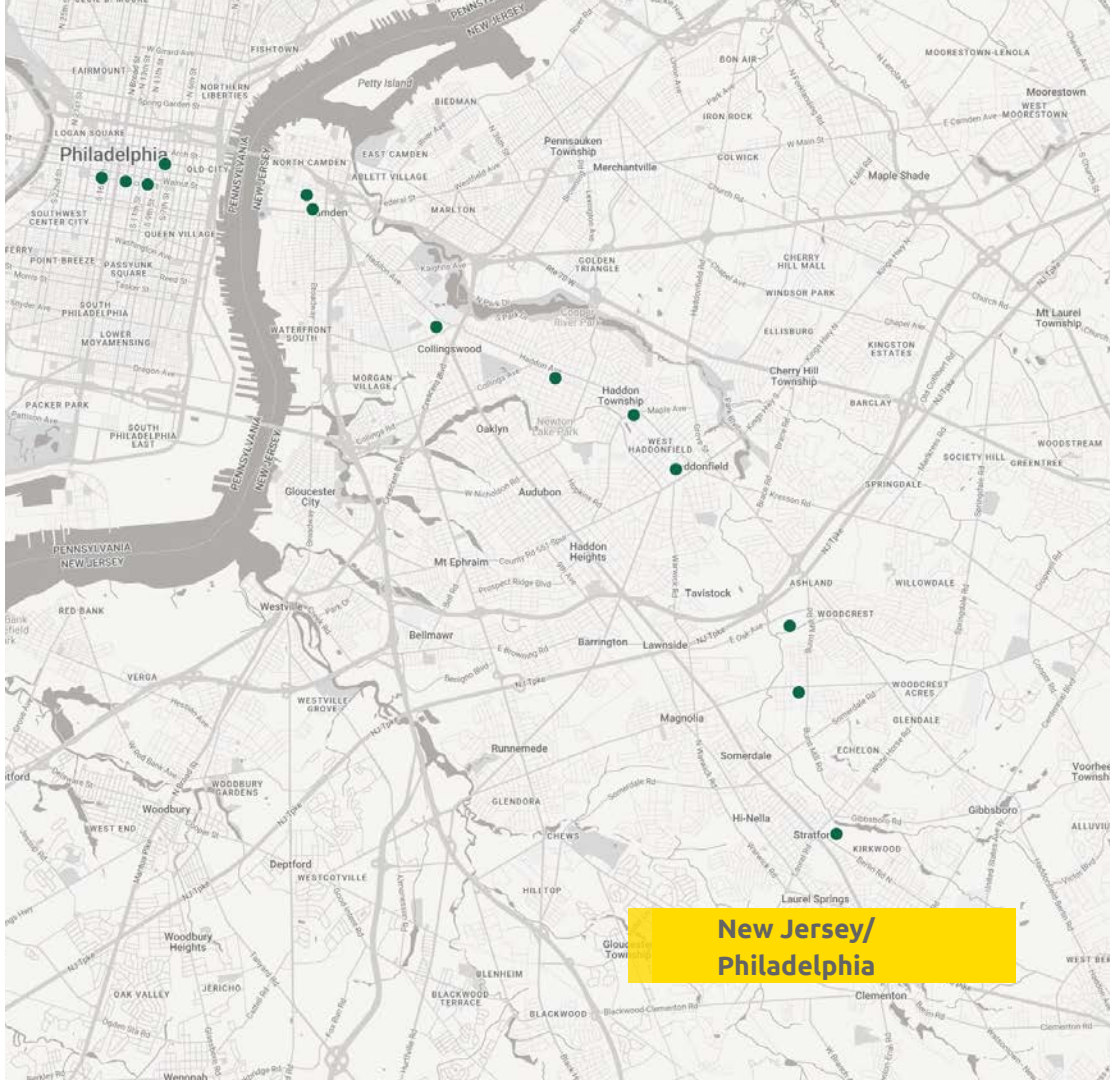
PATCO Stations

Philadelphia & New Jersey

PATCO Digital

Legend

Digital Platforms



PATH Rail Media

PATH rail media reaches commuters on-the-go at major transit hubs across New Jersey and New York City.







Headhouses

Located at Hoboken and Grove Street PATH entrances, Headhouses allow for bold, memorable executions, creating the perfect opportunity for social buzz.

Specs

Headhouse	Custom Install





Station Dominations

PATH 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



Train Wraps

PATH Exterior Rail Wraps deliver an unparalleled canvas, allowing advertisers to reach a unique audience. Connect with commuters at buzzing transit hubs in NJ as well as NYC.

Specs

Train Wrap	Custom Install

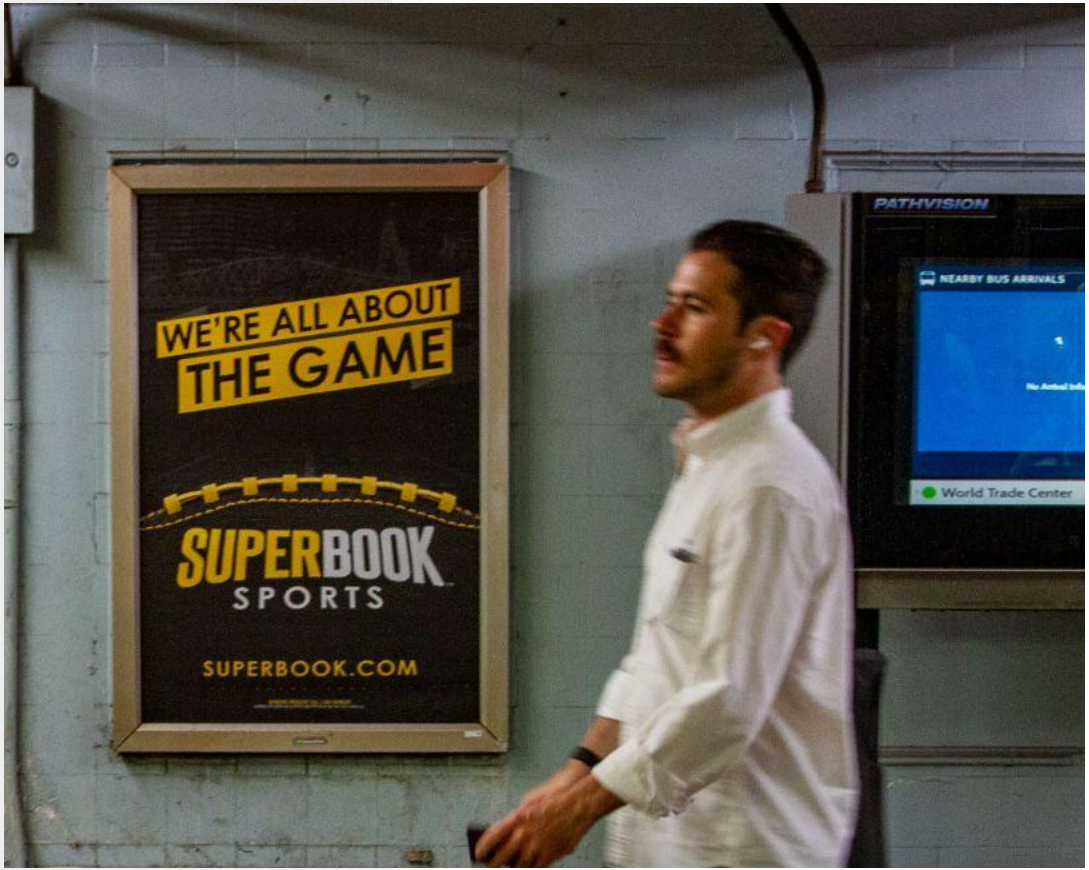


Interior Brand Trains

Capture PATH passengers where there are no distractions and share your message without interruption. Own all of the interior media and the riding experience.

Specs

Interior Cards	10.875″ H x 43.5″ W
	33.25″ H x 21″ W



One Sheet Rail Platforms

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

Specs	
1-Sheet	46” H x 30” W



Two Sheet Rail Platforms

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

Specs	
2-Sheet	46” H x 60” W

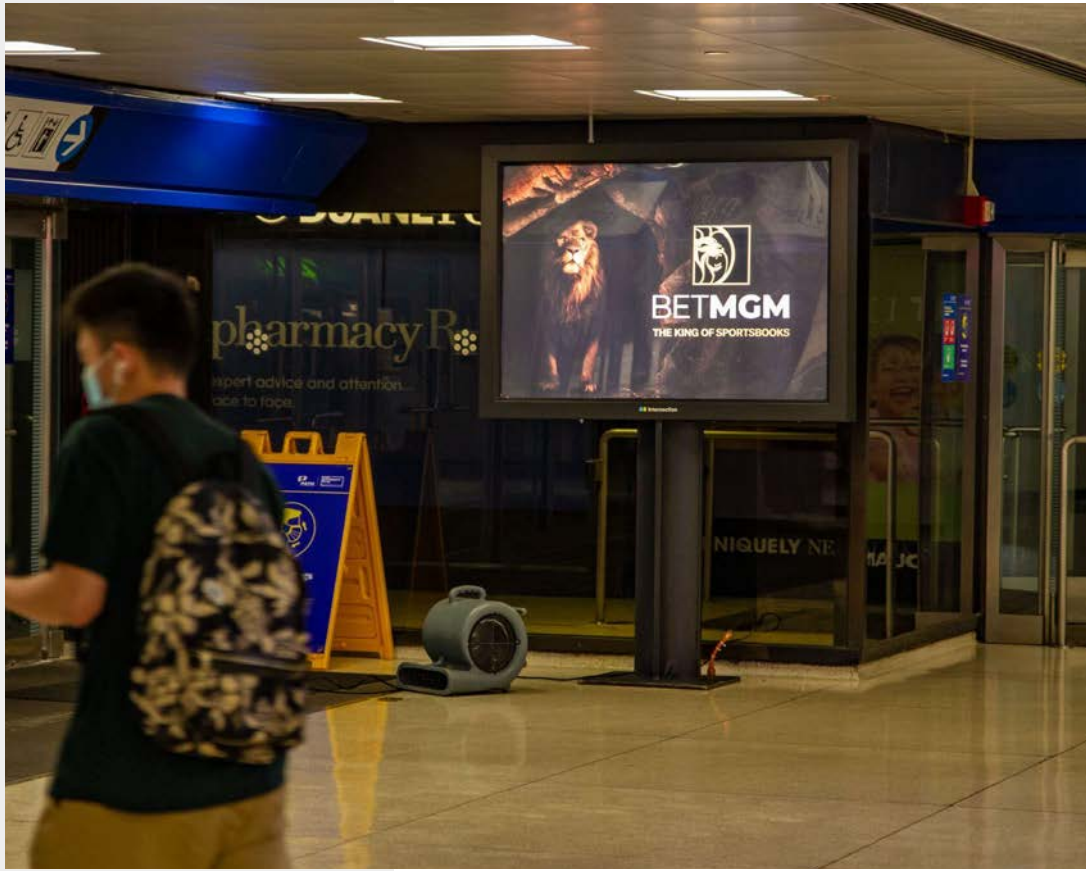


Three Sheet Rail Platforms

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

Specs

3-Sheet	82” H x 42” W



Backlit Diorama

Backlit Dioramas are located in high-traffic areas at the Journal Square PATH station. Their bright illumination captures commuter attention and makes brands appear vibrant and fresh.

Specs	
Diorama	43” H x 62” W





Rail Interiors

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

Specs	
Interior Cards	10.875″ H x 43.5″ W
	33.25″ H x 21″ W



Video Walls

Generate massive reach with PATH large-format video walls at Journal Square, Hoboken, and 33rd Street.

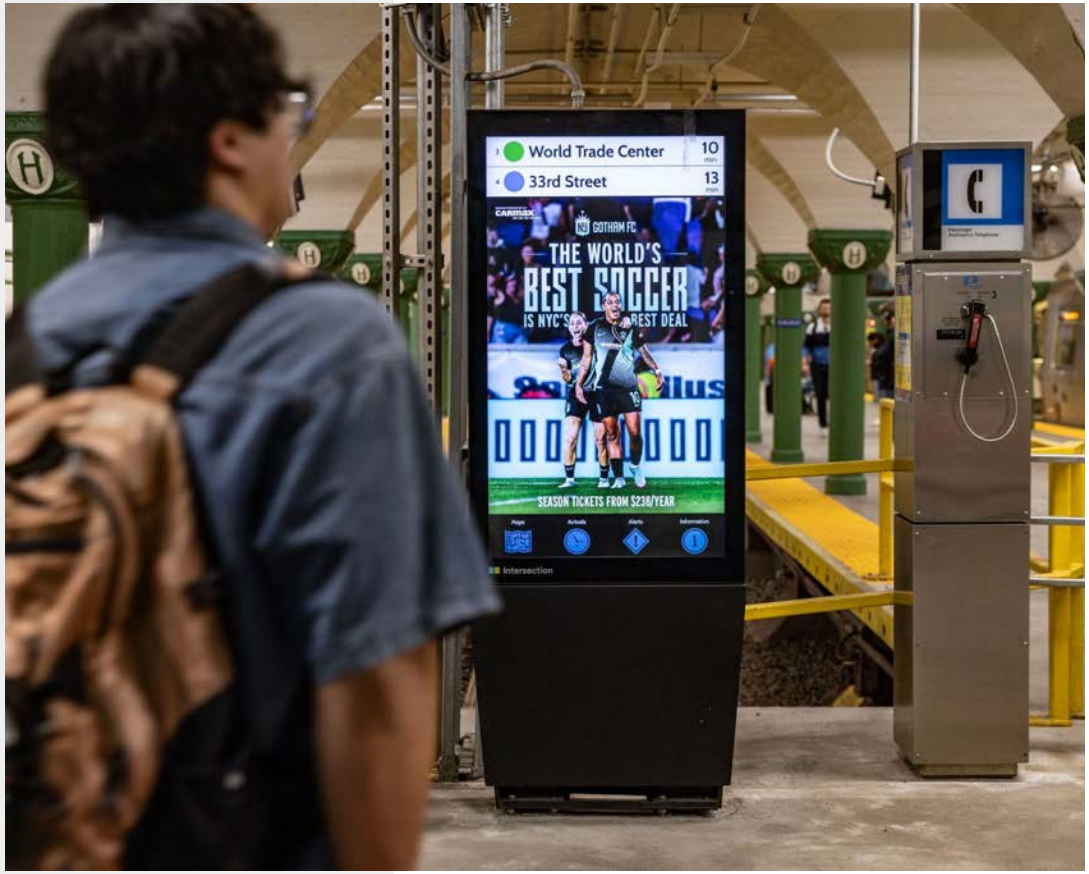
Specs	
Screen Size	80.5” H x 143” W
Resolution	1080 H x 1920 W
Frame Rate	30 FPS
Spot Length	7.5 Seconds



75” Digital Platforms

PATH large-format digital platforms provide advertisers with eye-level assets to reach a commuter audience at key stations.

Specs	
Screen Size	75”
Resolution	3840 H x 2160 W
Frame Rate	30 FPS
Spot Length	15 Seconds



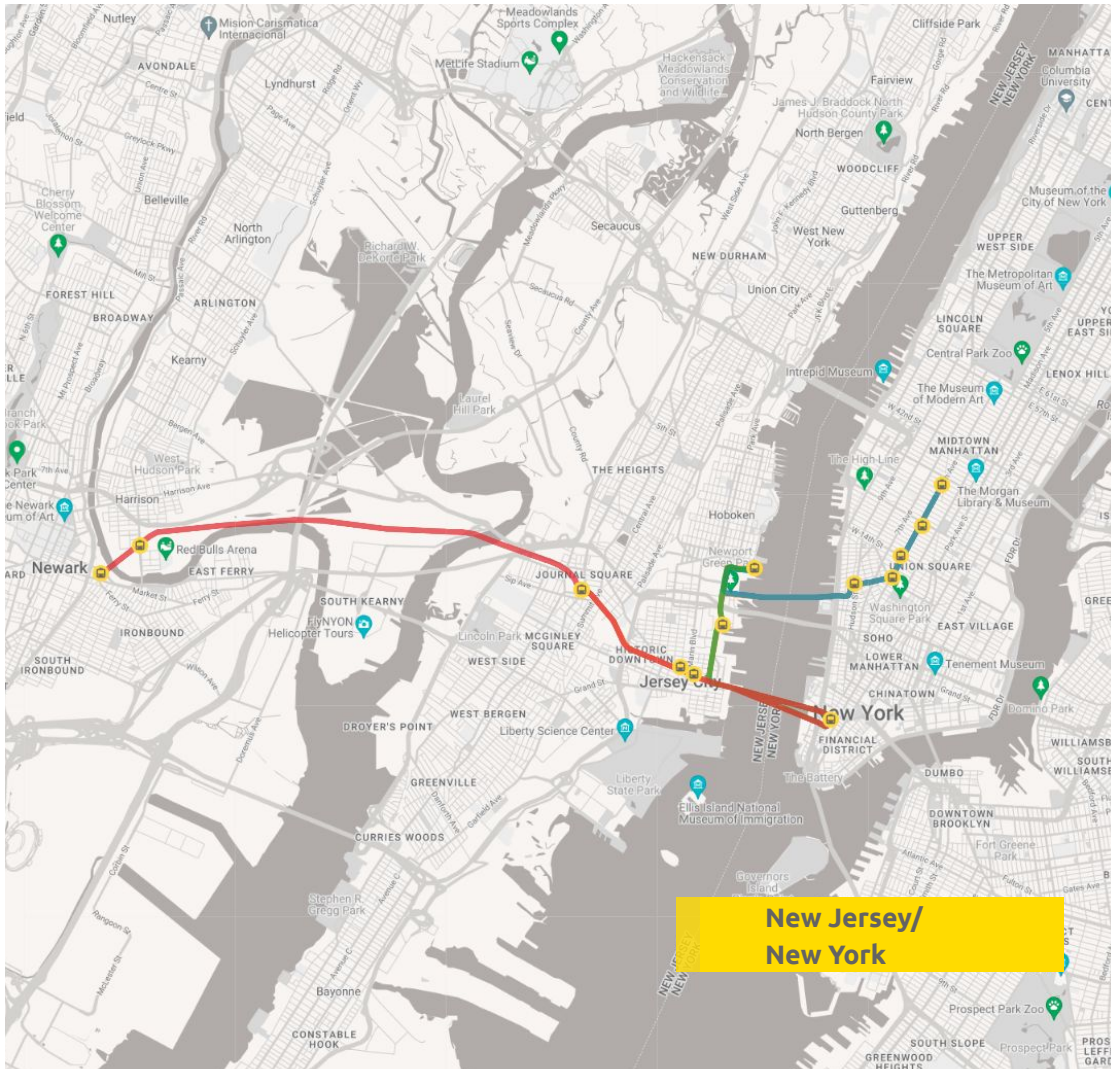
Interactive Transit Kiosks

PATH 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.

Specs

Resolution	1440 H x 1080 W
Animation	Full

New York & New Jersey PATH Rail Coverage



Legend

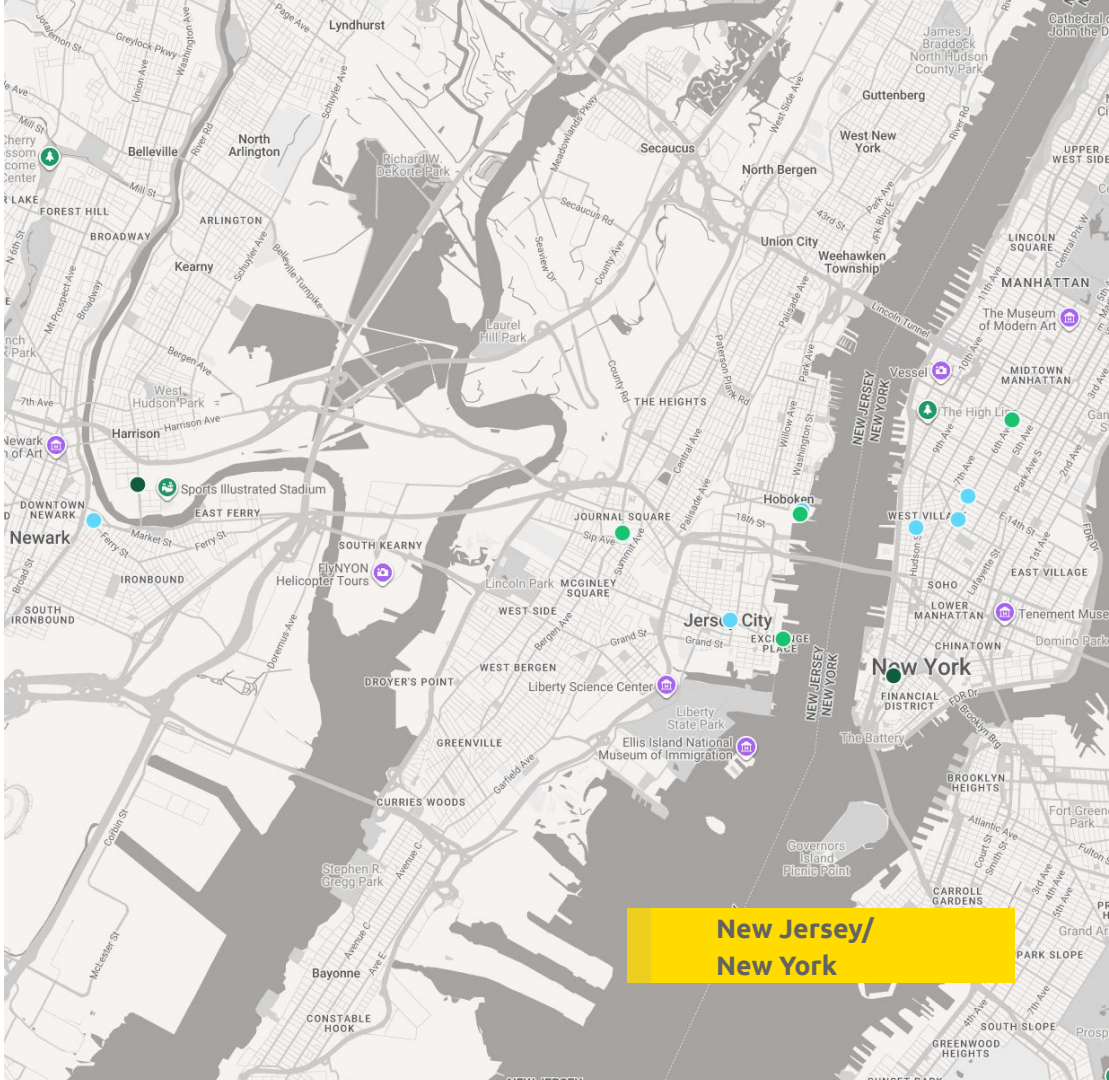
PATH Rail Routes

PATH Stations

New York & New Jersey
PATH Digital

Legend

- 75” Digital Platforms
- Interactive Transit Kiosks
- Digital Video Walls



Specialty Media

For powerful and lasting impact, Intersection offers advertisers large-format specialty media formats at major PATH stations throughout the system.



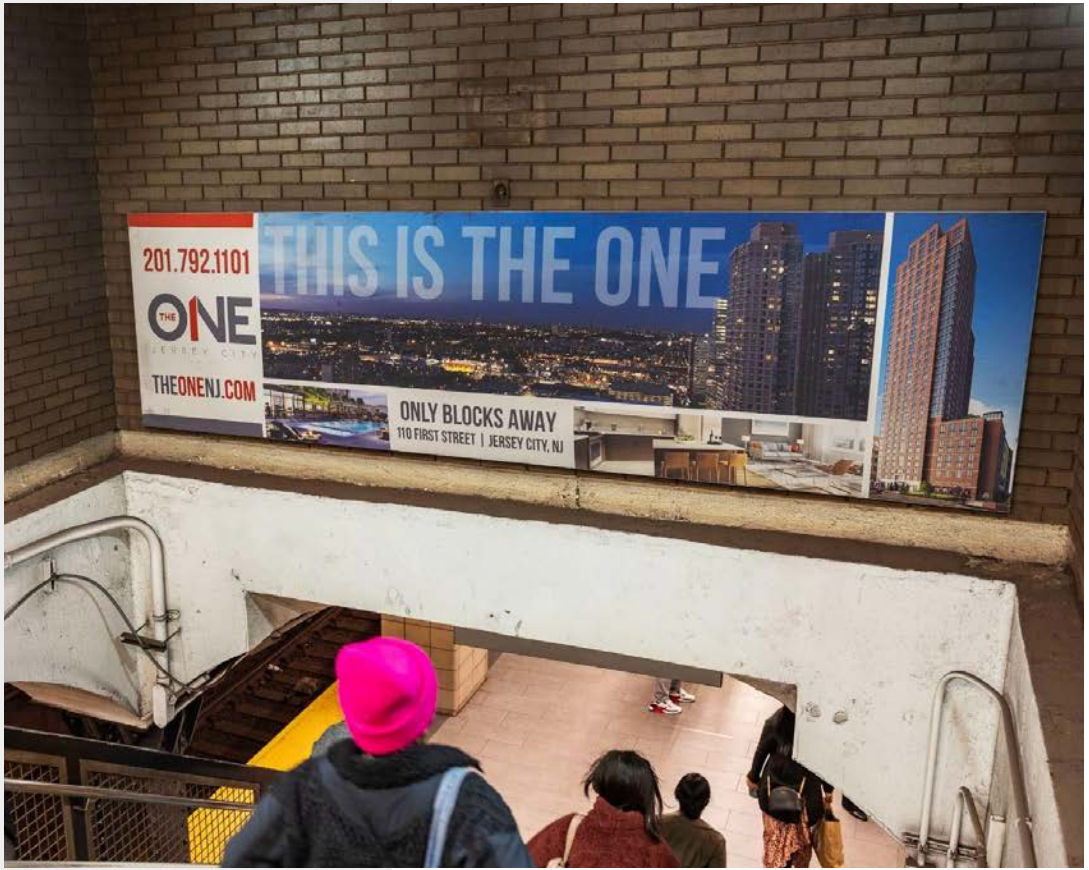


Wallscapes

PATH Wallscapes at eye-level and higher in strategically placed, high-traffic areas, creating impact at Exchange Place and Harrison stations.

Specs

Wallscape	Custom Install



Banners

PATH Overhead banners draws eyes upwards as commuters move throughout the station.

Available at: 33rd Street, Exchange Place, Grove Street, Hoboken

Specs

Banners	Custom Install



Column Panels

PATH Column Panels cover the surface of structural elements in highly-trafficked areas of the station, creating a continuous canvas.

Available at: Journal Square, World Trade Center

Specs

Column Panels	Custom Install



Soffits

Larger-than-life soffits tower over PATH commuters with unmissable messaging at Journal Square and Harrison.

Specs	
Soffit	Custom Install



Elevator Wrap

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

Available at: Journal Square, Harrison

Specs

Elevator Wrap	Custom Install



Windows

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

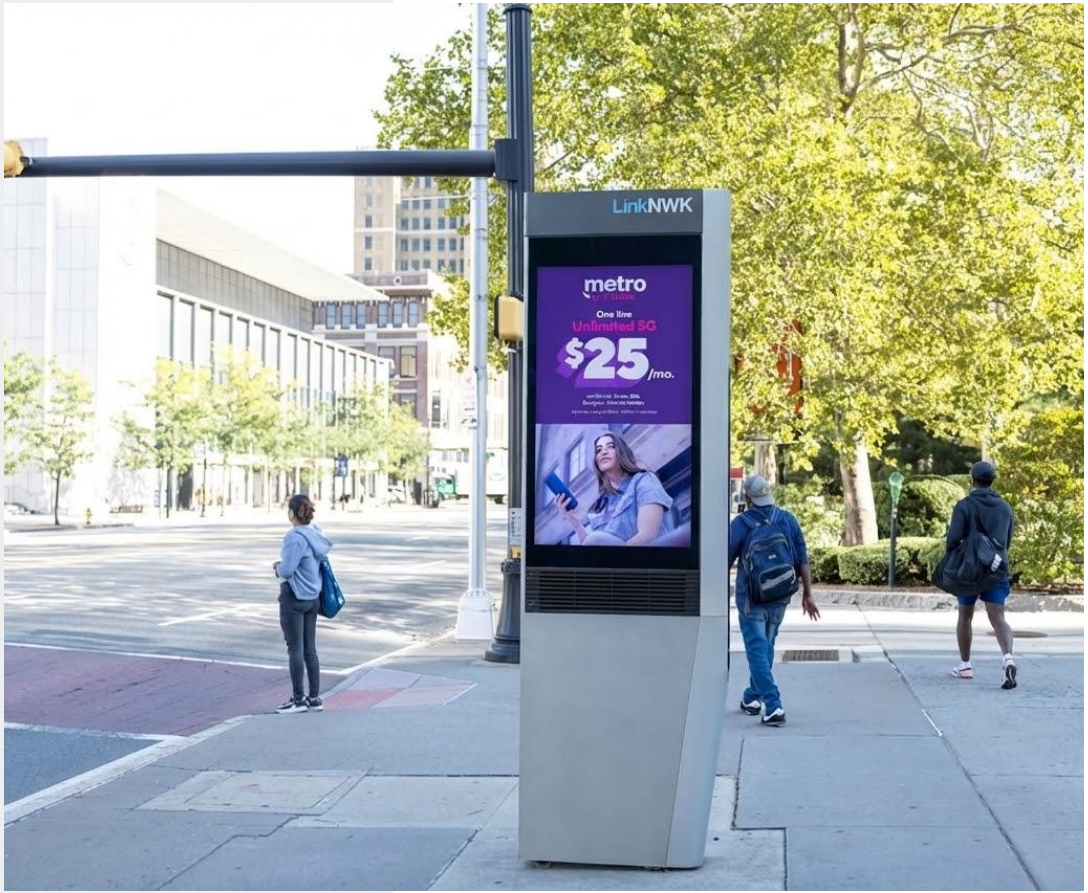
Specs

Windows	Custom Install

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.

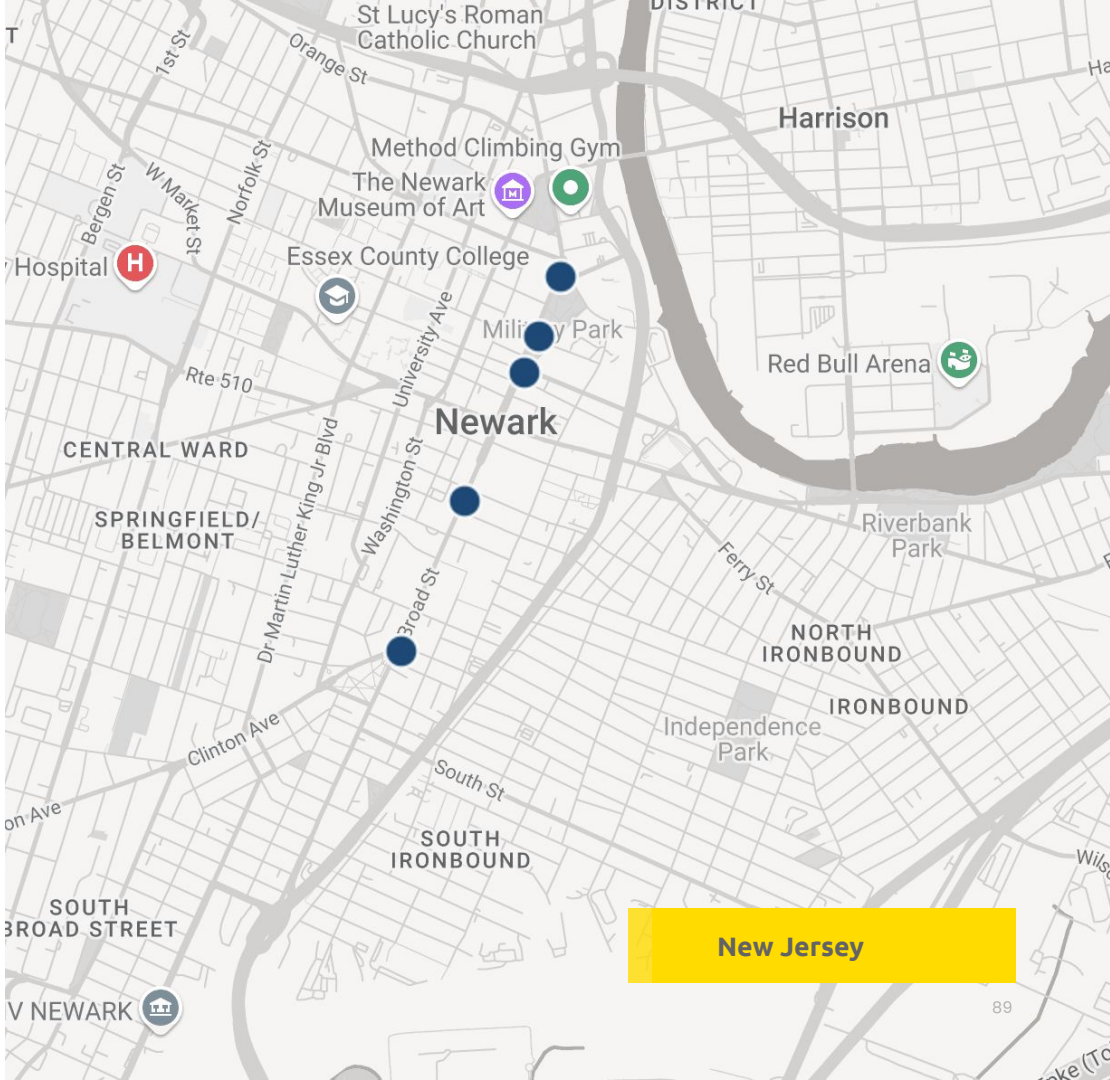
Specs

Screen Size	55”
Resolution	1920 H x 1080 W

New Jersey
LinkNWK

Legend

LinkNWK



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

hello@intersection.com

777 Terrace Avenue
Suite 509
Hasbrouck Heights, NJ 07604
908 274-3733

Intersection



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	mfour
Brand Affinity & Health	mfour
CPG / Retail Sales Lift	CATALINA
Script Lift	CROSSIX

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 mobile insights in real time

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

Ideal for: Smaller Campaigns, Limited Budgets

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

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

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: 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:

SHOPPING BEHAVIOR | GEOGRAPHY | HOME OWNERSHIP | AUTO OWNERSHIP | HOBBIES