 Intersection

San Francisco Media Kit 2023



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1. About Intersection

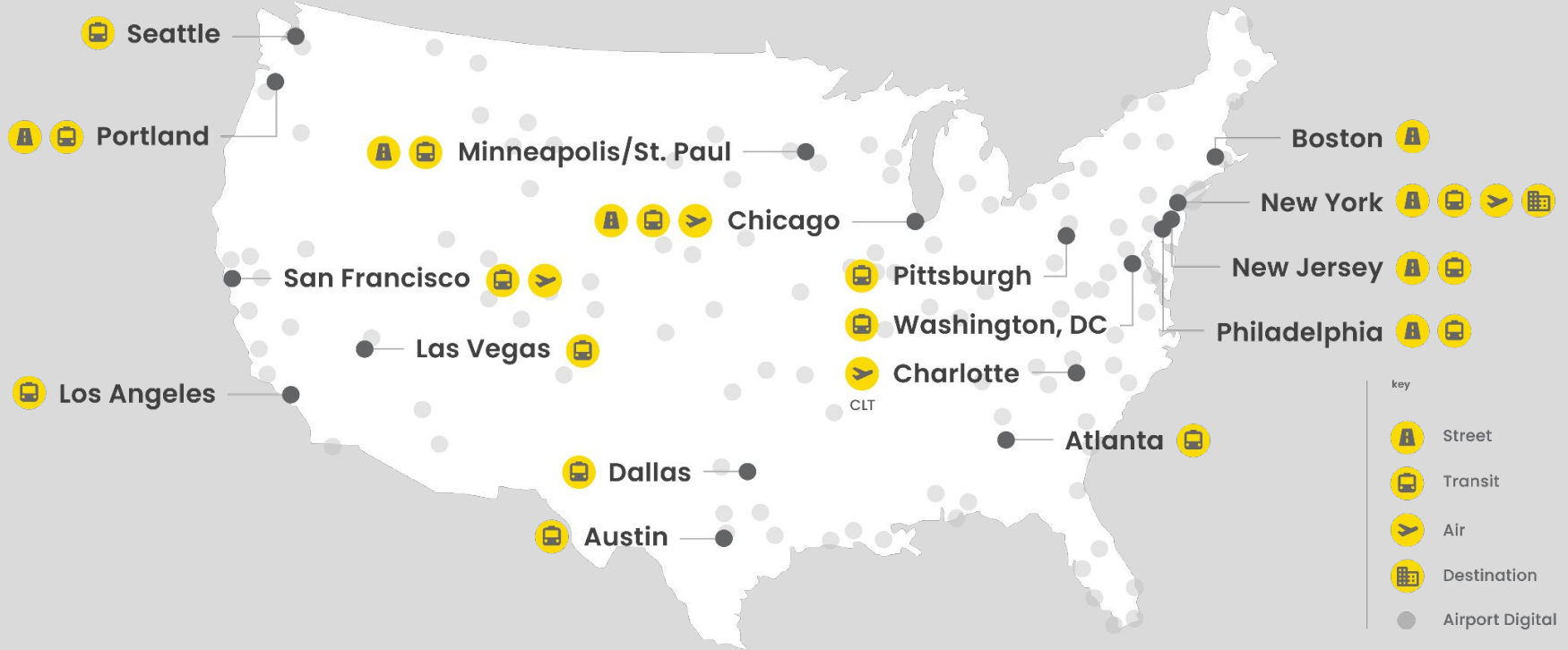
Reach diverse audiences in America's top cities

From New York to Los Angeles, and everywhere in-between, we know people are on the go, enjoying the best of what these great cities have to offer. Regardless of their journey, our media is located in well-traveled locations, and can connect your brand with the right audience. Whether they're moving through their home neighborhoods, commuting to the office, or traveling a little farther, Intersection's media meets them there.

With advertising partnerships across some of the country's largest and busiest cities—including New York, Chicago, Philadelphia, and other major metros—Intersection provides scale among valuable audiences that other media can't offer.

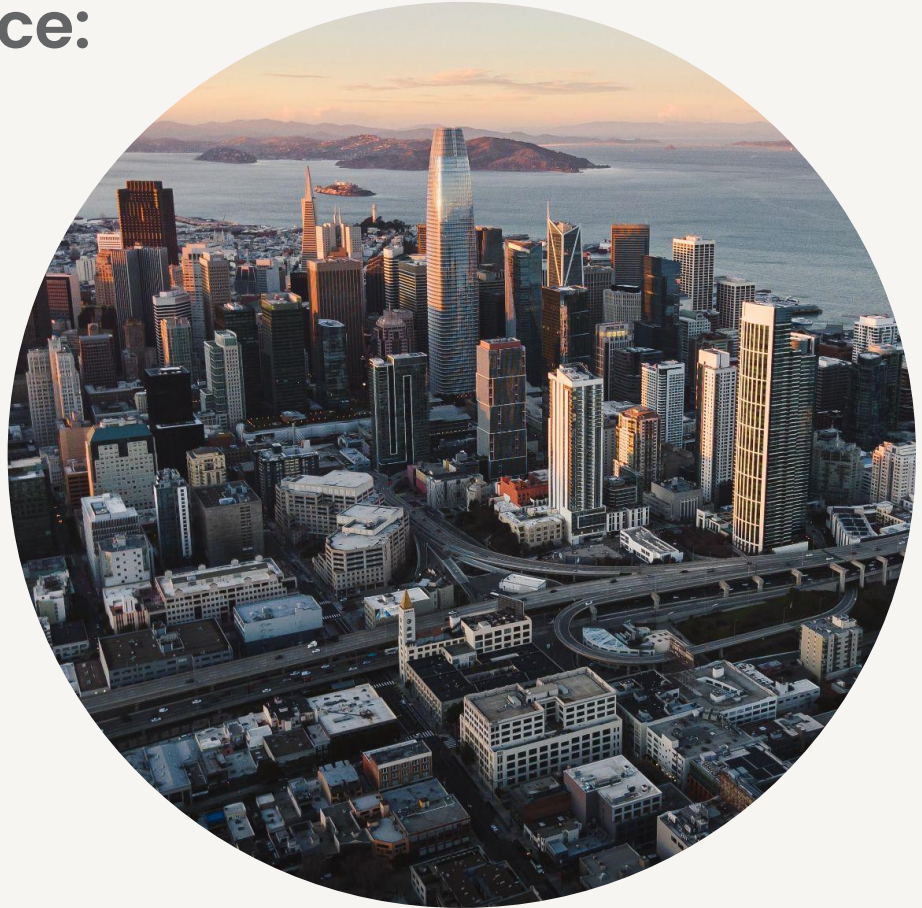


Premium products, national scale.



The Intersection Difference: San Francisco

- San Francisco is one of the most affluent markets in the U.S., with the most educated urban population
- The city is a tourist hotspot bringing in **21.5 million visitors** in 2022 ¹
- We have a large coverage of bus media across **all neighborhoods** in San Francisco





SFMTA

Connecting the tech mecca of the US

- SFMTA comprises bus, rail, cable cars, and trolleys across the densest city in the country
- 1,100 service vehicles across 90 transit routes
- Average monthly boarding of 813K+

2. Products



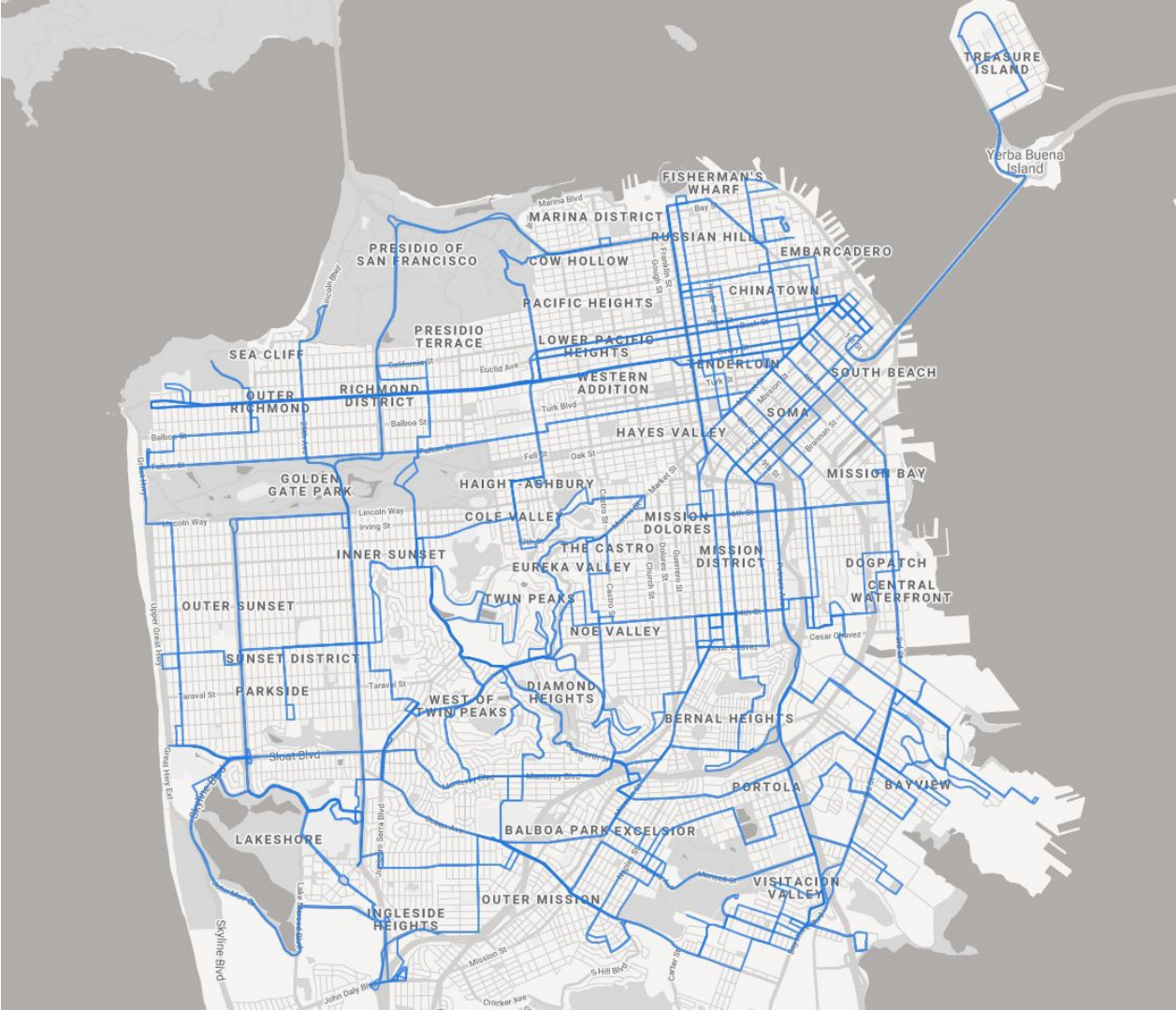
Bus Media

Intersection's bus network provides extensive coverage throughout the City of San Francisco, reaching pedestrians, riders, and drivers along their daily journeys.

San Francisco Bus Coverage

Legend

SFMTA Bus Line





Articulated Bus Wraps

Articulated Bus Wraps provide a massive, mobile canvas moving through San Francisco to create traffic-stopping moments and deep market coverage.

Specs

Articulated Bus Wrap

Custom Install





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 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

Ultra Super King

Custom Install





Bus Kongs

Bus Kongs are impossible to miss, with an extra-large format that accommodates robust creative treatments, stands out on San Francisco streets, and provides greater brand impact.

Specs

Bus Kongs

Varies

Bus Kings

Bus Kings successfully reach pedestrians throughout the city of San Francisco. A high reach format, this media quickly builds awareness for your ad amongst key audiences.

Specs

Bus King

30" H x 144' W





Bus Headliners

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

Specs

Bus Headliner

Varies



Bus Queens

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



Specs

Bus Queen

30"H x 88"W & 24"H x 65"W

*Media distribution that is marked as general will be placed across bus and LRV.



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 San Francisco traffic.

Specs

Bus Fullback

Custom Install

Bus Tails

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

Specs

Bus Tail

21"H x 70"W



Brand Buses

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

Specs

Bus Interior Card	11"H x 28"W
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Bus Michelangelo	Custom Install
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Interior Cards

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

Specs

Bus Interior Card

11"W x 28"H



Rail Media

Rail media allows brands to target on-the-go riders and daily commuters with vibrant displays placed strategically throughout rail cars, major transit hubs, and on station platforms.

San Francisco Light Rail Coverage

Legend

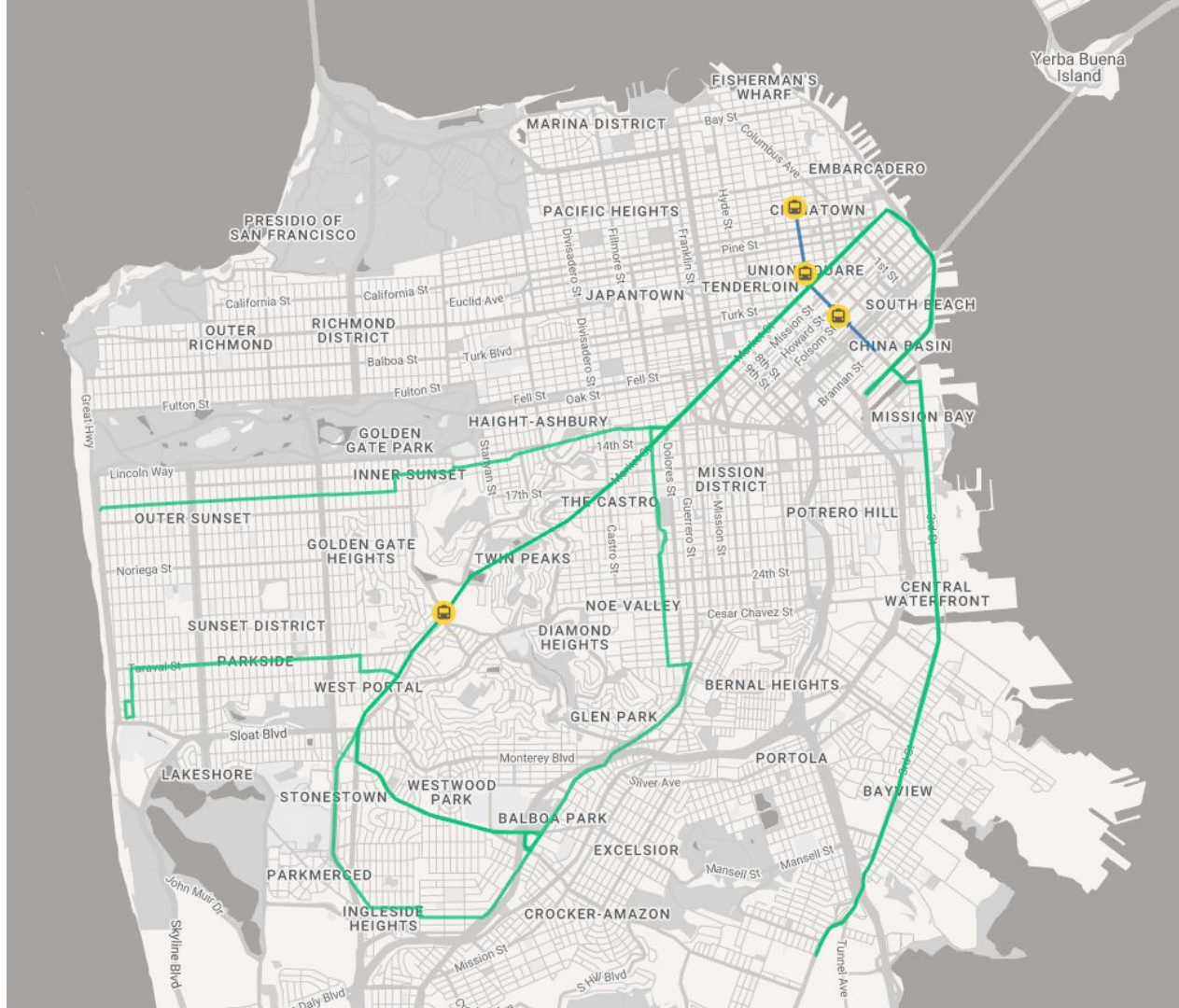
Transit Station



SFMTA Light Rail Line



SFMTA Central Subway Line





Light Rail Wraps

Full Wrap Train advertising covers the exterior of a train car. These huge ads provide the space for larger-than-life creative, turning heads as they roll through cities and rail stations.

Specs

Light Rail Wrap

Custom Install



Light Rail Ultra Super Kings

As the train rolls in, Ultra Super Kings capture the undivided attention of light rail passengers waiting for the doors to open.

Specs

Light Rail Ultra Super King

Custom Install



Light Rail Queens

Light Rail Queens can be the first message commuters see as they begin their rail journey.

Specs

Light Rail Queen

30'H x 88"W



*Media distribution that is marked as general will be placed across bus and LRV..

Light Rail Interior Brand Trains

Capture San Francisco passengers with Light Rail Interior Brand Trains. Own all of the interior media and share your brand message without interruption. Michelangelos can be customized into any shape to add originality and impact to any light rail campaign.

Specs

Light Rail Interior Car Card

Varies

Light Rail Michelangelo

Custom Install



Cable Car Queens

San Francisco's cable cars are global icons, with two historic lines running through the San Francisco Financial District, the heart of Union Square's retail center, and distinguished San Francisco neighborhoods. Cable Car Queens provide unique brand visibility with business executives, shoppers, and tourists alike.

Specs

Cable Car Queen

21"H x 88"W



Branded Cable Cars

Branded Cable Cars allow one brand to own a San Francisco icon as it rides through some of the city's most populated areas. The mix of exterior and interior media creates an indelible impression with a highly desirable audience of locals year-round, as well as with millions of annual tourists from around the world.

Specs

Cable Car Headlight (Powell Only)	21"H x 19"W
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Cable Car Interior Card	11"H x 28"W
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Cable Car Queen	21"H x 88"W
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Cable Car Interior Cards

Reach a captive audience of cable car riders with Cable Car Interior Cards. Available in two sizes, this media gives brands the opportunity to get in front of the highly-desirable shopper, tourist and business executive audiences.

Specs

Cable Car Interior

11"H x 28"W



Historic Trolley Interiors

Travelling up and down Market Street and The Embarcadero, these historic trolleys service many of San Francisco's most popular business and leisure destinations. Trolley Interiors carry your message to both locals traveling from the Castro to Union Square, and tourists heading from Union Square to Fisherman's Wharf.

Specs

Trolley Car Interior (PPC)	11"H x 28"W
Trolley Car Interior (Milan)	9.5"H x 27.5"W





Station Media

Inclusive of the new Central Subway line, station media allows brands to target commuters on-the-go with station dominations and digital displays placed strategically throughout major transit hubs and station platforms.

San Francisco Central Subway Stations

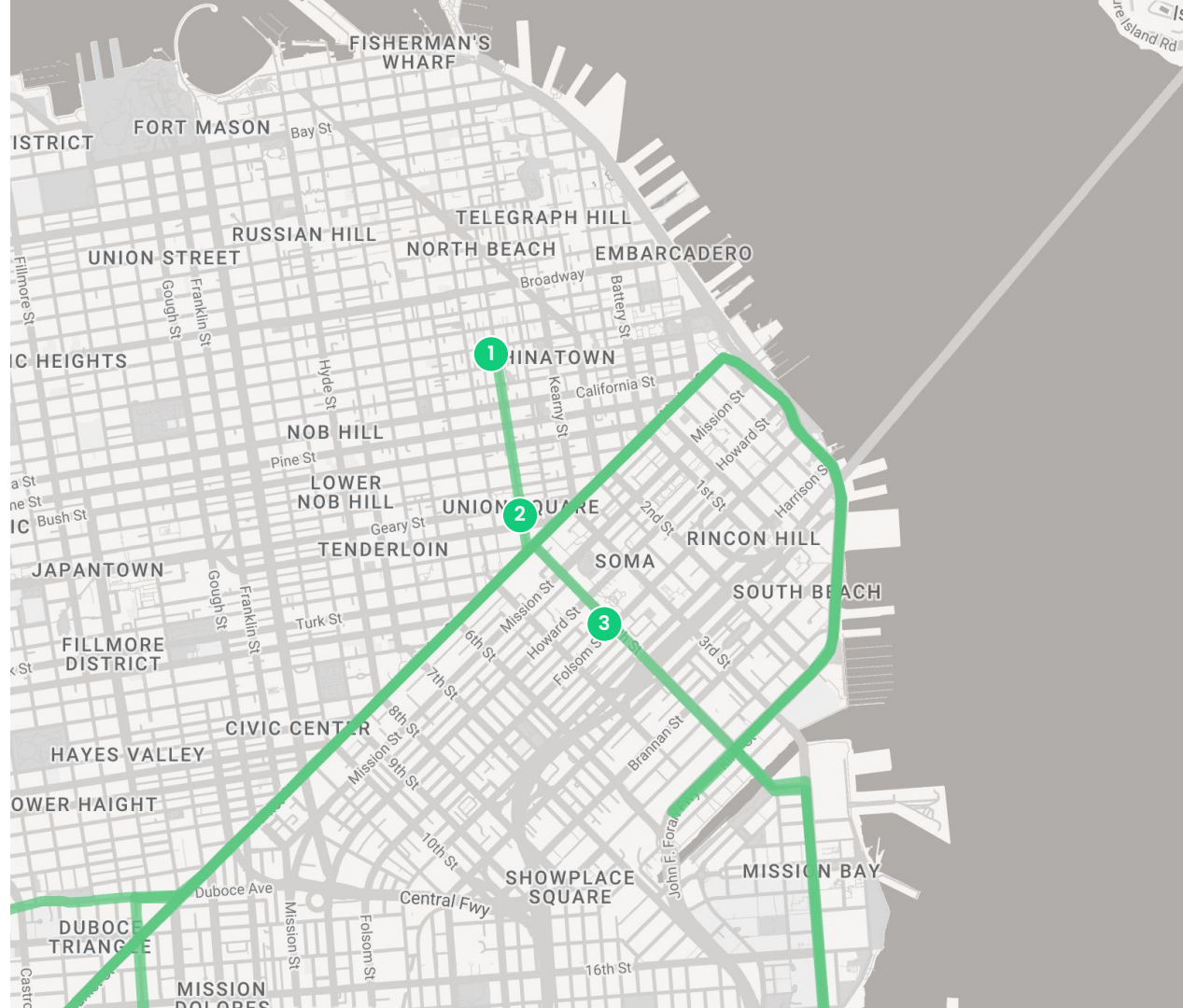
Legend

1. Chinatown Station

2. Union Square Station

3. Yerba Buena/ Moscone Station

Light Rail Route



Station Dominations

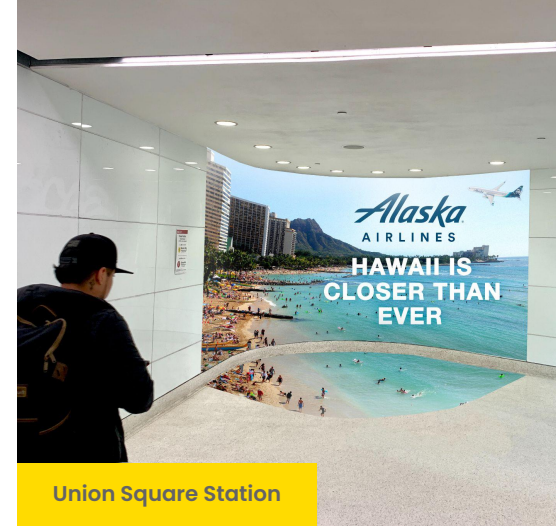
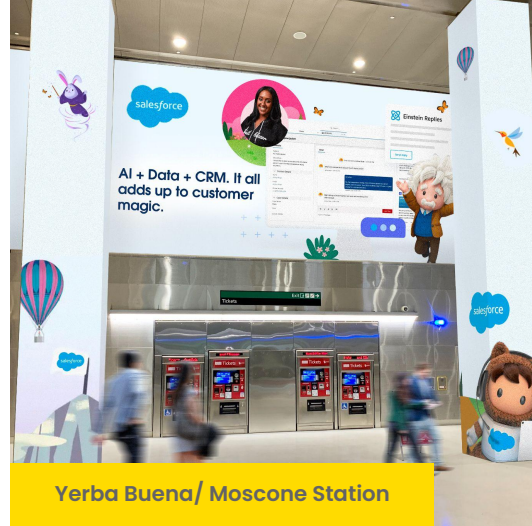
Station Dominations enable a brand to own an entire station with a combination of static media that can't be missed. Dominations create buzz and generate recall with out-of-the-box executions that stop people in their tracks.

Specs

Station Domination

Sizes Vary

 *Concept artwork shown for illustrative purposes



Union Square Tunnel Wrap

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

Specs

Tunnel Wrap

Custom install



*Concept artwork shown for illustrative purposes



Two-Sheets

Two-Sheets are available at Forest Hill Station and SFMTA Parking Garages, providing brand visibility in high-traffic areas of each location with long dwell times.

Specs

Two-Sheet

46"H x 60"W



Digital Platforms

Digital Platforms are high-impact units located along San Francisco's central subway stations providing transit content like train arrivals alongside vivid digital media.

Specs

Screen Size/Resolution	75"/2160W x 3840H
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Frame Rate	30 fps
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Spot Length	:7.5 sec
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17 Advertiser Spots / 150 Second Loop



Digital Video Wall

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

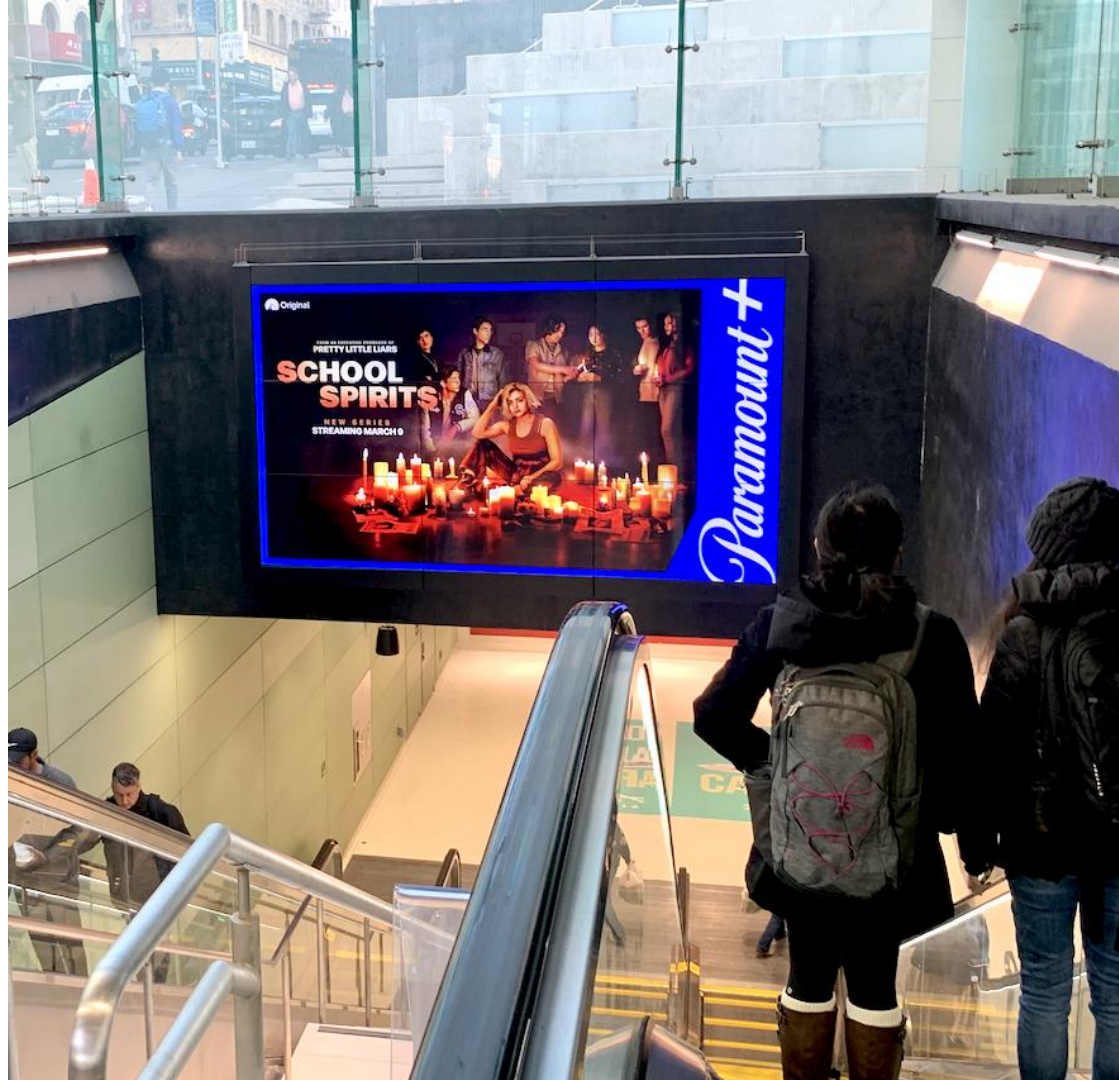
Specs

Resolution	5760W x 3240H
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Frame Rate	30 fps
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Spot Length	:7.5 sec
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10 Advertiser Spots / 75 Second Loop





Street Media

Create a memorable presence in some of downtown San Francisco's busiest areas with static parking garage media.

Parking Garage Media

Presence in SFMTA Parking Garages offers a unique opportunity for advertisers to reach a mix of consumers, from the thousands of people parking in the garage to the hundreds of thousands who pass by each day.

Available Parking Garages

Sutter & Stockton

Moscone Center

Fifth & Mission/
Yerba Buena

Ellis & O'Farrell





Air Media

From the moment consumers enter the airport through the duration of their flights, Intersection can deliver powerful messaging via traditional and digital formats.

Reaching a national audience of air travelers with Intersection

Intersection reaches over 180 million national airline passengers annually, with exclusive media rights at Charlotte Douglas International Airport and an exclusive partnership with United

Exclusive Airport

Airline Partnership



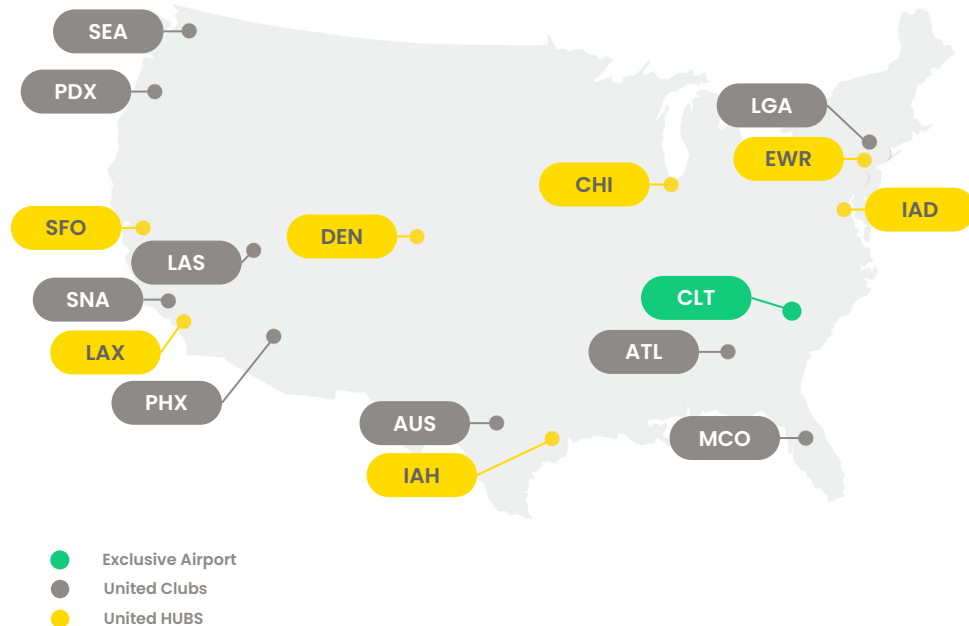
Premium Products, National Scale

Exclusive Airport

Charlotte, NC

United Clubs

Atlanta, GA	Newark, NJ
Austin, TX	New York, NY
Chicago, IL	Orlando, FL
Cleveland, OH	Phoenix, AZ
Denver, CO	Portland, OR
Houston, TX	San Francisco, CA
Honolulu, HI	Seattle, WA
Las Vegas, NV	Washington, DC
Los Angeles, CA	



Plus **1,100+ United Gate Information Display Screens**
at airports across the country

United Premium Club Display

Premium Club Displays are strategically placed in United Club lobbies or other high-traffic club areas for maximum visibility with United's affluent business and leisure travelers.

Specs

Premium Club Display

3'H x 10'W



United Club Video Walls

Capture consumer attention with the largest United Club digital assets in the U.S.

- Access the most highly-trafficked domestic United Clubs through new, premium digital
- Deliver :30 static, animated or full-motion video creative on these 86-100" HD digital displays

Specs

United Club Video Walls

86-100" HD LCD



Gate Information Displays (GIDS)

Gate Information Displays (GIDS) are prominently placed in gate hold areas. GIDS provide excellent brand exposure as passengers repeatedly check the screens for upgrade status, flight updates, weather, and other information as they wait to board their flights. *Destination targeting available.*

Specs

Gate Information Displays

46" HD LCD



Jet Bridge Wraps

Jet Bridge Wraps maximize impact through unexpected placement of brand messaging. These outstanding displays leave a lasting impression on passengers as they board or deplane. These wraps can be paired with overheads for total passenger surround.

Package Available:

(12) Jet Bridge Wraps at IAH

Specs

Jet Bridge Wraps

Custom



Available: IAH, SFO, ORD, CLE

3. Additional Offerings

Sponsorship

For powerful and lasting impact, Intersection offers advertisers naming rights for select venues, executing exclusive sponsorships along with station dominations.



Experiential

Intersection crafts custom brand activations and experiences that take consumer engagement beyond advertising alone.



San Francisco

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Thank You