

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.

Premium products, national scale.



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.

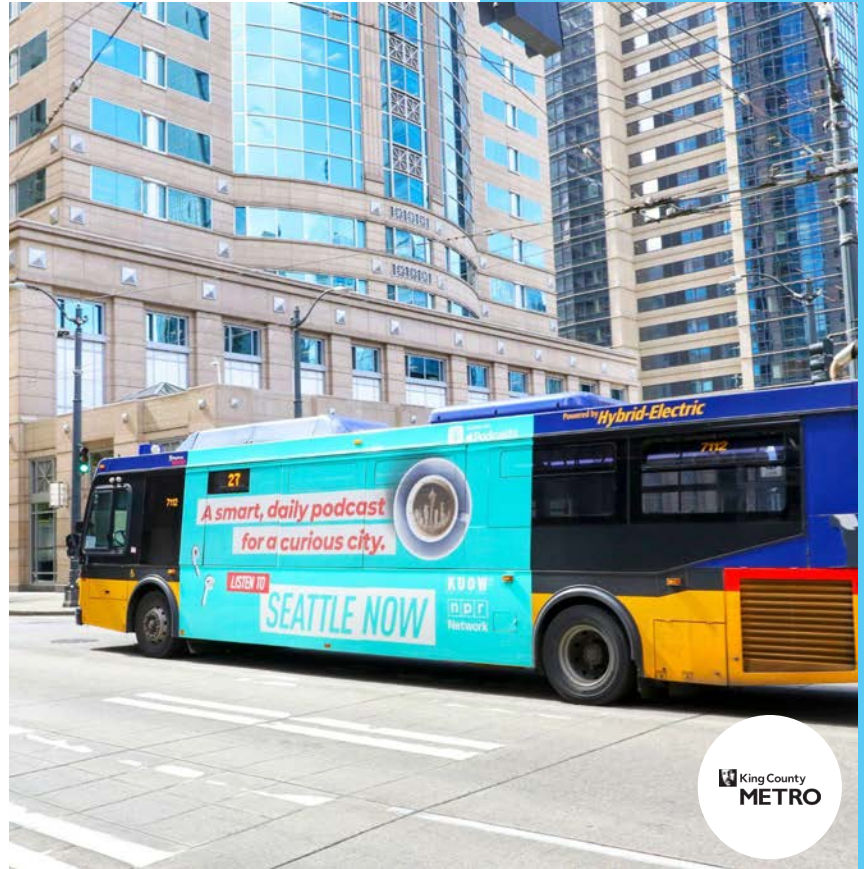
We support our transit partners by generating revenue – **totaling over \$1B in payments to municipalities over the last 10 years** – largely to support public mobility.

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



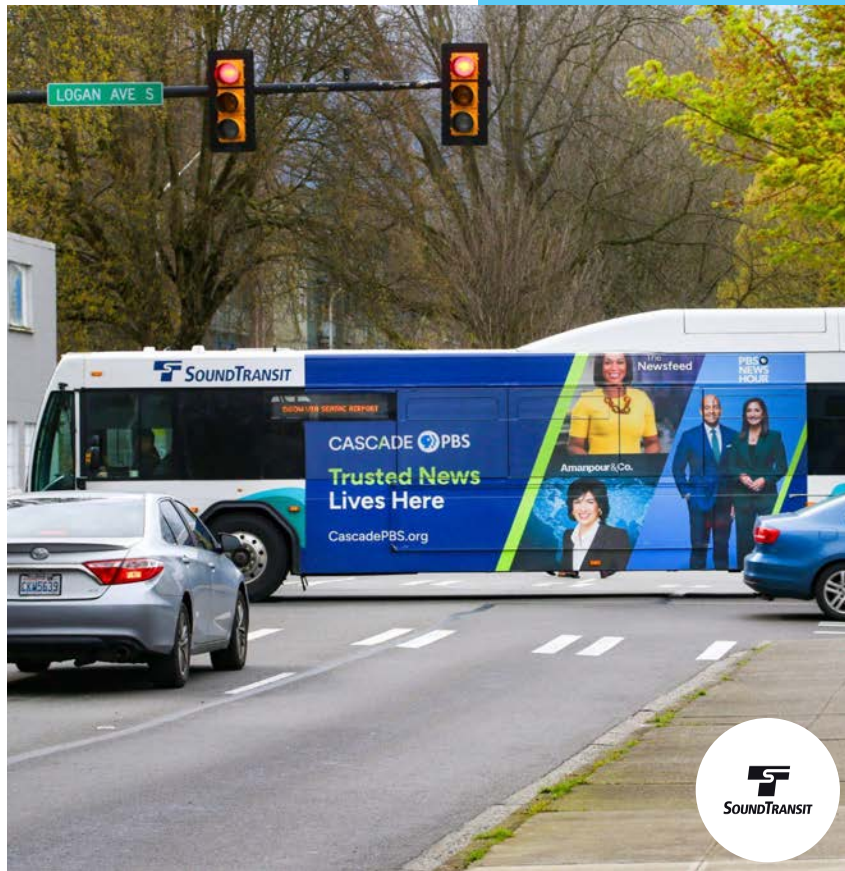
Sound Transit

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.

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

Source: Seattle Streetcar



Bus Media



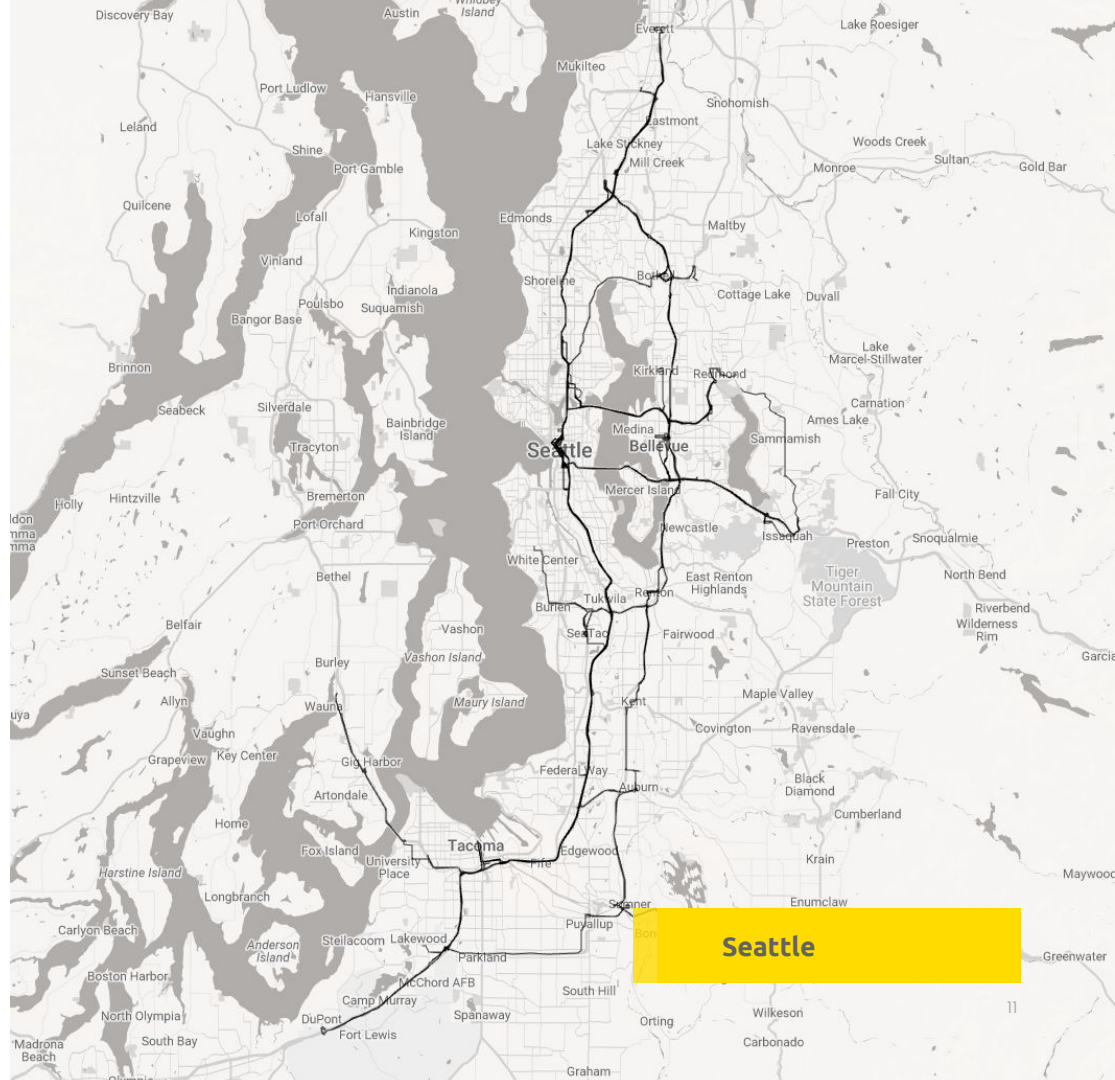
With the largest bus network in the U.S., Intersection delivers unbeatable, eye-level coverage in the heart of the country's largest cities and DMAs.



Seattle Bus Coverage

Legend

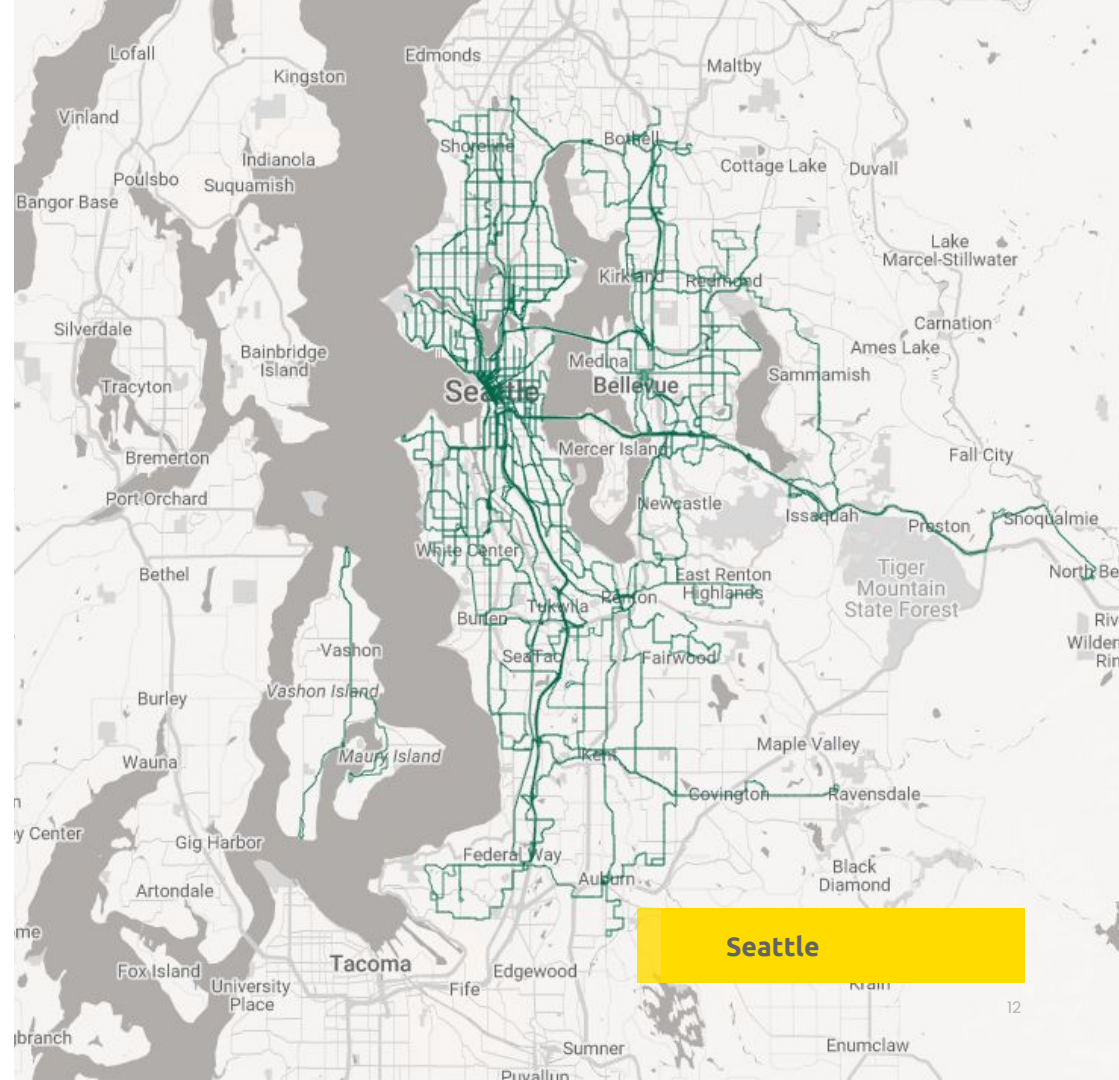
Sound Transit Bus Routes



Seattle Bus Coverage

Legend

King County Metro Bus Routes



Seattle Bus Garage Coverage

King County Metro Bus Routes

North Garage



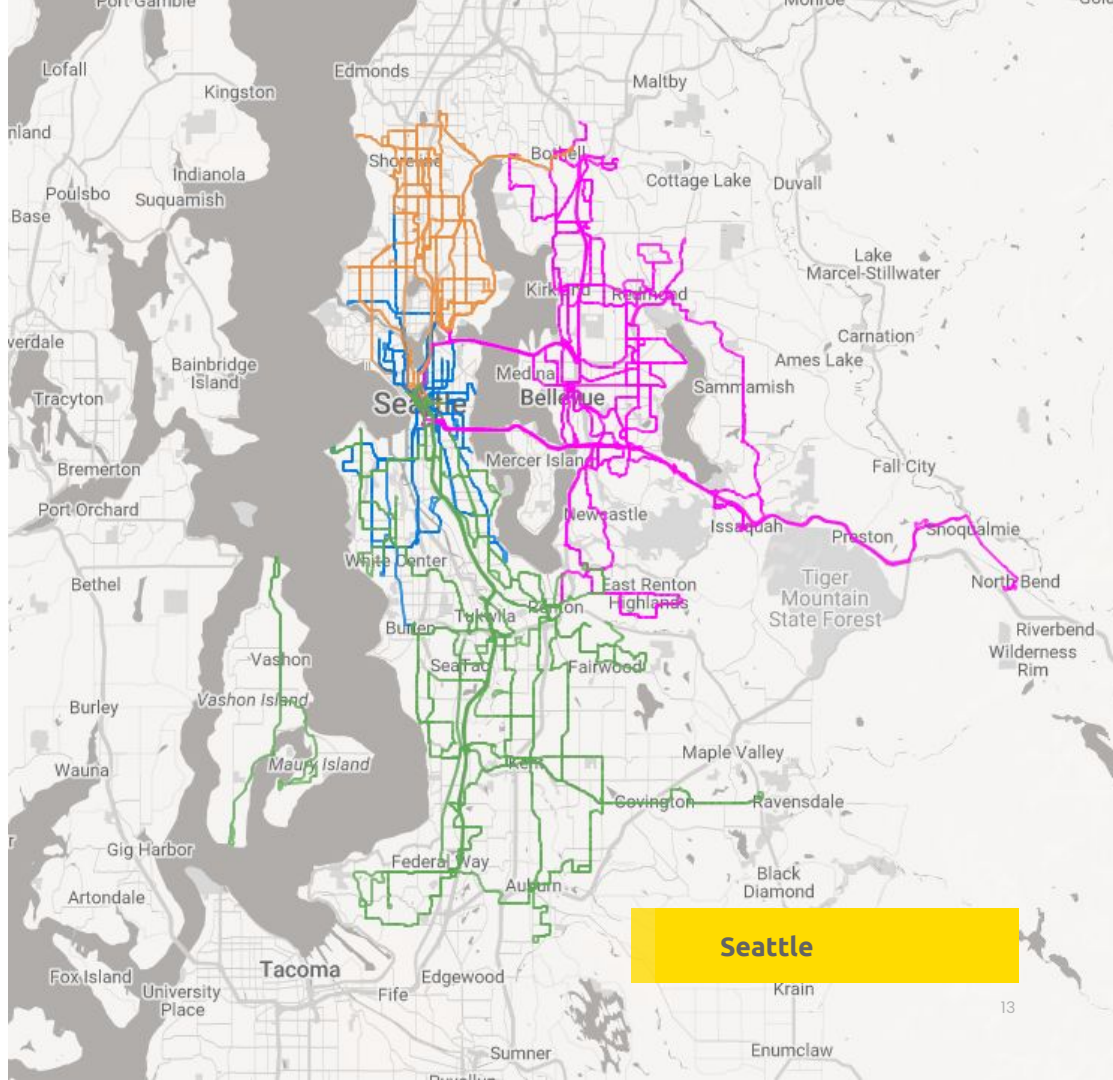
South Garage



Eastside Garage



Downtown Garage





Bus Ultra Super Kings

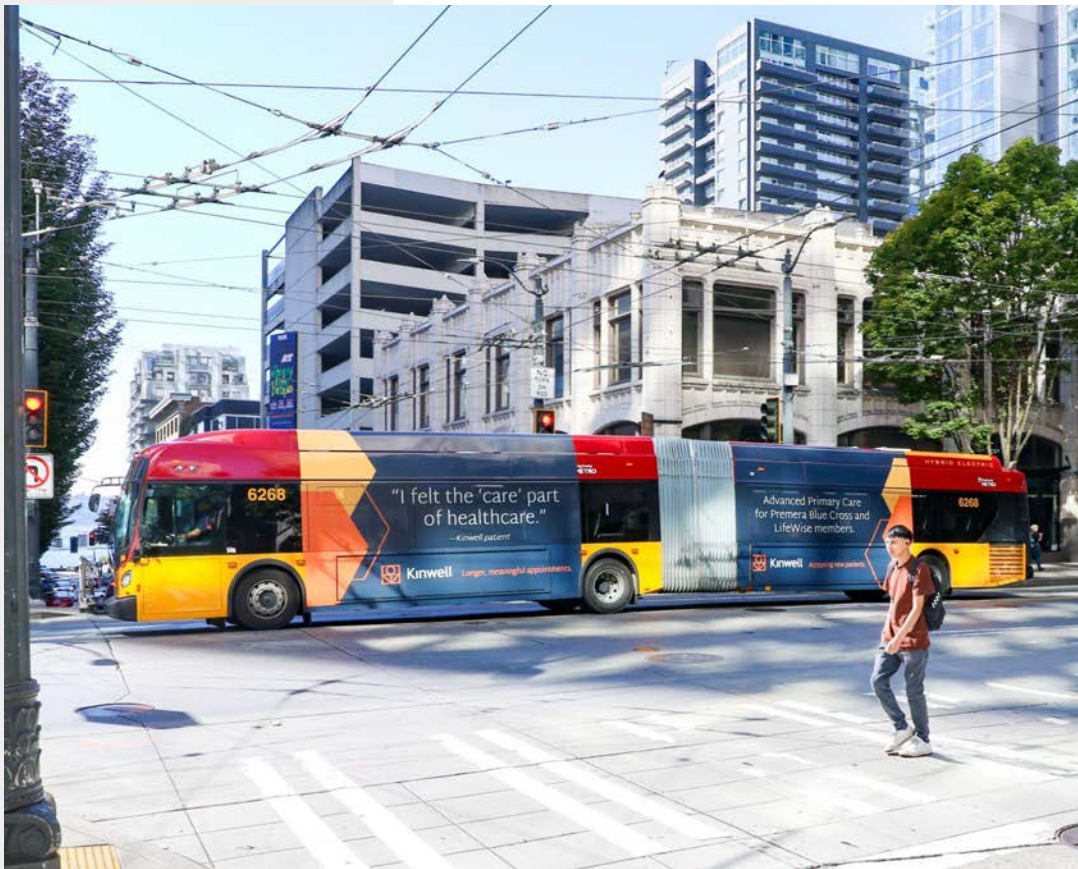
Seattle Bus Ultra Super Kings maximize exposure for your brand by combining the feel of a roadside billboard with eye-level impact, and the ability to move throughout the neighborhoods most important to your brand.

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 Kongs, Mega Kings, and Half Sides, are an unusual and exciting messaging option that tower over congested traffic.

Specs

Kongs	Varies
Mega Kings	Varies
Half Sides	Varies

Double Decker Bus Full Wrap

Offering an unmissable, larger-than-life canvas, Double Decker Full Wraps provide complete brand ownership that dominates the streets and towers over congested traffic.

Specs

Full Wrap

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

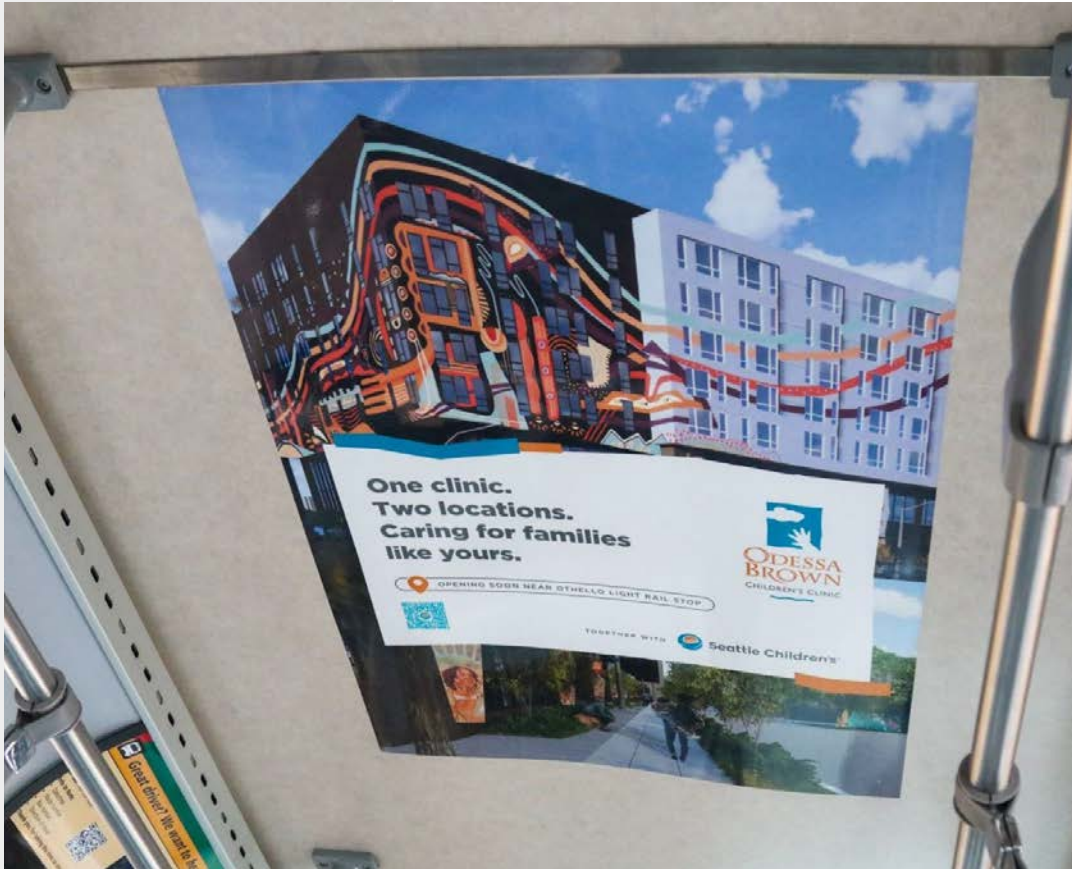
Bus Bulkheads

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.

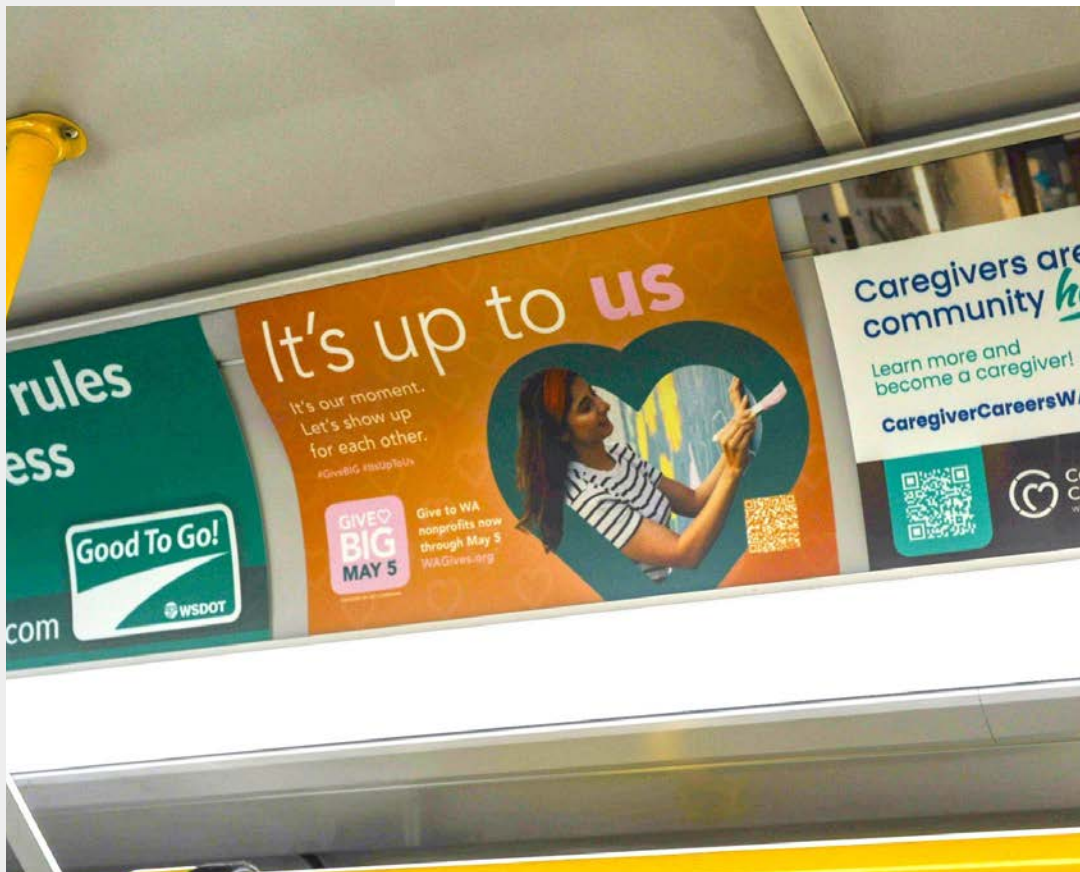


Specs

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

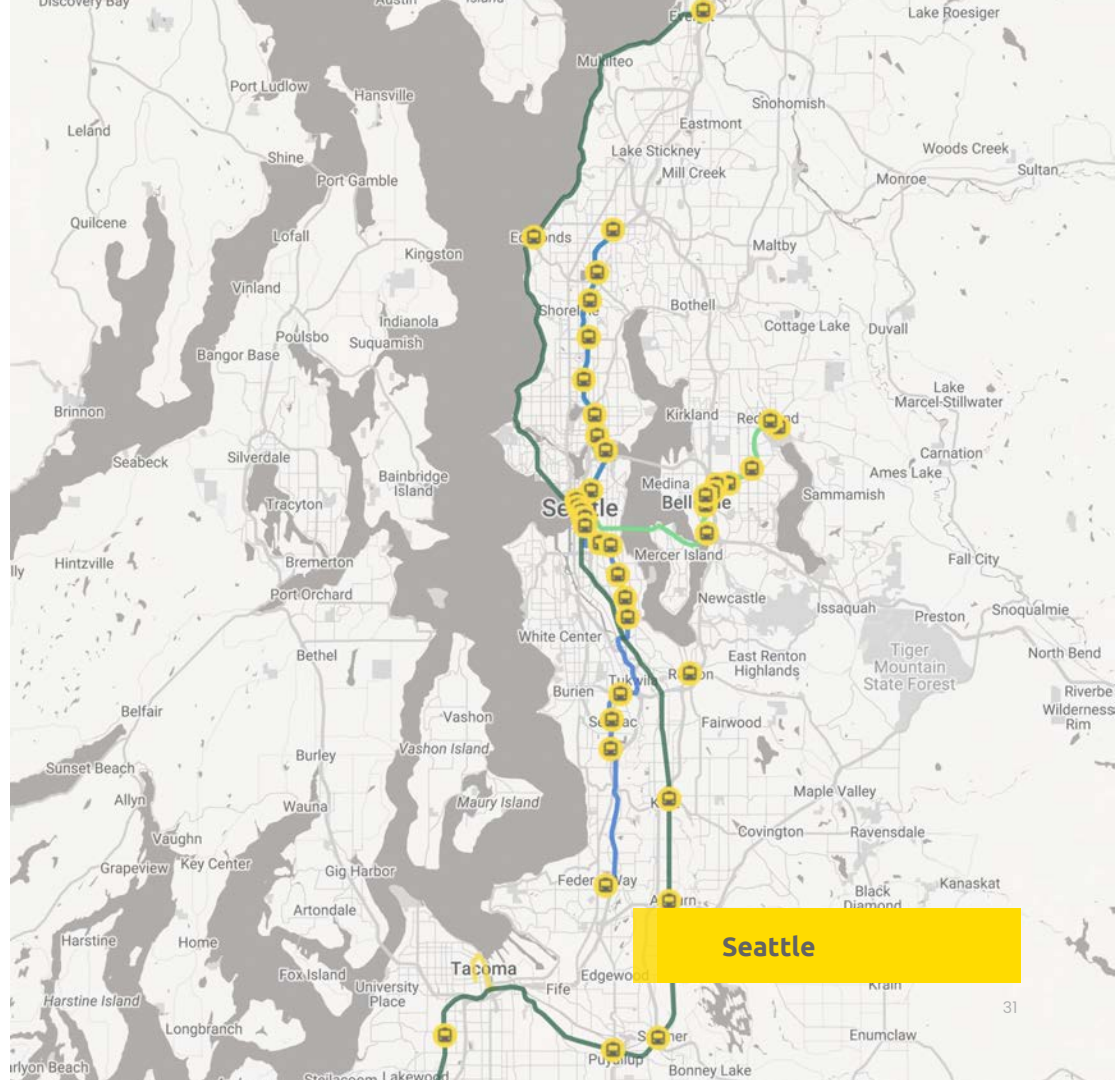
Legend

Link Rail Routes

Sounder Train Route

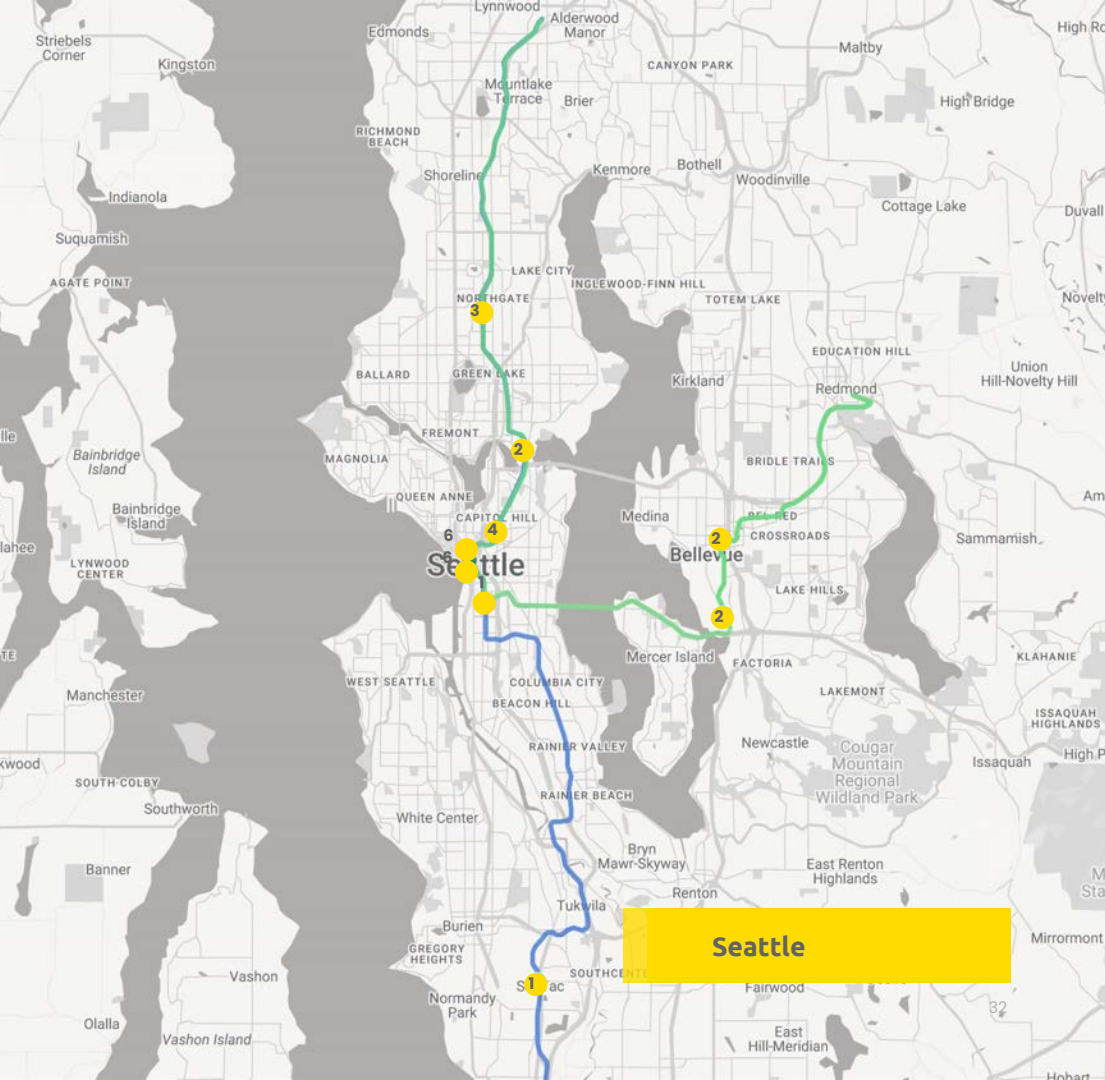
Tacoma Link Route

Stations



Seattle Digital

Station	Platforms
Seatac Airport	1
Stadium	1
Symphony	6
Westlake	6
Capitol Hill	4
University of Washington	2
Northgate	3
South Bellevue	2
Bellevue Downtown	2





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 Full Wrap

Full Wraps on Sounder Trains are the unmissable first message commuters see as they begin their daily rail journey

Specs

Rail Full Wrap

Custom Install



Image for illustrative purposes.

Station Dominations

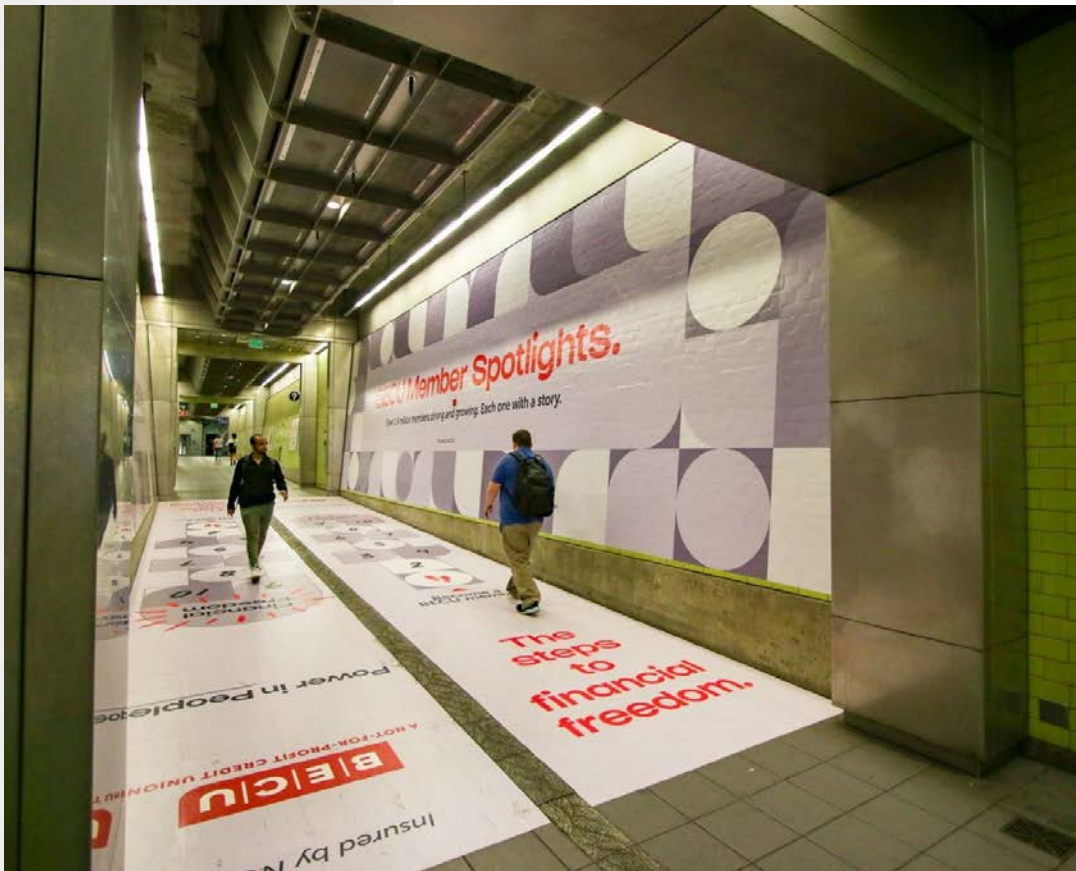
Station Dominations enable a brand to own an entire station in Seattle with a combination of static, digital, and direct-application media that can't be missed.

Specs

Station Domination

Custom Install





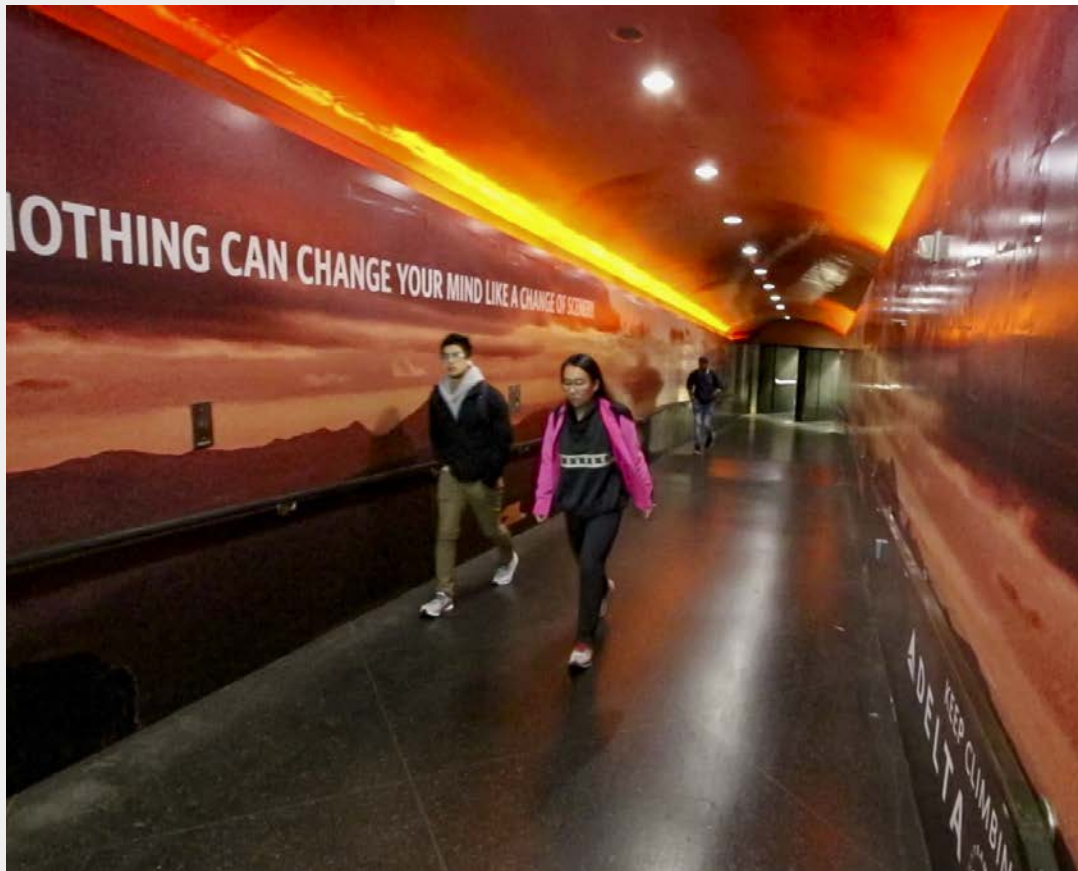
Capitol Hill Station Hallway Wrap

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.

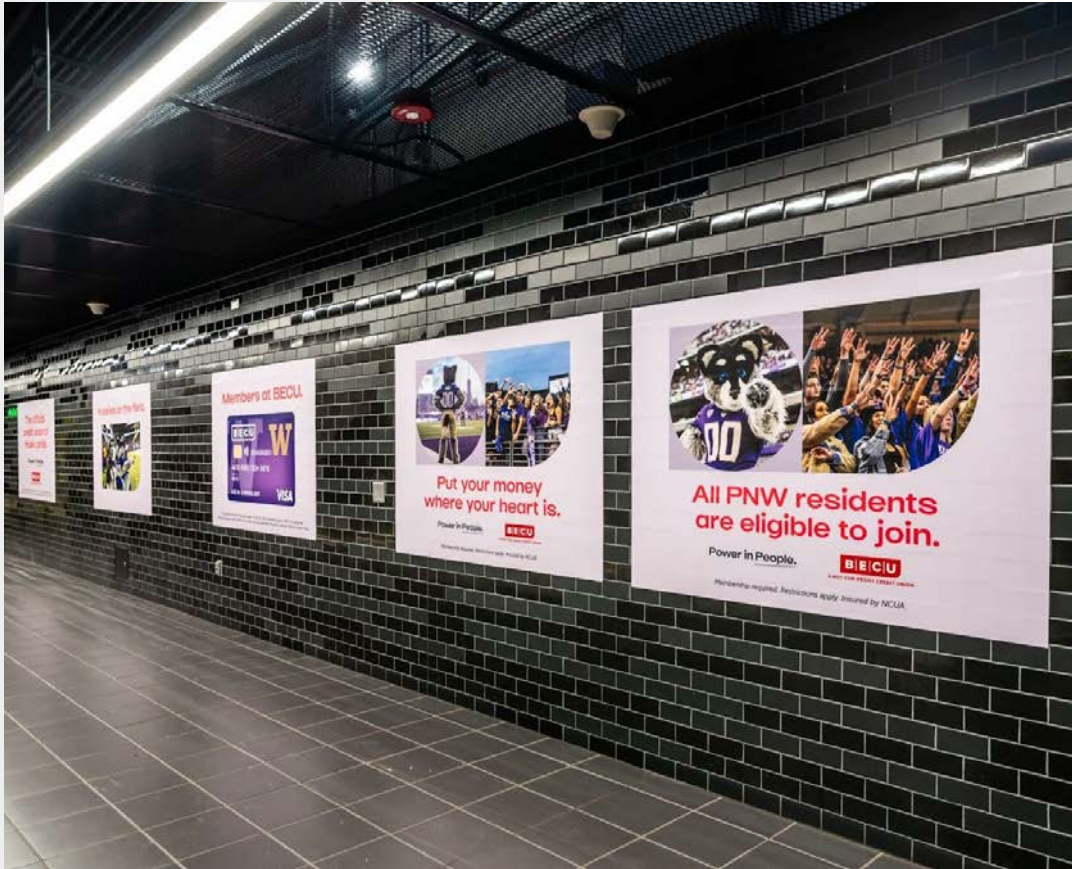


Specs

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

Interior Car Cards	Varies
Michelangelos	Varies

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.



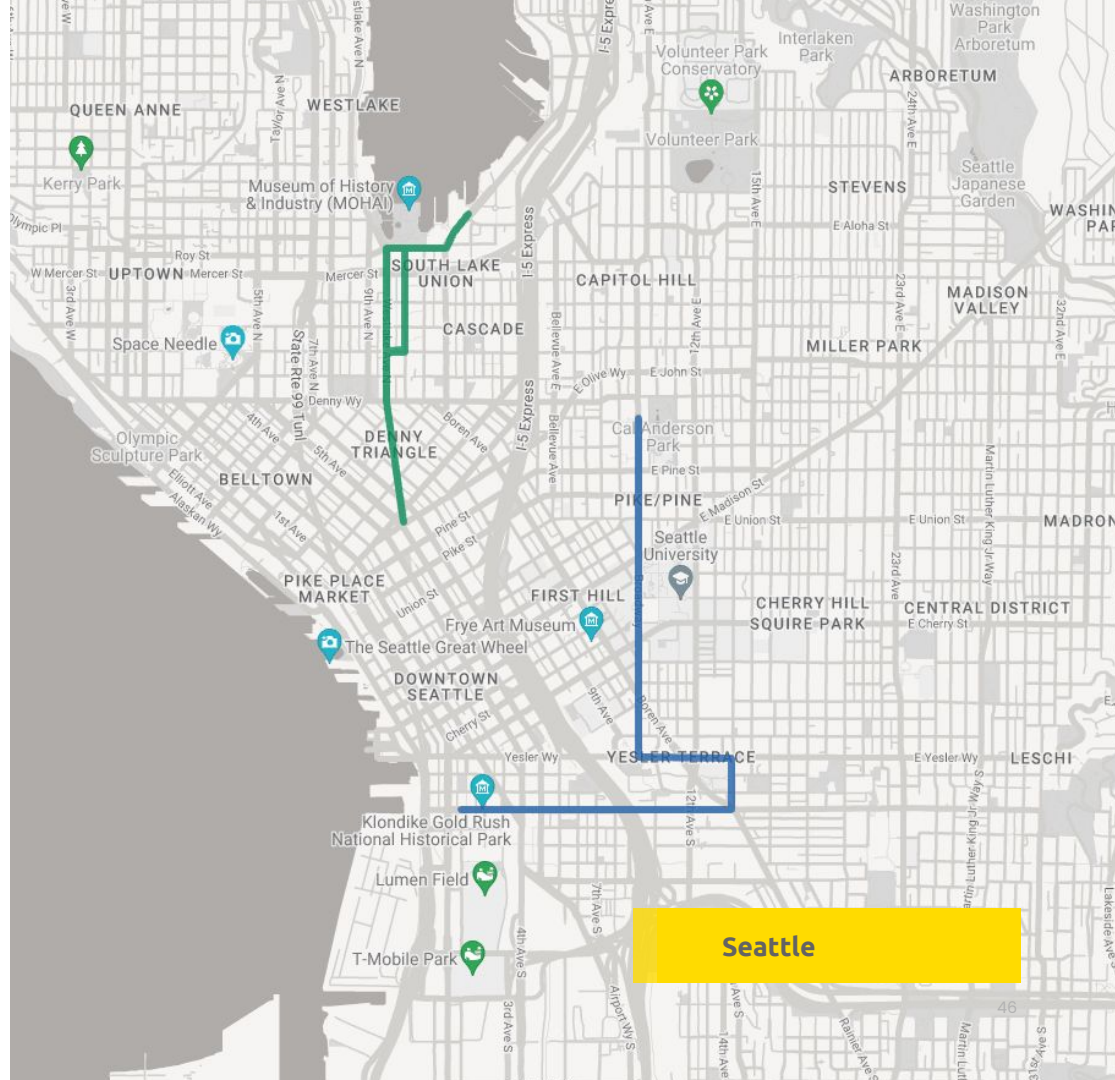
Seattle Streetcar Coverage

Legend

First Hill Line



South Lake Union Line



First Hill Streetcar Wrap



First Hill Streetcar Full Wraps deliver larger-than-life creative to a dense, audience of healthcare workers, students, and urban commuters.



Specs

Full Wrap

Custom Install

South Lake Union Streetcar Full Wrap

South Lake Union Streetcar Full Wraps deliver larger-than-life creative to a dynamic audience of tech professionals, affluent residents, and daily commuters.



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

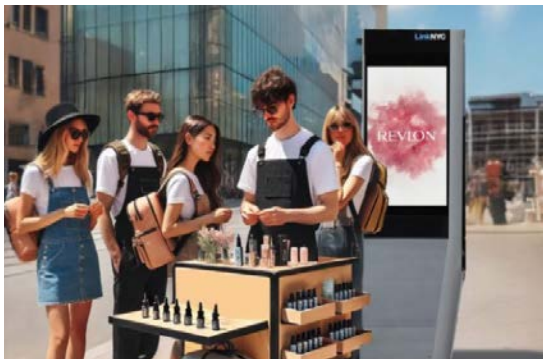
Additional Offerings



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

hello@intersection.com

719 2nd Ave,
Suite 425
Seattle, WA 98104
[\(206\) 453-6060](tel:(206)453-6060)



[INTERSECTION.COM](https://intersection.com)



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  StreetMetrics
Brand Awareness	 mfour mobile insights in real time®
Brand Affinity & Health	 mfour mobile insights in real time®
CPG / Retail Sales Lift	CATALINA®
Script Lift	 CROSSIX a Visioma company

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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:

