

 Intersection

Austin Media Kit 2023



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1. About Intersection

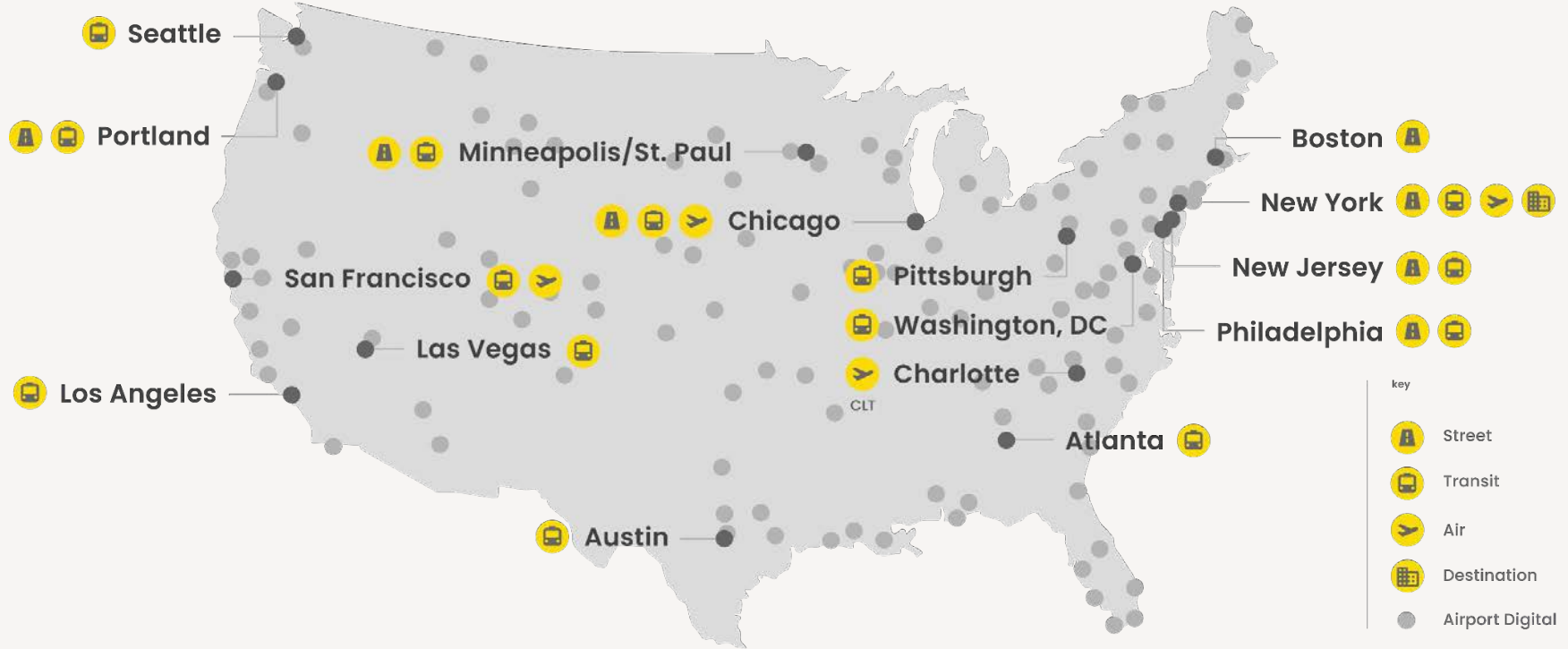
Reach diverse audiences in America's top cities

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: Austin

- Austin is the second fastest-growing cities in the U.S., with a population of 2.3MM and 30MM annual tourists
- Our media spans 544 square miles of bus routes, and one commuter rail line, covering the city of Austin and several surrounding suburbs ¹



Capital Metro

Connecting millions of people to the best of Austin

- Over 2MM+ rides taken monthly across rail and bus
- 400+ buses operate on 83 routes with over 2,750 stops
- Commuter rail services 9 stations on a 32-mile line through the busiest corridors of Austin



Sources: (1) NTD Database Nov 2022 (2) Transit authority service reports



Here's what we love about Austin



Music

Known as the Live Music Capital of the world, Austin is home to popular festivals including SXSW, Austin City Limits, the Urban Music Festival, and over 250 live music venues.



Tech Hub

Austin's place among top cities for tech jobs and startups is reflected in its large number of tech employers including IBM, Dell, 3M, Apple, Google, Facebook, Nintendo among others.



Culture

Topping multiple best-of lists for US cities to live, travel, play golf, eat food, and more, it's easy to see why Austin attracts over 30MM visitors annually.



Austin Capital Metro Coverage

Legend

METRORAIL Rail Route



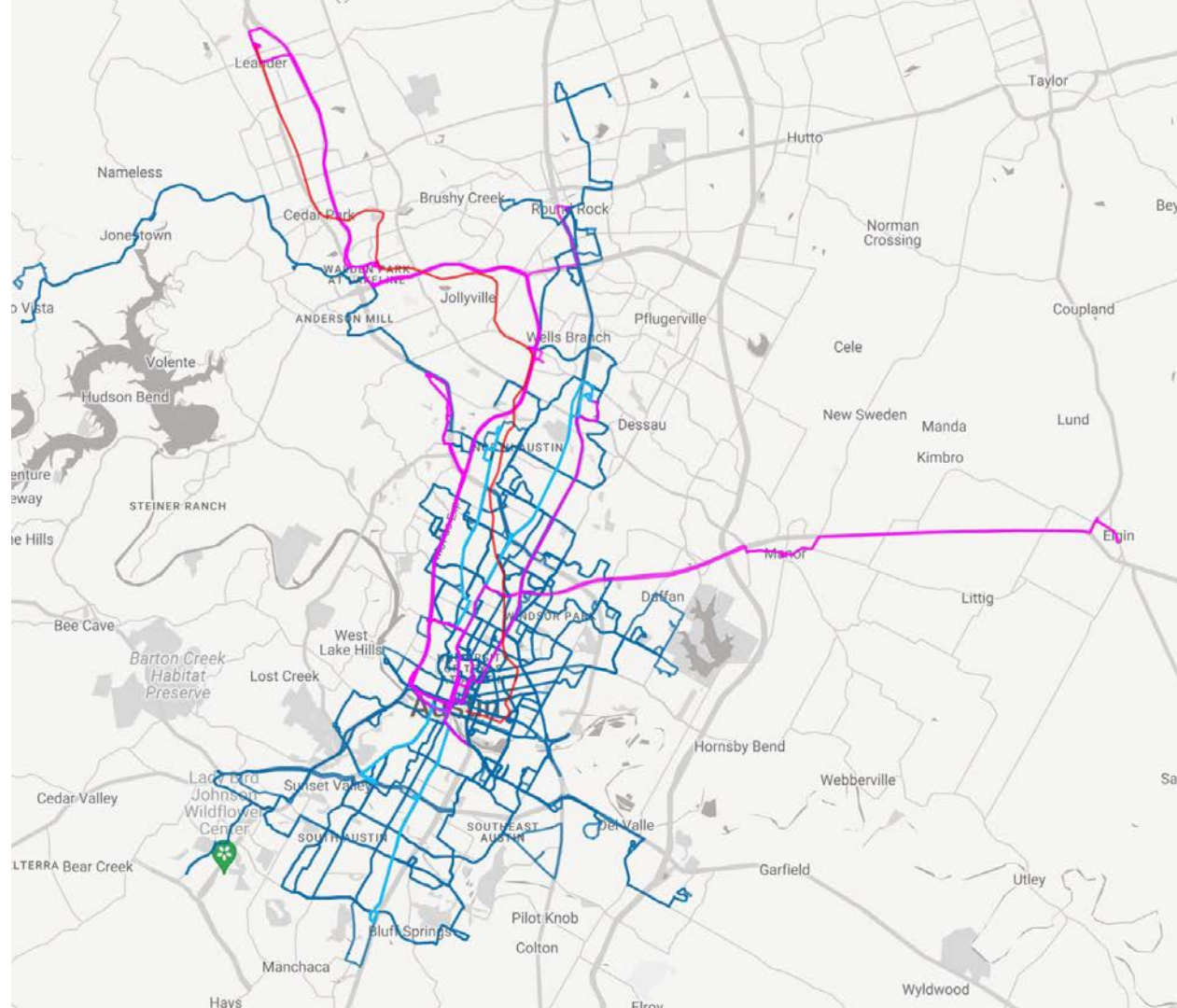
METROBUS Routes



METRORAPID Bus Routes



METROEXPRESS Bus Routes



2. Products

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 Fullwrap

Bus Wraps create a can't-miss moment, covering the perimeter of the bus and capturing the attention of pedestrian, driver, and commuter traffic.

Specs

Bus Fullwrap

Custom Install





Bus Partial Wraps

Command the attention of Austin commuters with unmissable creative on your choice of a driver or passenger side Partial Wrap.

Specs

Bus Partial 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 city.

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 Austin streets, and provides greater brand impact.

Specs

Kong

Custom Install



Bus Kings

Bus Kings successfully reach pedestrians and commuters alike. A high reach format, this media quickly builds awareness for your ad.

Specs

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

Queen

30"H x 96"W



Bus Super Tails & Tails

Tail displays establish your brand awareness citywide, to both pedestrian and auto traffic.



Specs

Super Tail

Custom Install

Tail

22"H x 50"W



Bus Full Backs

Bus Full Backs will project your brand in a way no one can miss. These bold displays leave a lasting impression as they make their way through Austin streets and suburbs.

Specs

Full Back

Custom Install



Bus Interiors

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

Specs

Interior Bus Cards

11"H x 28"W

***Not available on METRORAPID**



Rail Media

Rail media allows brands to target on-the-go customers and business commuters with vibrant displays placed strategically on exterior and interior rail cars.





Image for illustrative purposes only.

Train Wraps

Fully wrapped trains deliver an unparalleled canvas with roadside coverage, buzzing transit stations, congested city streets, and highway overpass visibility.

Specs

Train Full Wrap

Custom Install





Rail Kongs

Rail Kongs offer roadside and pedestrian targeting in addition to reaching the riders of Capital Metro Rail on their daily journeys.

Specs

Rail Kong

Custom Install

**Must be purchased in quantities of 4.*





Image for illustrative purposes only.

Rail Ultra Super Kings

Rail Ultra Super Kings (USKs) feature dual massive canvases, perfect for capturing the attention of Austin's downtown business commuters.

Specs

Rail USK

Custom Install

**Must be purchased in quantities of 4.*





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



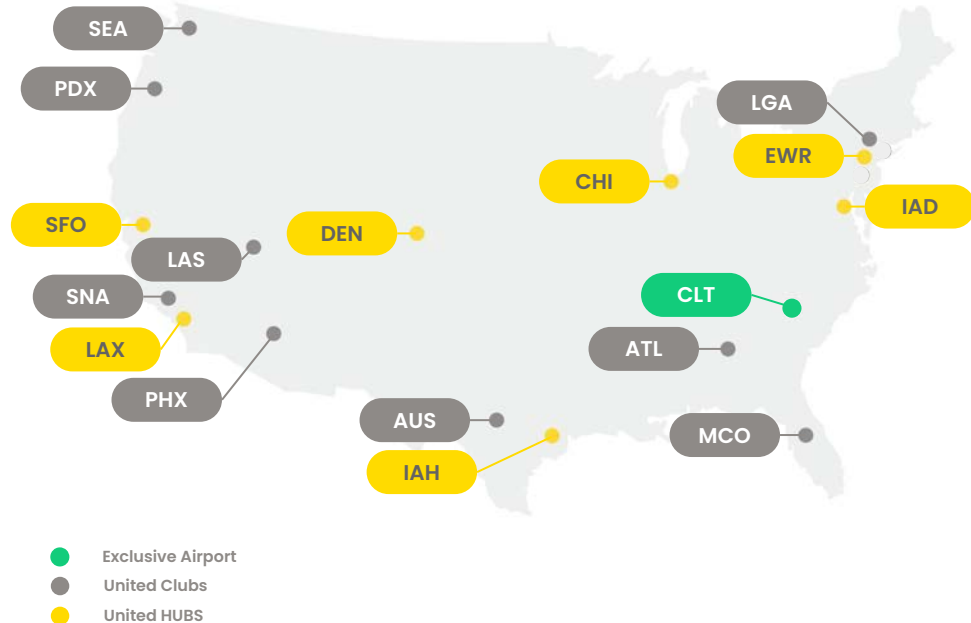
Premium Products, National Scale

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

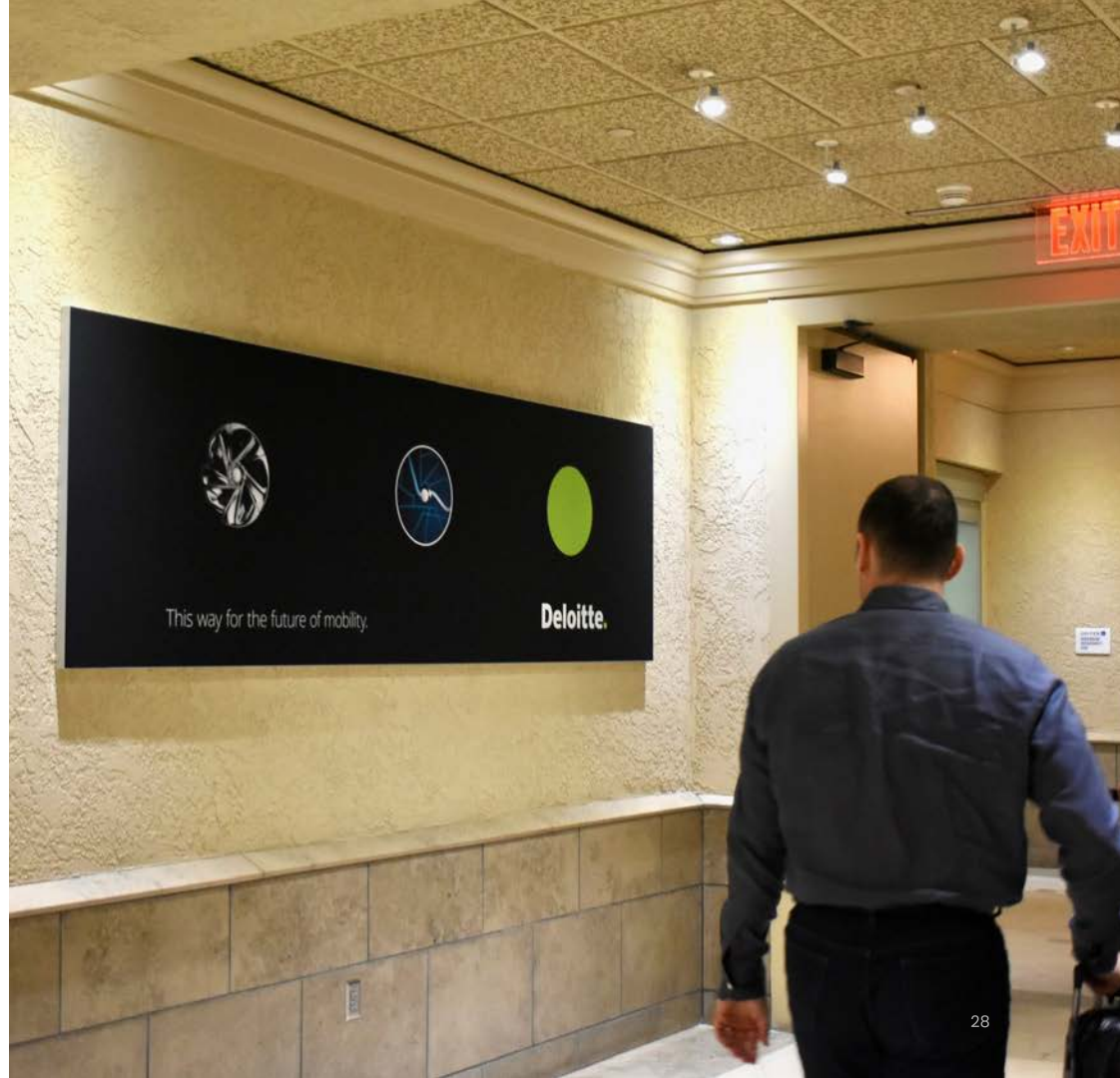
United Premium Club Display

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 Digital Display

United Club Digital screens have full-motion capabilities and provide excellent brand exposure as club members constantly check the screens for destination information, weather, news, etc.

Specs

United Club Digital

42-55" HD LCD



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



3. Additional Offerings

Sponsorship

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



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

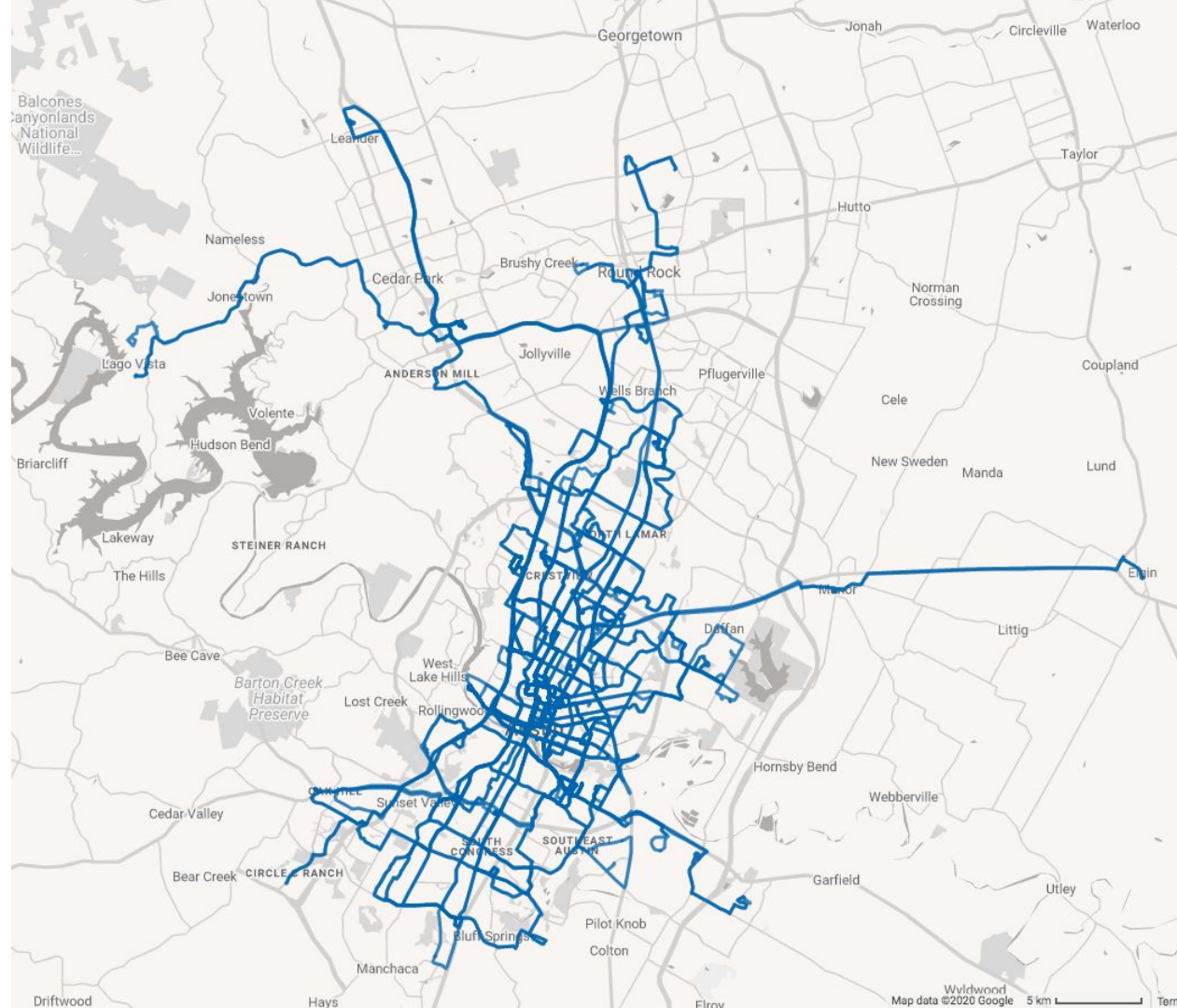


Thank You

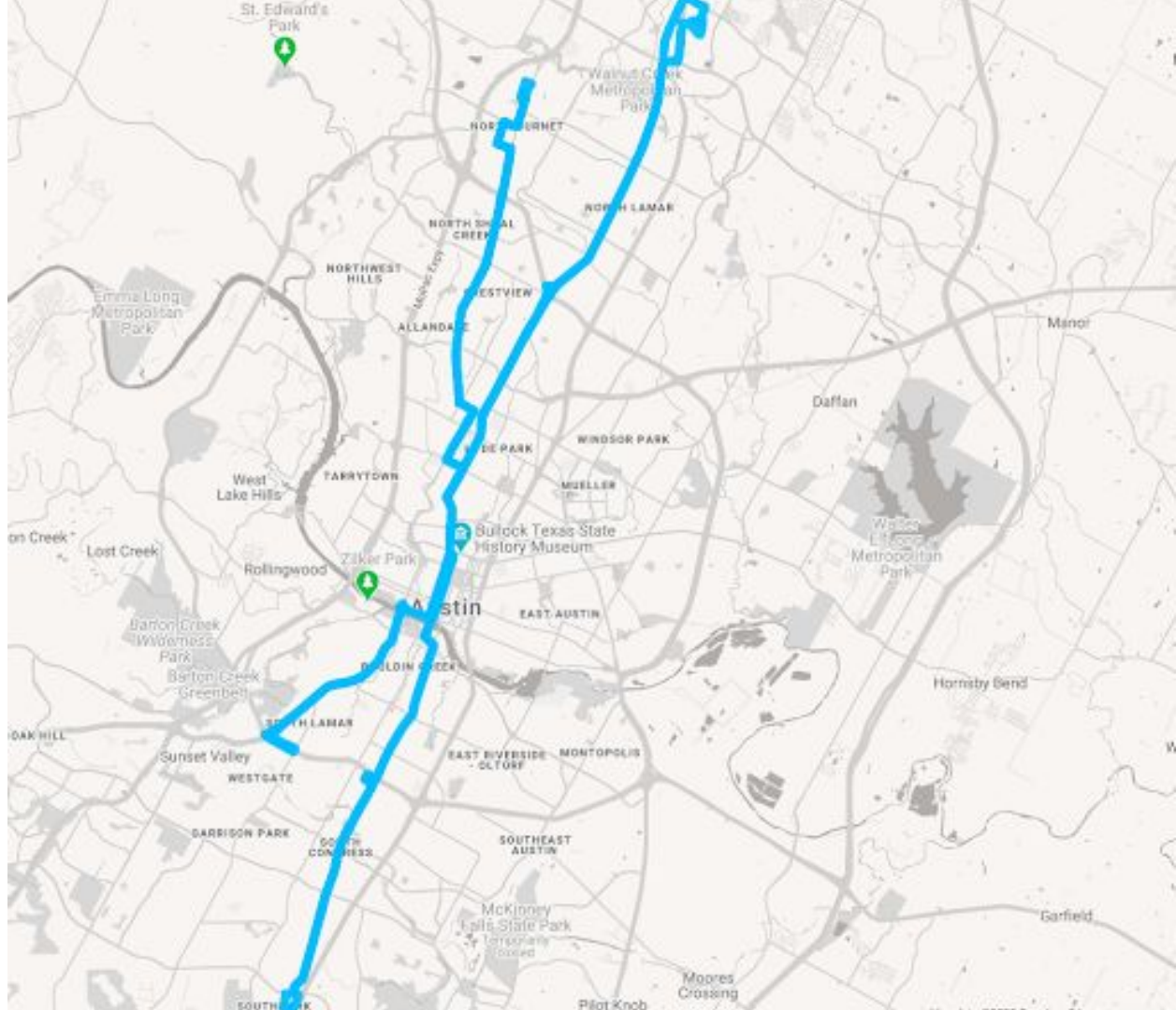
Austin Metro Bus

Legend

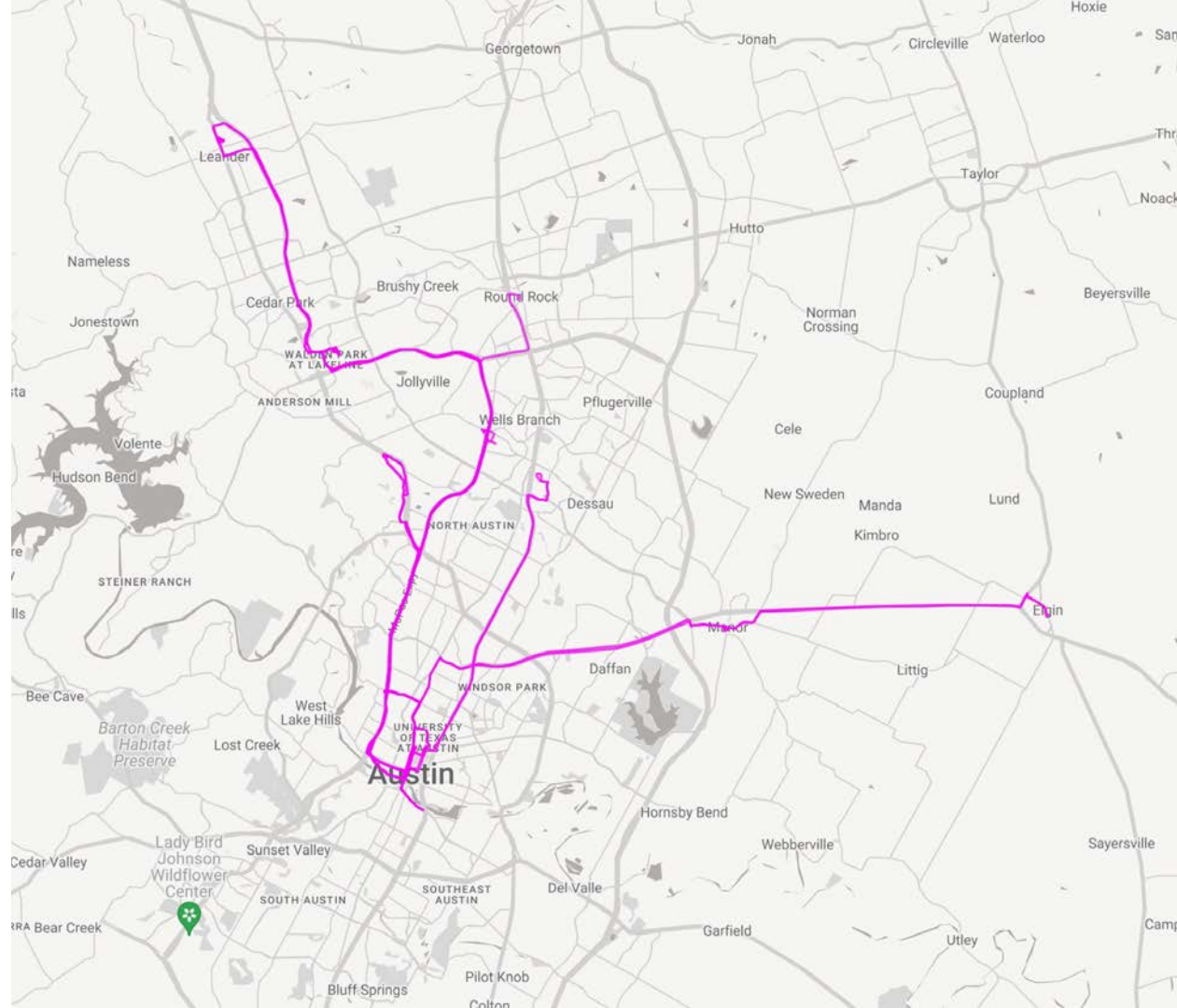
METROBUS Bus Routes



Legend



Legend



Austin Metro Rail

Legend

METRORAIL Rail Route



Capital Metro Rail Station

