



Austin Media Kit 2024

+

+

+

Contents

About Intersection	03
Products	11
Additional Offerings	62
Contact Info	71

+

+

+

+

+

+

+

+

+

+

+

+



1

2

3

4

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.



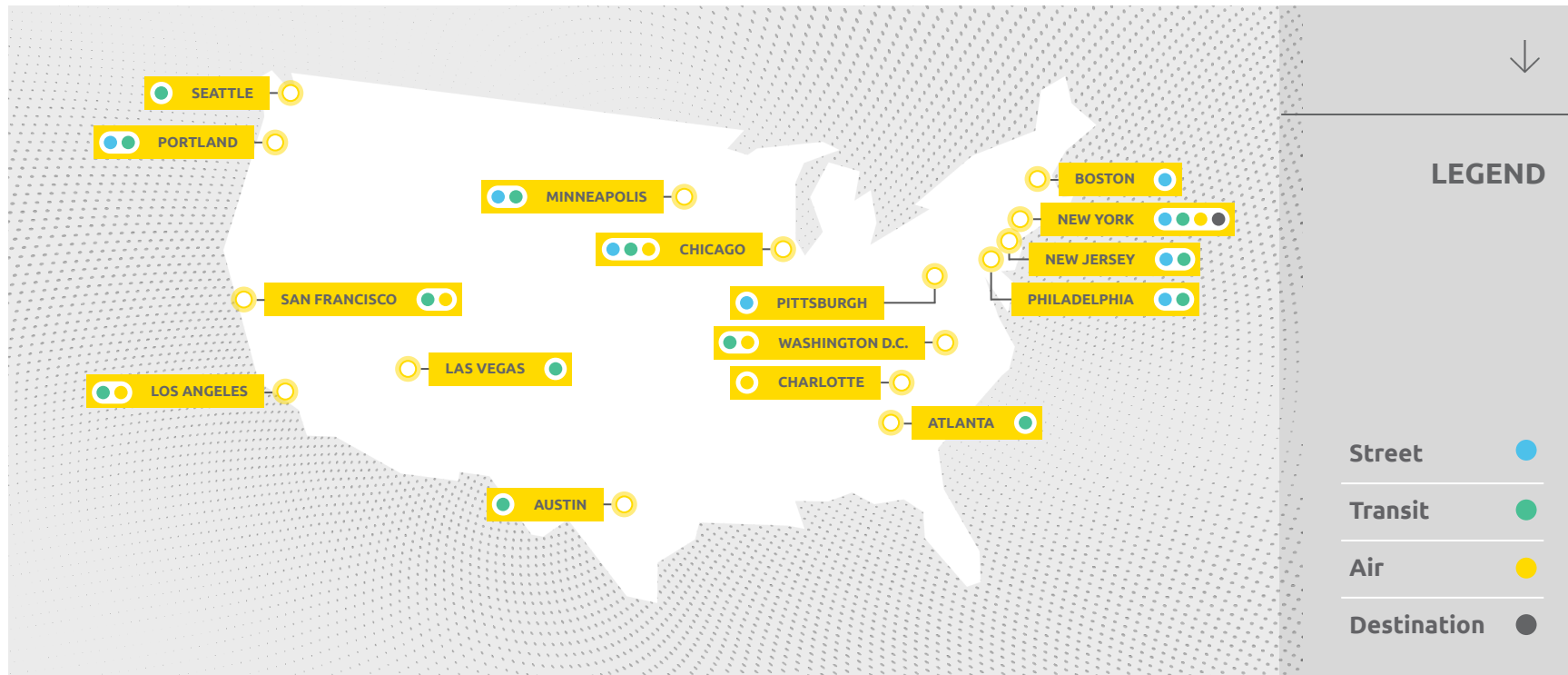
The Intersection difference Austin

- 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

Sources: 1 – Transit authority service reports, The American Growth Project 2022



Premium products, national scale.



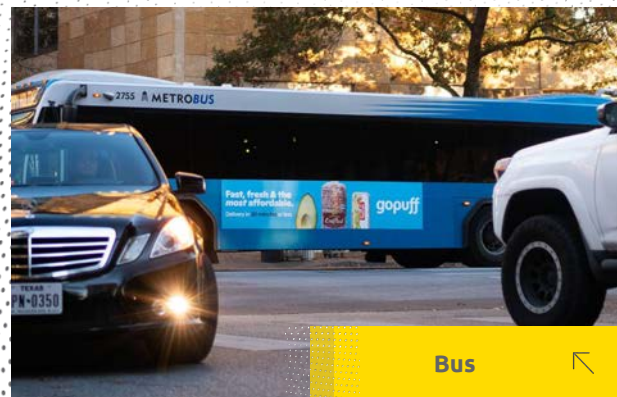
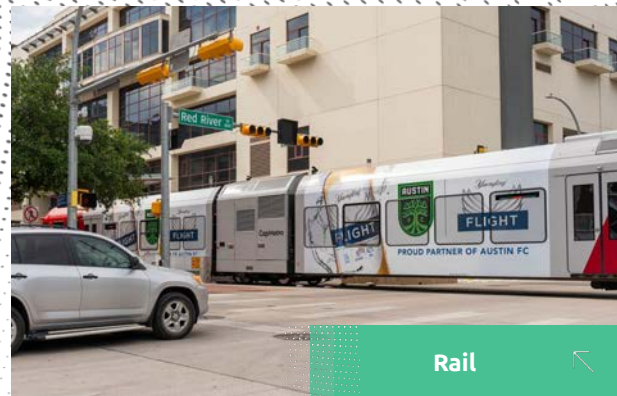
Join our mission to support public transit and improve the lives of consumers in Austin

CapMetro is Austin's regional public transportation corporation. Its mission is to give residents, commuters, and visitors the best possible transit options to match their busy everyday lives.

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.



CapMetro

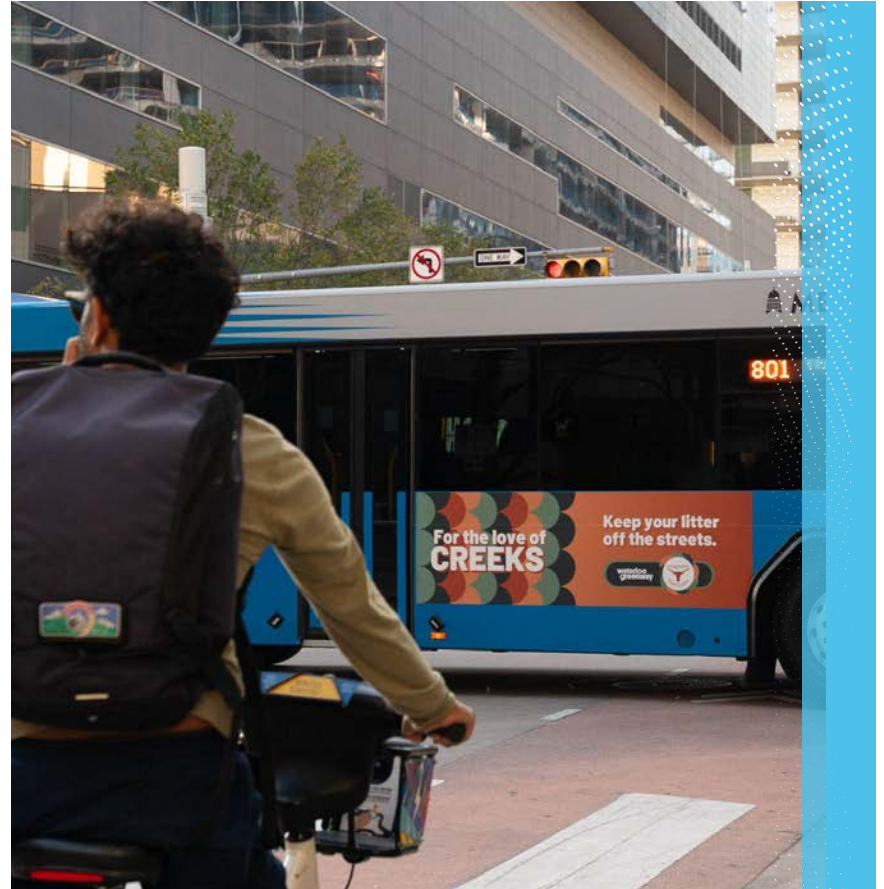


Capital Metro

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



1

2

3

4

Products



Bus Media



Product overview

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.

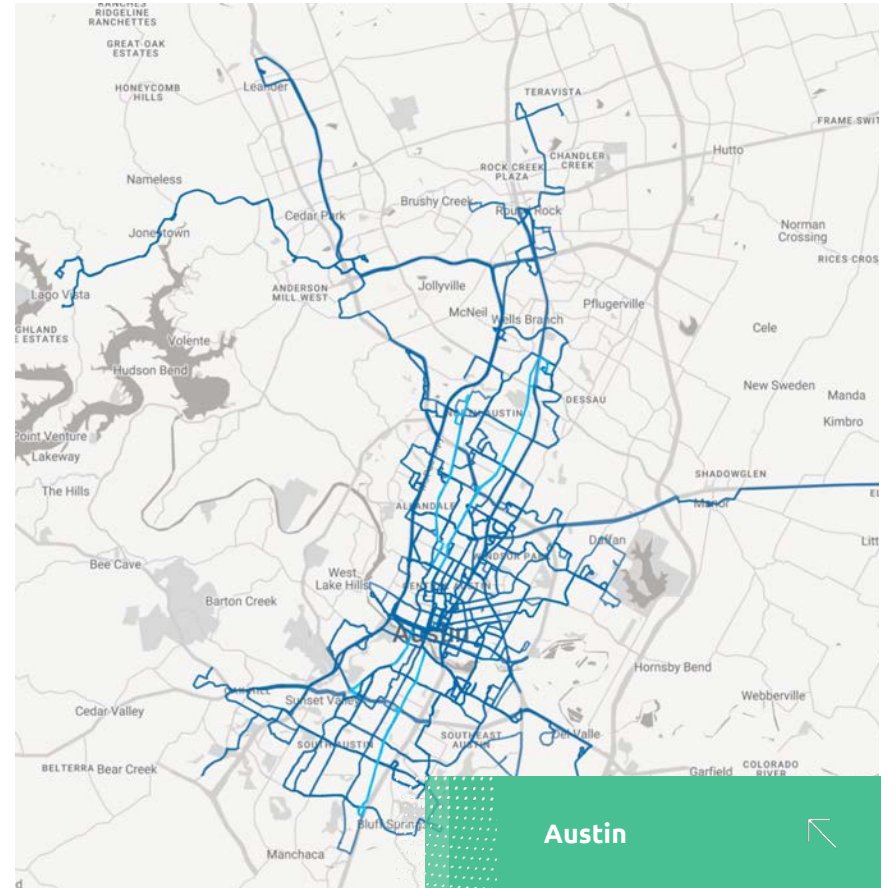


Austin

Capital Metro Bus

Legend

MetroBus Bus Routes



Austin

Capital Metro Bus

Legend

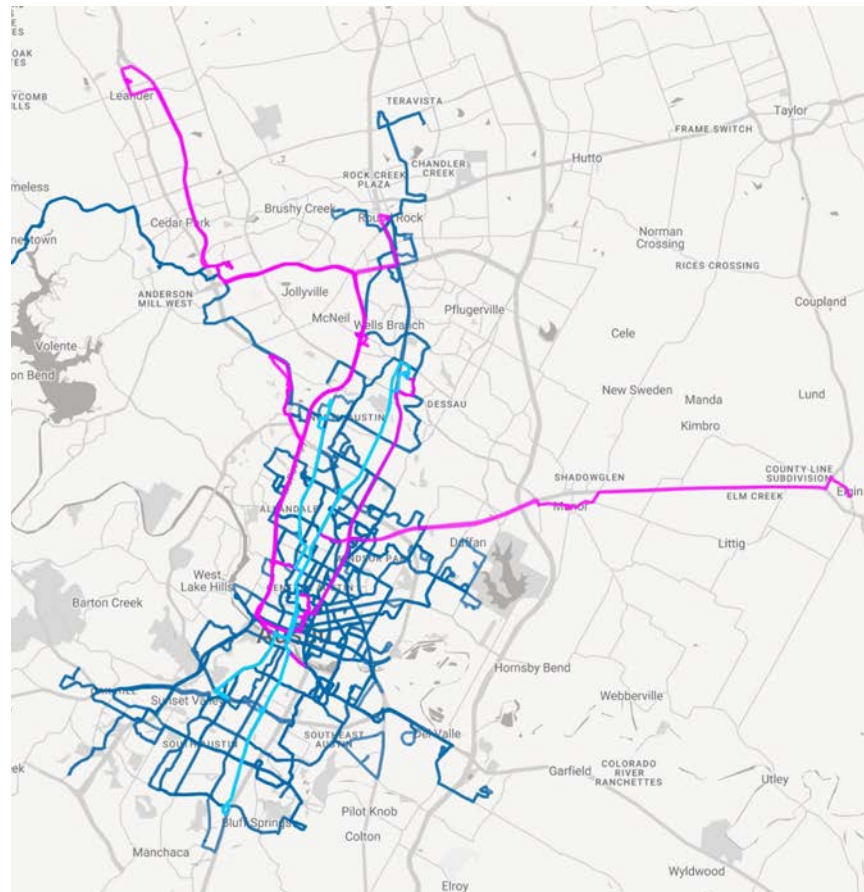
MetroBus Bus Routes



MetroExpress Bus Routes



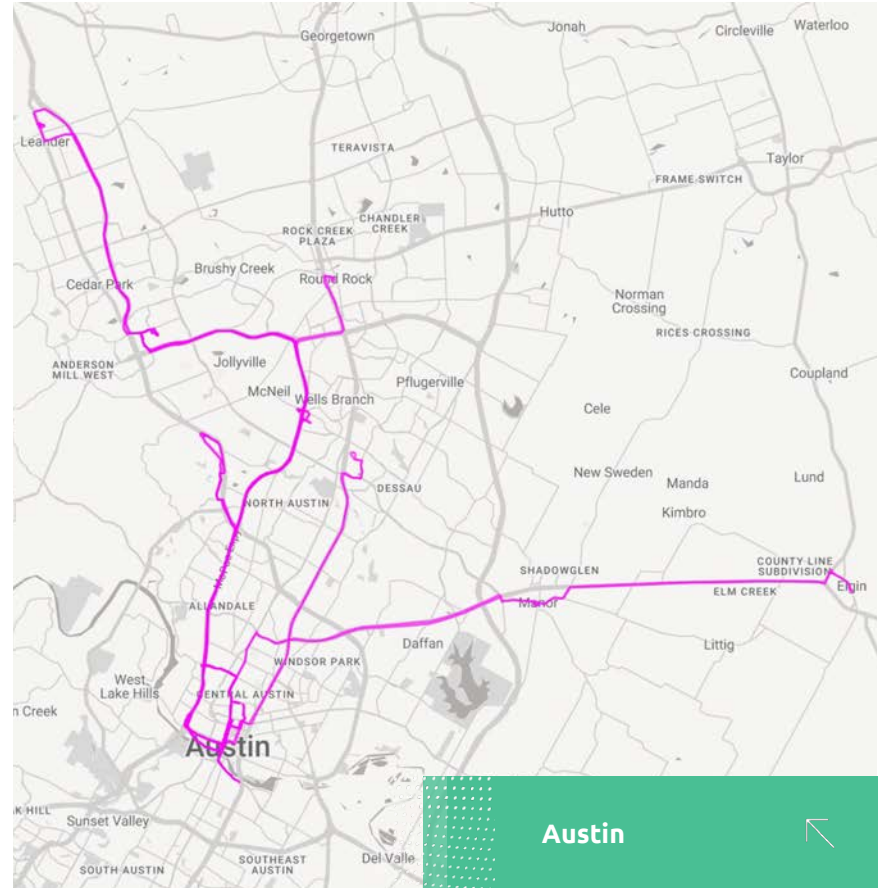
MetroRapid Bus Routes



Austin Capital Metro Bus

Legend

MetroExpress Bus Routes

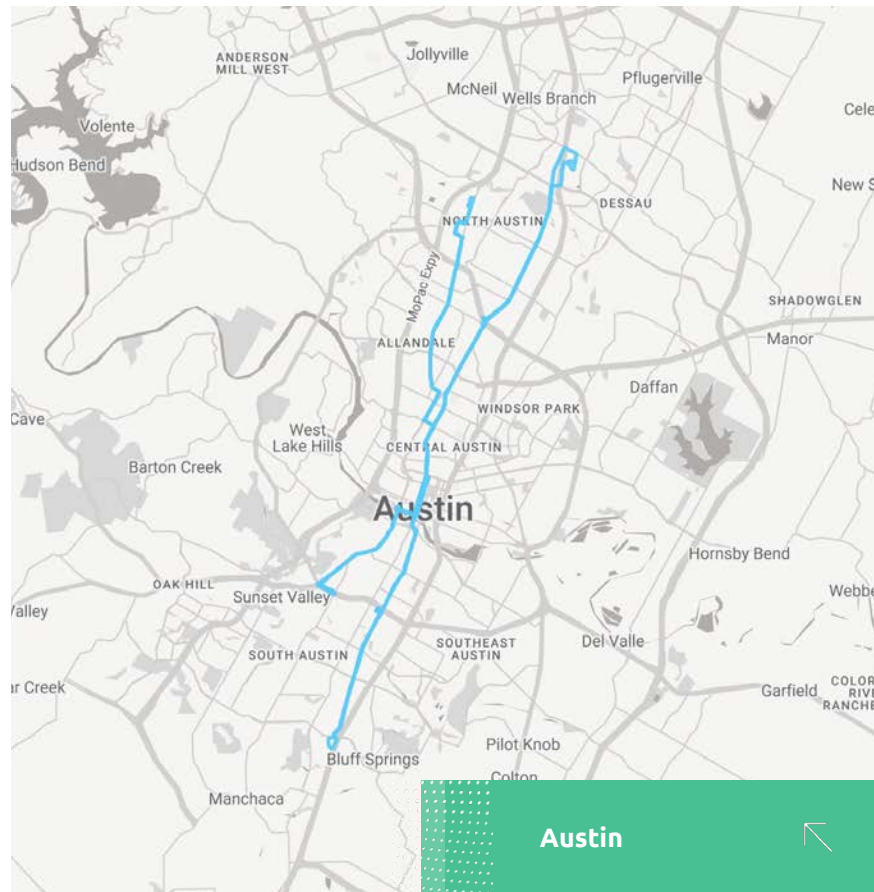


Austin

Capital Metro Bus

Legend

MetroRapid Bus Routes





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.

Bus Wraps

Specs

Bus Wraps

Custom Install



Image for illustrative purposes

Bus Full Sides

Specs

Bus Full Sides

Custom Install

Command the attention of Austin commuters with unmissable creative on your choice of a driver or passenger Full Side.



**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.**

Bus Ultra Super Kings

Specs

Bus Ultra Super Kings

Custom Install



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.

Bus Kongs

Specs

Bus Kongs

Custom Install

Bus Kings

Specs

Bus Kings

30" H x 144" W



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.

Bus Queens



Specs

Bus Queens

30"H x 96"W



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

Bus Tails & Super Tails

Specs

Tail	22"H x 50"W
Super Tail	Custom Install



Tail



Super Tail



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

Bus Fullbacks



Specs

Bus Fullbacks

Custom Install

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

Bus Interiors



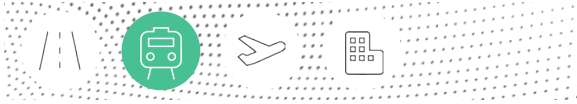
Specs

Interior Bus Card

22"H x 21"W

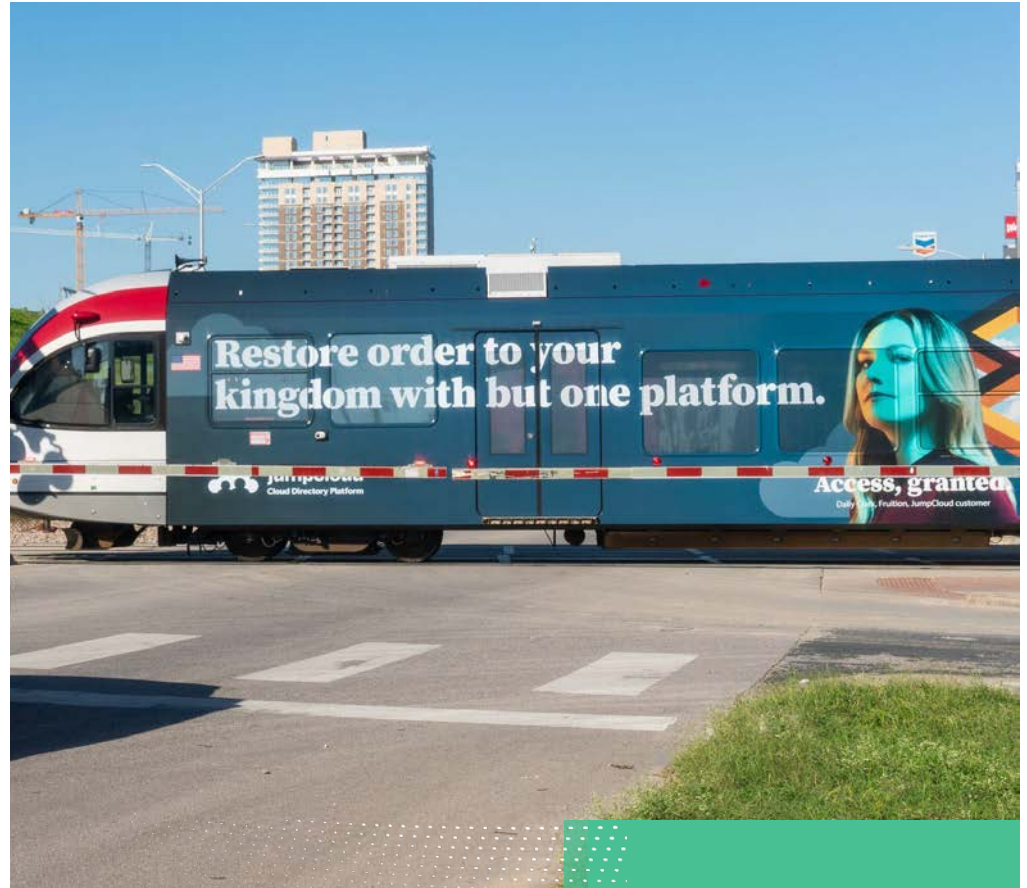
Interior Bus Cards allow you to reach a captive audience of commuters every day during their multi-block rides.

Rail Media



Product overview

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.



Austin

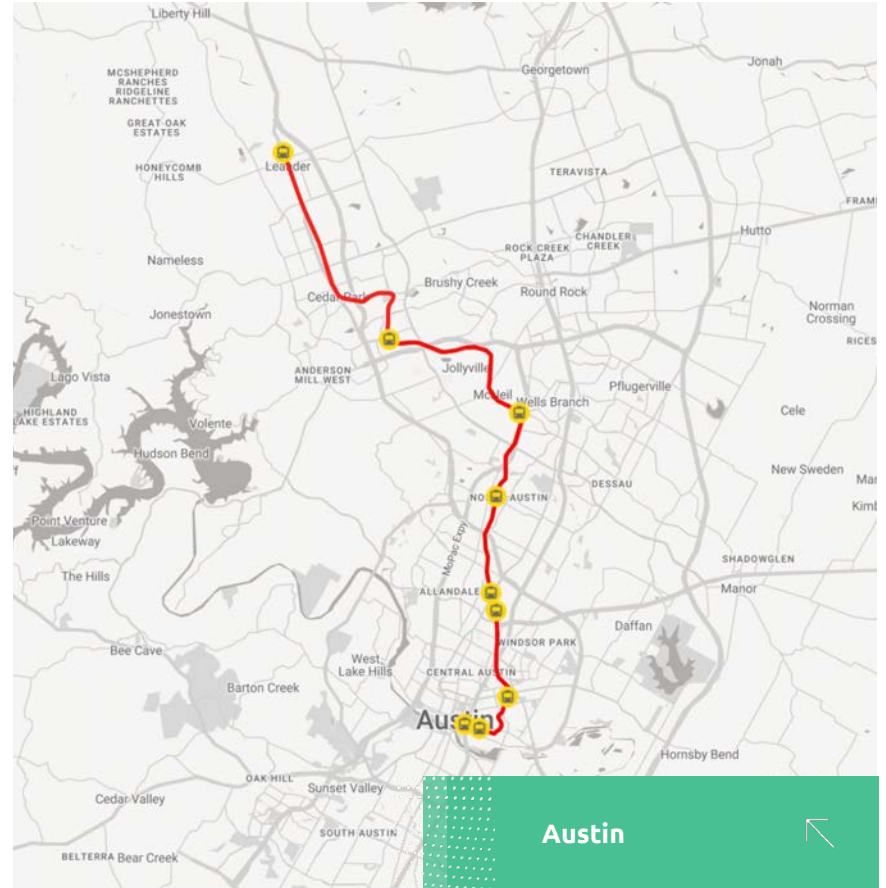
Capital Metro Rail

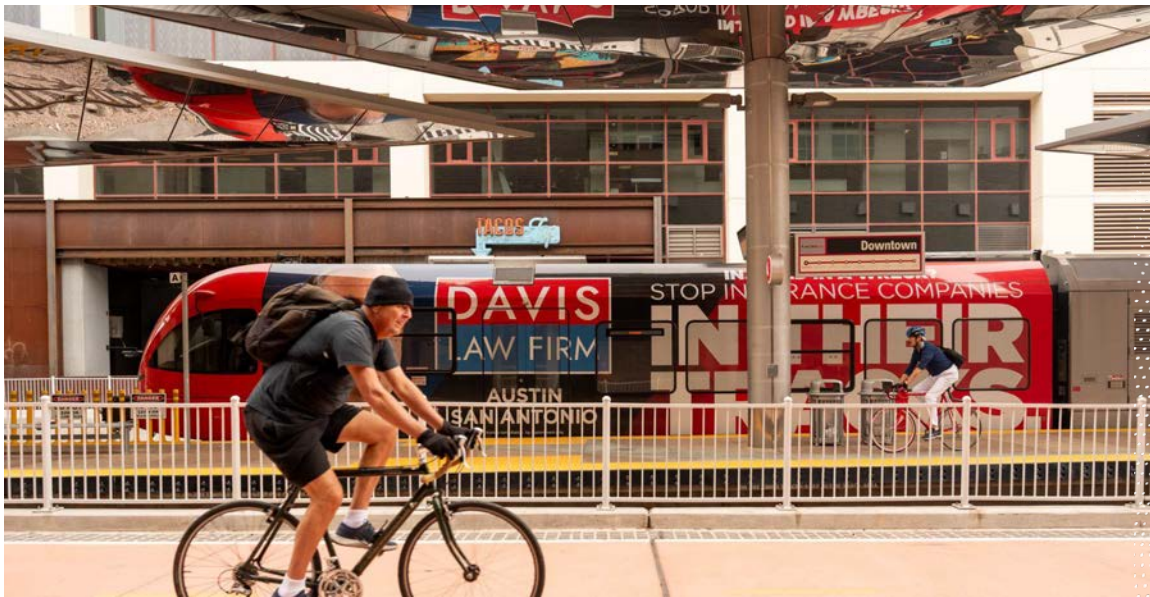
Legend

Metro Rail Routes



Rail Stations





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.

Train Wrap

Specs

Train Wrap

Custom Install



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

Rail Kong

Specs

Rail Kong

Custom Install



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

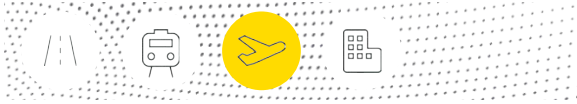
Rail Ultra Super King

Specs

Rail Ultra Super King

Custom Install

Air Media



Product overview

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

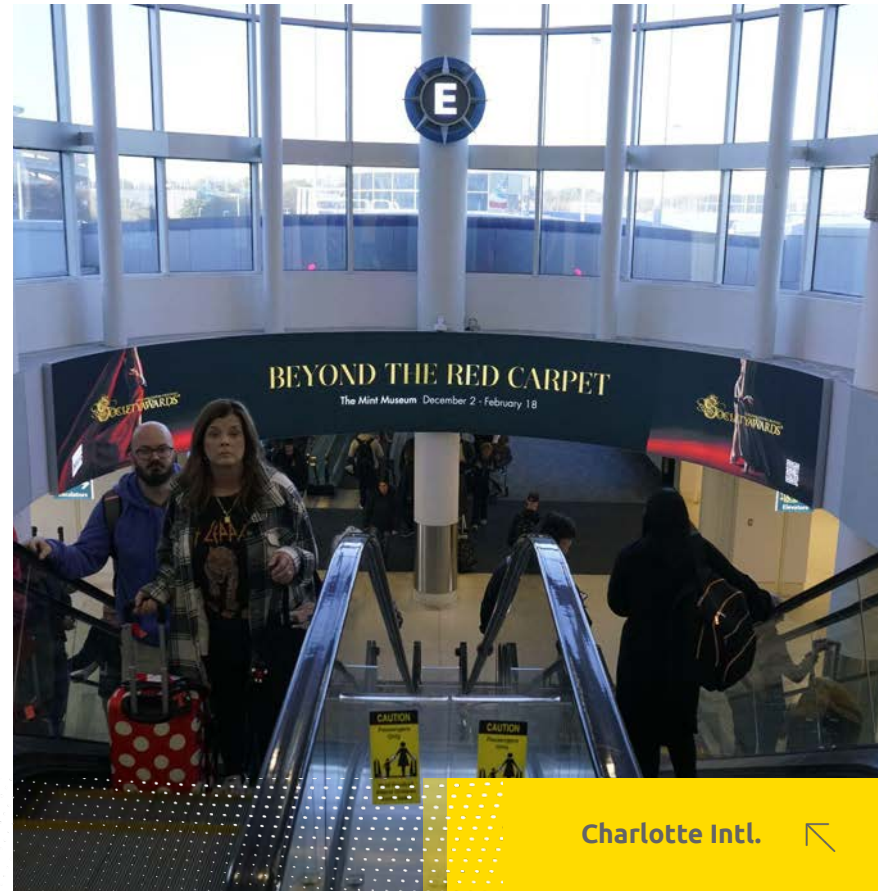


Reaching a national audience of air travelers with Intersection

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

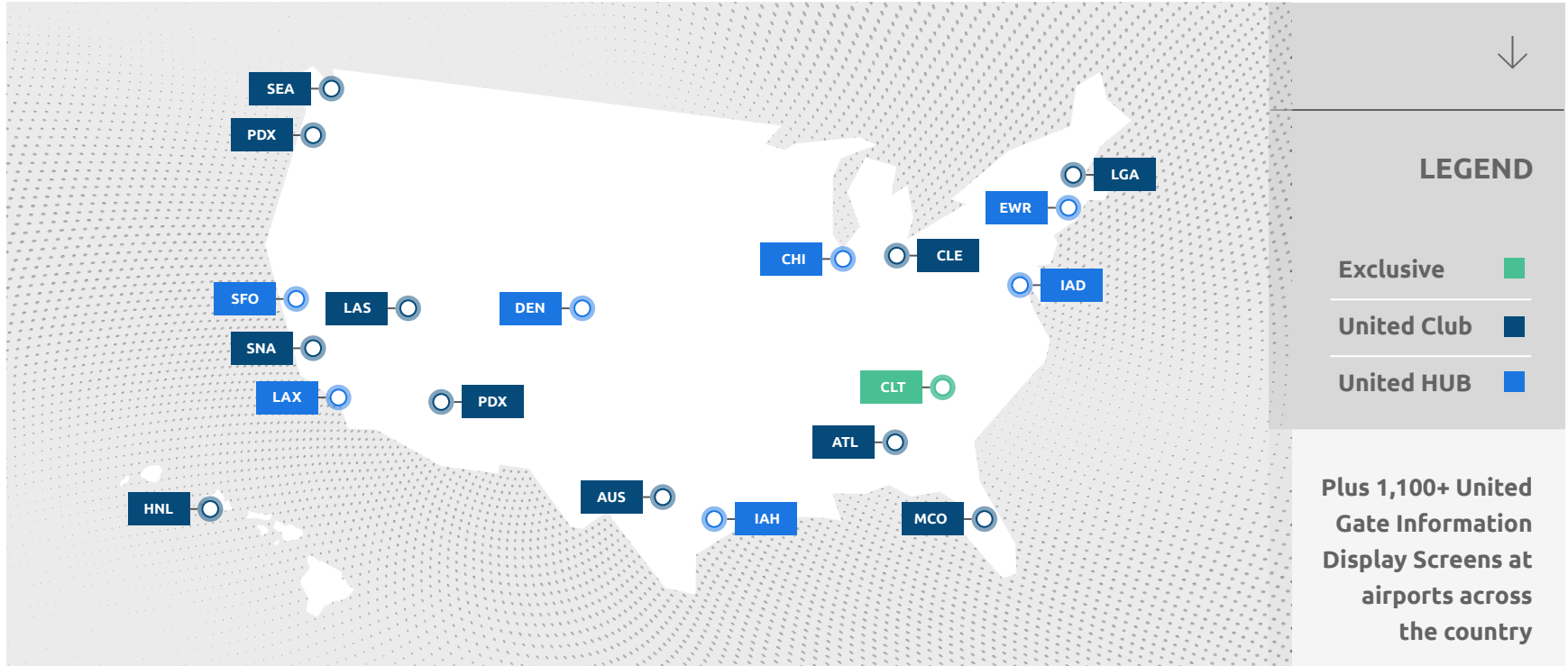
AIRLINE PARTNERSHIP



Charlotte Intl.



Premium products, national scale.

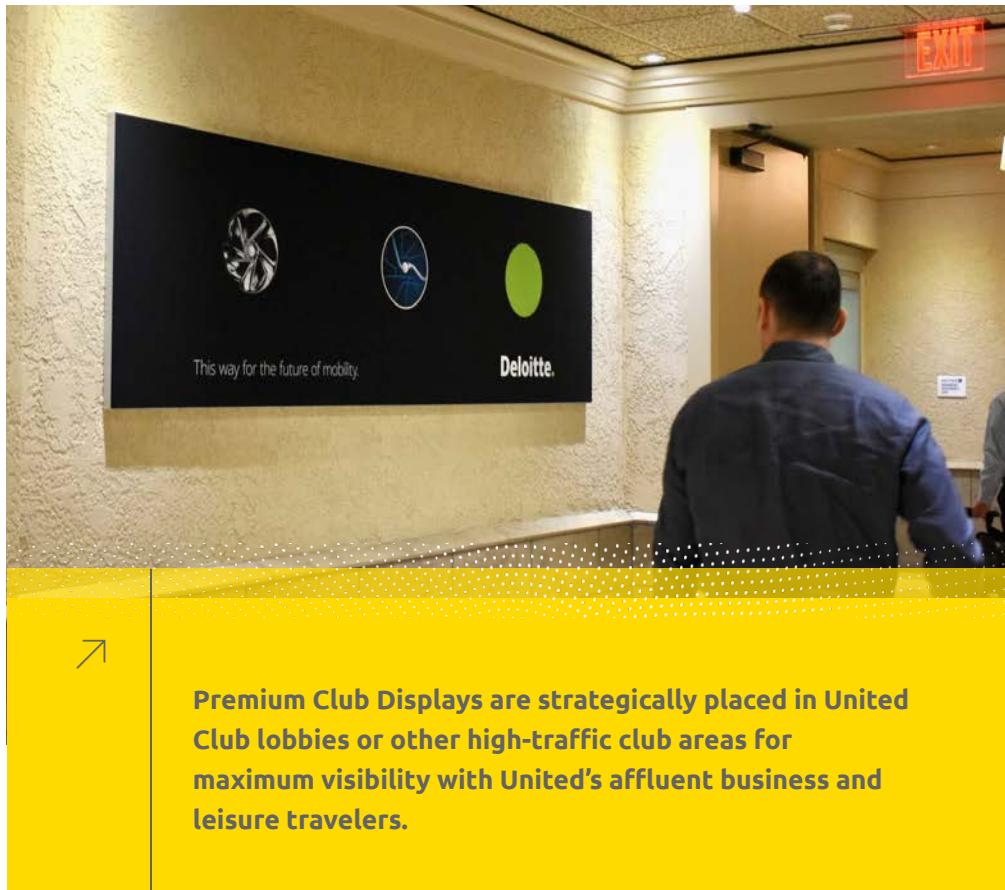


United Premium Club Display

Specs

Ad Space

3'H x 10'W



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.

United Club Digital Display

Specs

United Club Digital

42-55" HD LCD



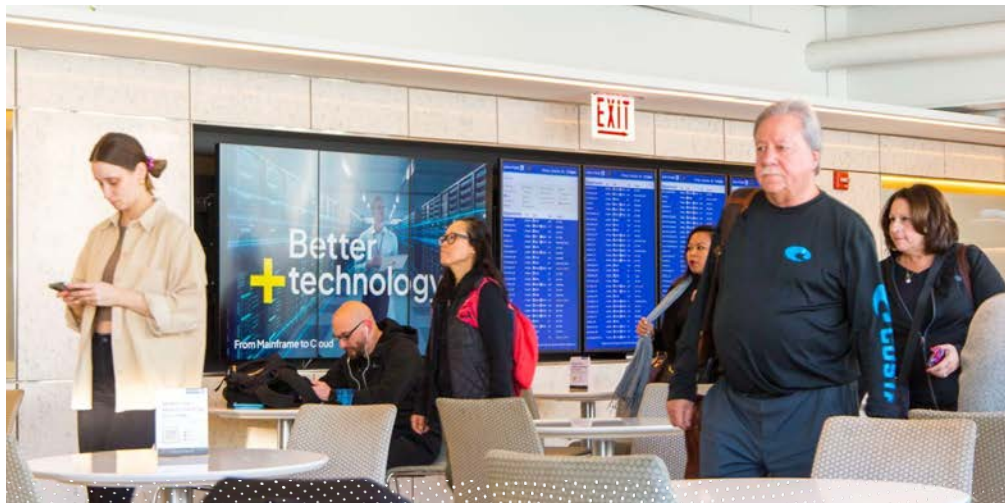
United Club Digital screens have full-motion capabilities and provide excellent brand exposure as club members constantly check the screens for destination information, weather, news, etc.

United Club Video Walls

Specs

Club Video Walls

86-100" HD LCD



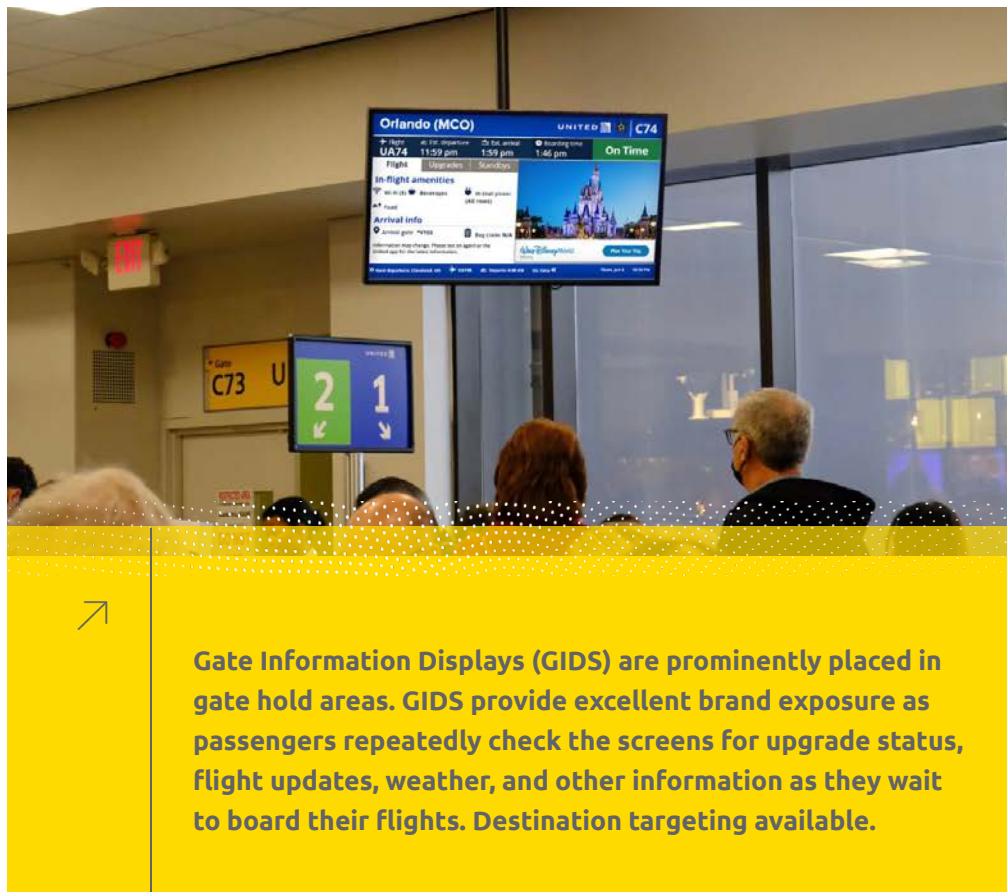
Capture consumer attention with the largest United Club digital assets in the U.S.

- 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

Gate Information Displays (GIDS)

Specs

Gate Information Displays 46" HD LCD



Jet Bridge Wraps

Specs

Jet Bridge Wraps

Custom



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.

United In-Flight Entertainment



Specs

In-Flight Screen

8" HD LCD



Reach passengers as they enjoy seatback entertainment on board. Roadblocks play a :30 spot in all classes after the safety video plays and Video on Demand consist of a :15 spot that plays before all videos passengers select onboard with access to all 3 classes.

1

2

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

Thank You



hello@intersection.com

Austin, TX
979-418-0946

