

 Intersection

Portland Media Kit 2023



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1. About Intersection

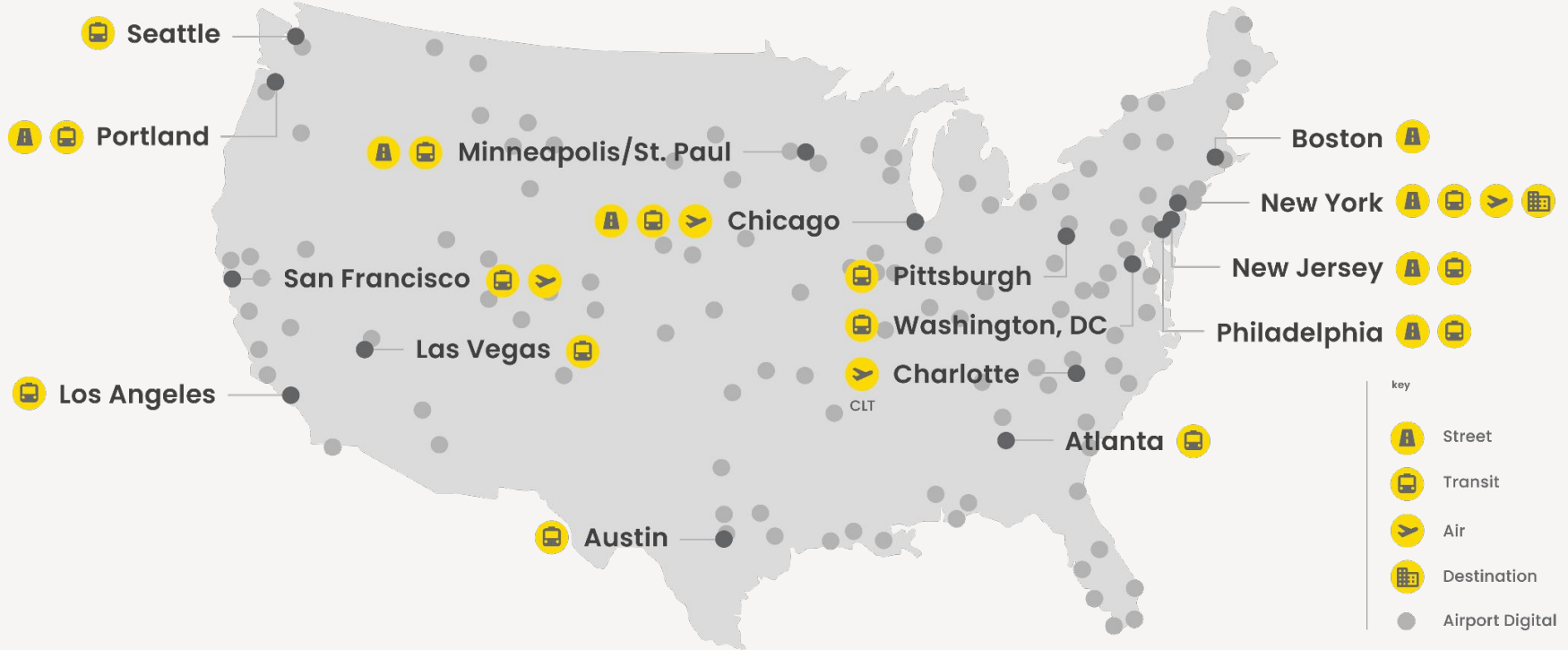
Reach diverse audiences in America's top cities

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.

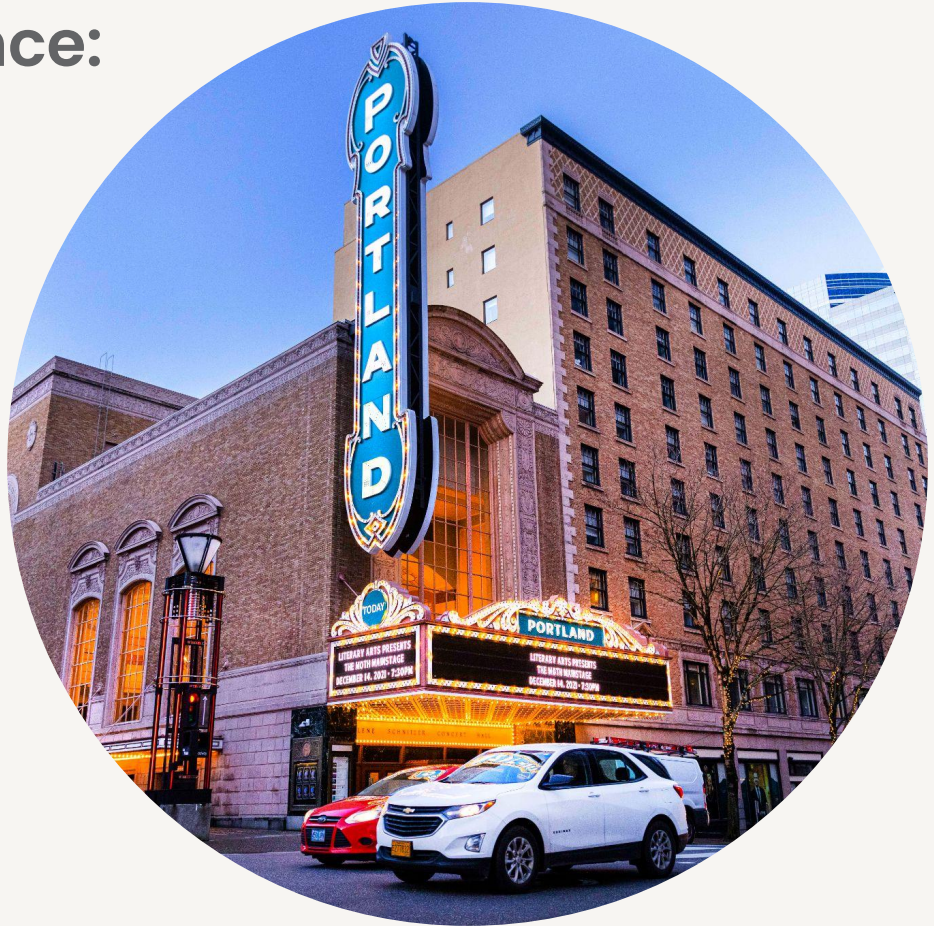


Premium products, national scale.



The Intersection Difference: Portland

- **2.4MM residents** call the Portland DMA home, with 4.3K Portlanders per square mile.¹
- **45%** of all trips to the downtown core involve a trip on a bus or train.²
- **1 in 5** households in Oregon report using public transit at least once per week.³





TriMet

Connecting all corners of Rose City

- Nearly 700 buses operate on 80 routes, covering 530 square miles across three counties the Portland metro area.
- 145 light rail trains operate 5 routes, serving 94 rail stations.



Portland Streetcar In the City's Center

- Looping around downtown, 17 trains operate on 16 miles of track with 72 stops along 3 routes.
- 6,833 average monthly riders.
- Routes reach audiences near several key destinations including downtown, Portland State University, the Moda Center, popular museums, and the Oregon Convention Center.

2. Products



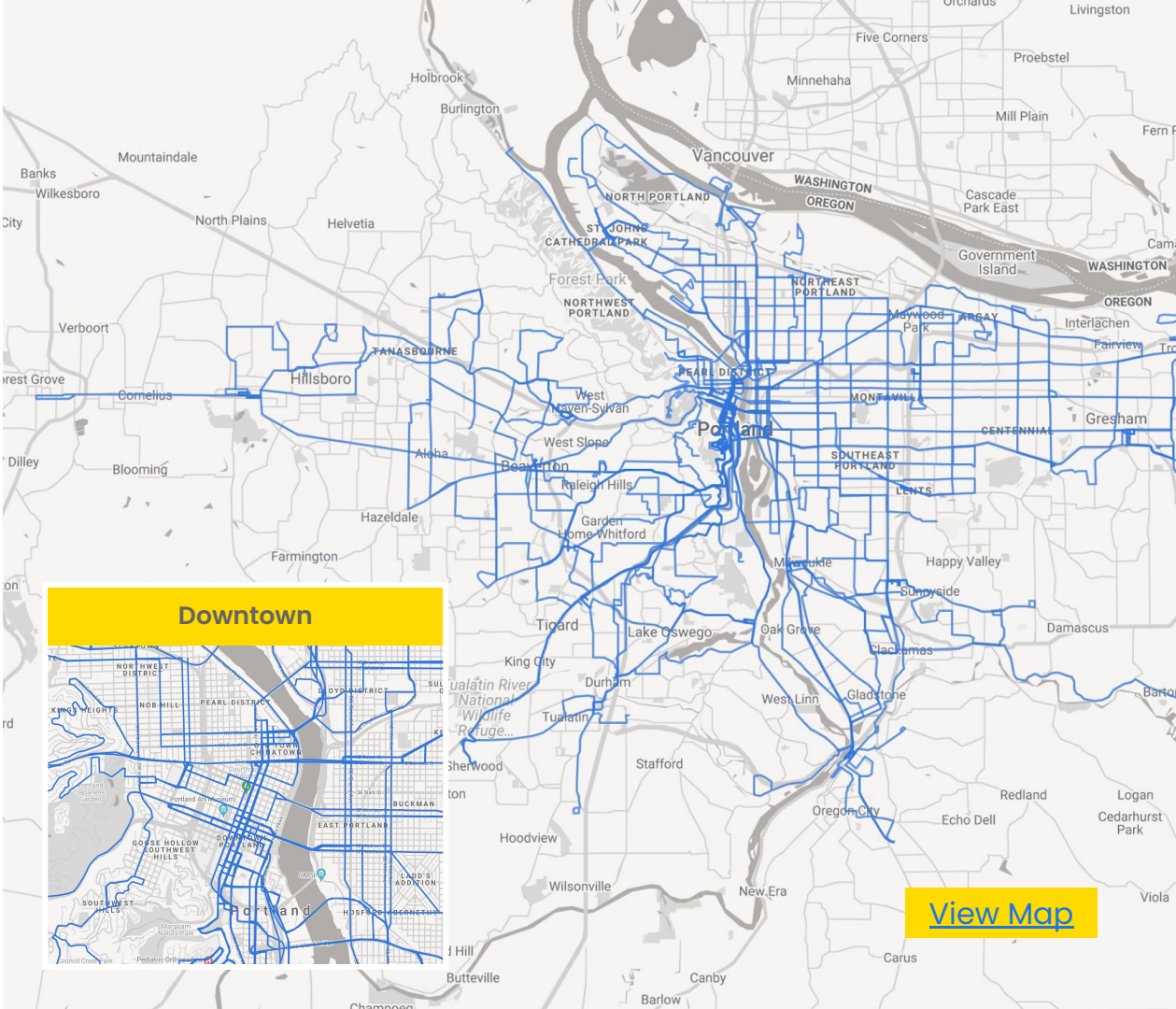
Bus Media

Intersection's bus network provides extensive coverage throughout the Portland metro, reaching pedestrians, riders, and drivers along their daily journeys.

Portland Bus

Legend

TriMet Bus Routes



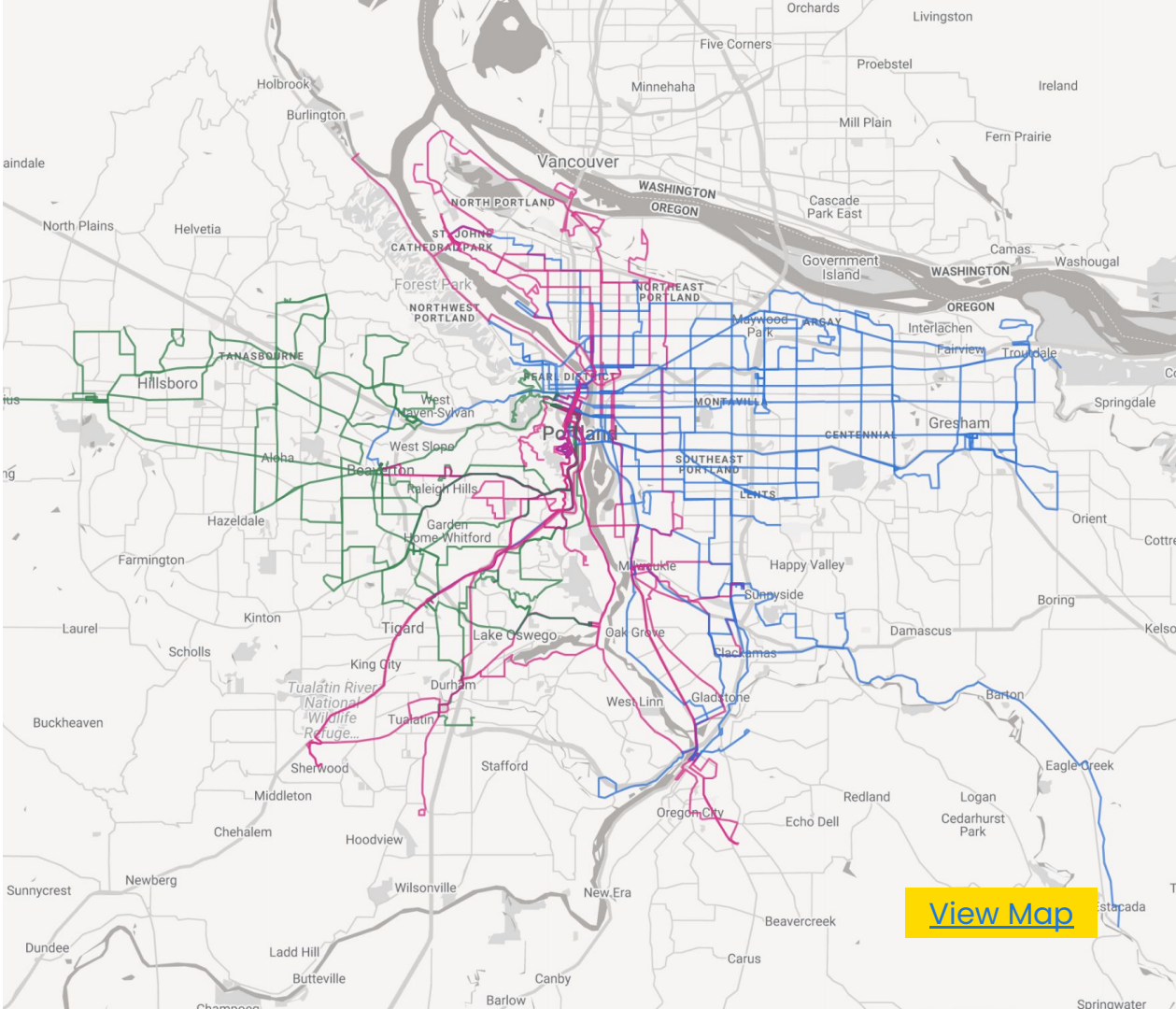
Portland Bus

Legend

Merlo Garage 

Powell Garage 

Center Garage 



[View Map](#)



Bus Fullwrap

Bus Fullwraps 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 King

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

Specs

Bus King

30"H x 144"W



Bus King with Vertical Panel

Ideal for vertical creatives, the King with Vertical Panel extends the King display with added overhead impact.

Specs

King	30"H x 144"W
Vertical Panel	Custom Install





Bus Ultra Super Kings

Bus Ultra Super Kings maximize exposure 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 Queen

Bus Queens flank streetside bus exteriors with a creative landscape canvas, a cost- effective means of reaching a wide audience.

Specs

Queen

30"H x 88"W



Bus Kong

Similar to Bus Kings, Bus Kongs offer a larger, extended canvas spanning the side of bus exteriors.

Specs

Kong

40"H x 207"W



Headliners & Extensions

Bus King/Kong Extensions and Headliners enhance brand messaging with eye-catching creative treatments that stand out within the city landscape.

Specs

Extensions	Custom Install
Headliners	Custom Install

Bus Fullback

Bus Fullbacks showcase your brand in a way no one can miss. These bold displays leave a lasting impression as they maneuver through city traffic.

Specs

Fullback

Custom Install



Bus Headlights & Tails

Headlight and Tail displays establish your brand awareness citywide, both coming and going.



Specs

Headlight	14"H x 33"W
	21"H x 44"W
Mini Tail (shown)	22"H x 42"W
Tail	21"H x 70"W



Michelangelos

Michelangelos are media units affixed overhead for broad visibility to passengers throughout the bus.

Specs

Michelangelo

48"H x 24"W



Interior Brand Buses

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

Specs

Interior Car Cards	48"W x 11"H
12 per bus, 6 each side	

Michelangelos	24"W x 48"H
(2 per bus)	



Street Media

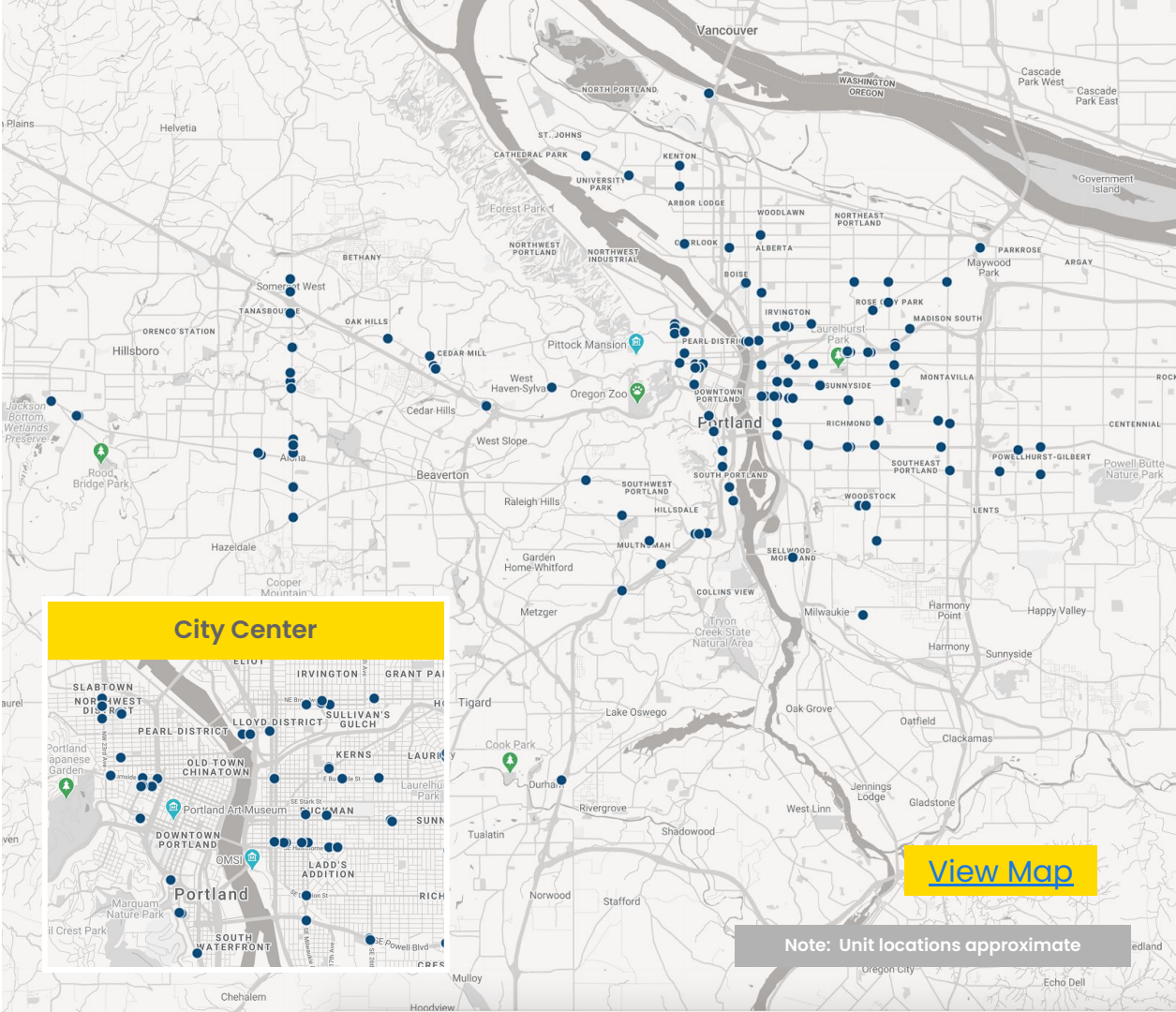
Intersection's street-level media is strategically placed throughout a consumer's daily route. With bus shelters and benches, creative messaging is always prominent, eye catching, and on-target.



Portland Bus Shelters

Legend

Bus Shelter



[View Map](#)

Note: Unit locations approximate

Bus Shelters

Oversized bus shelter ads draw immediate attention from consumers walking down the street, waiting for the bus, or driving by.

Specs

Bus Shelter

68"H x 47"W



Bus Shelter Wraps

Shelter wraps capture consumer attention from multiple directions and allow a brand to dominate a shelter with 100% share of voice.

Specs

Bus Shelter Wrap

Custom Install

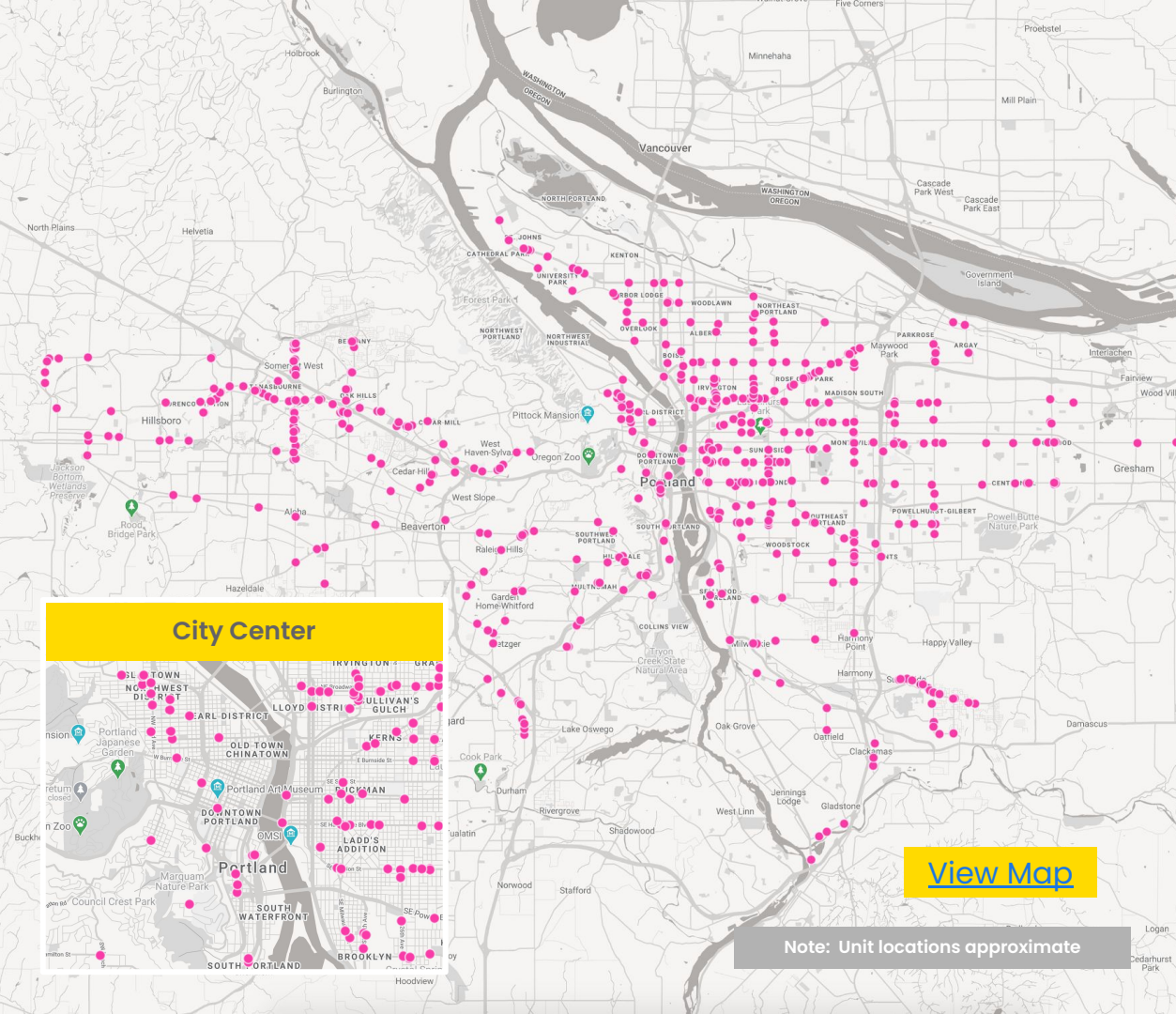


Conceptual Artwork

Portland Bus Benches

Legend

Bus Bench



Bus Benches

Bus bench displays deliver broad pedestrian and driver audiences with comprehensive coverage across the entire market.

Specs

Bus Bench

21"H x 70"W



Rail Media

Rail media allows brands to target on-the-go riders and daily commuters with vibrant displays placed strategically both inside and outside of rail cars and at stations.



Portland TriMet MAX Rail

Legend

MAX Rail Route – Red Line



Blue Line



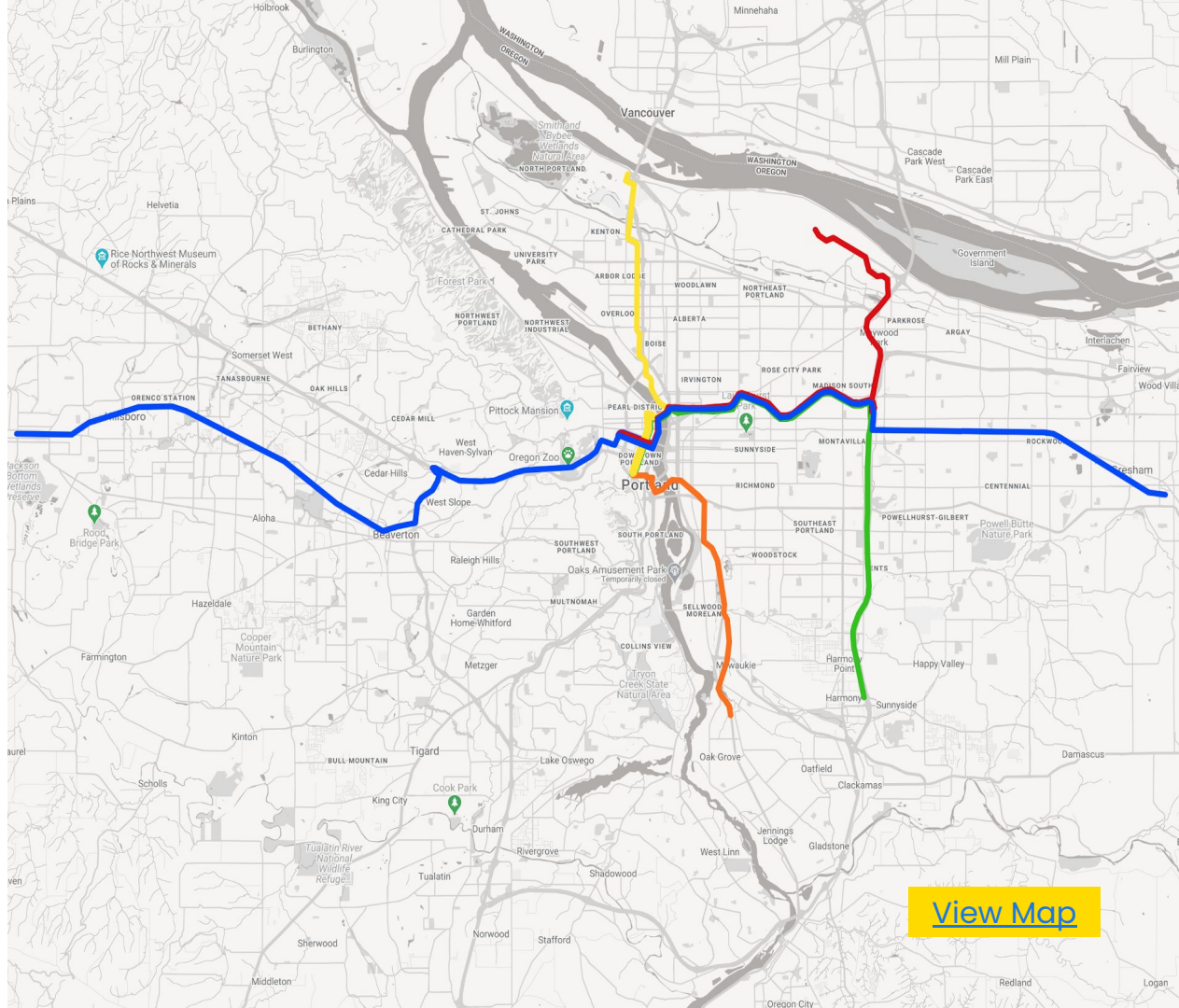
Yellow Line



Green Line



Orange Line



[View Map](#)

Portland TriMet MAX Rail

Legend

MAX Rail Route – Red Line



Blue Line



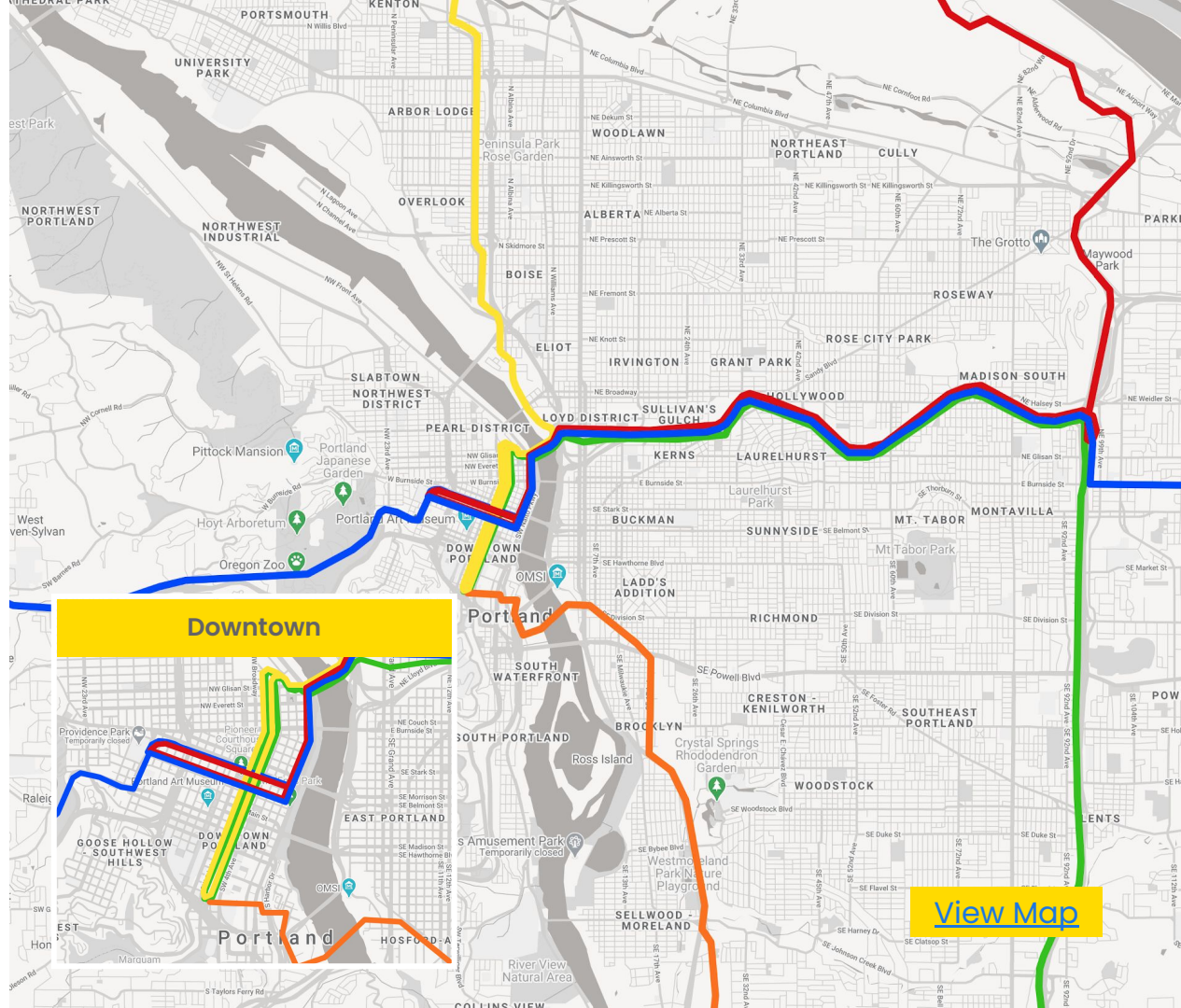
Yellow Line



Green Line



Orange Line





Train Wraps

Full Wrap Train advertising covers the entire 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

Full Wrap

Custom Install



Fullside

A Fullside spans the surface of one side of a train car, effectively half of a train wrap.

Specs

Fullside
(One unit per train car)

Custom Install



Wild Wrap with Headliner

A unique and eye-catching format, Headliners span the length of the train and incorporate the center of the train as part of the creative.

Specs

Wild Wrap with Headliner
(One unit per train)

Custom Install





Wild Wrap

Wild Wraps provide an ideal canvas for bold, eye-catching creative on the MAX light rail. This media reaches commuters, pedestrians, and drivers throughout Portland.

Specs

MAX Train Type 11/111	119" W x 140" H
MAX Train Type IV	135" W x 142.5" H
MAX Train Type V	137.5" W x 137" H





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 100 Series (24 total, 12 per side)	10.75"W x 48"H
200/300 Series (28 total, 14 per side)	8.375"W x 36"H
400/500 Series (10 total, 5 per side)	10.75"W x 48"H
Michelangelos (2 per train car; 4 total per train)	24"W x 48"H

Michelangelos

Michelangelos are media units affixed overhead for broad visibility to passengers throughout the train.

Specs

Michelangelo

48" H x 24" W





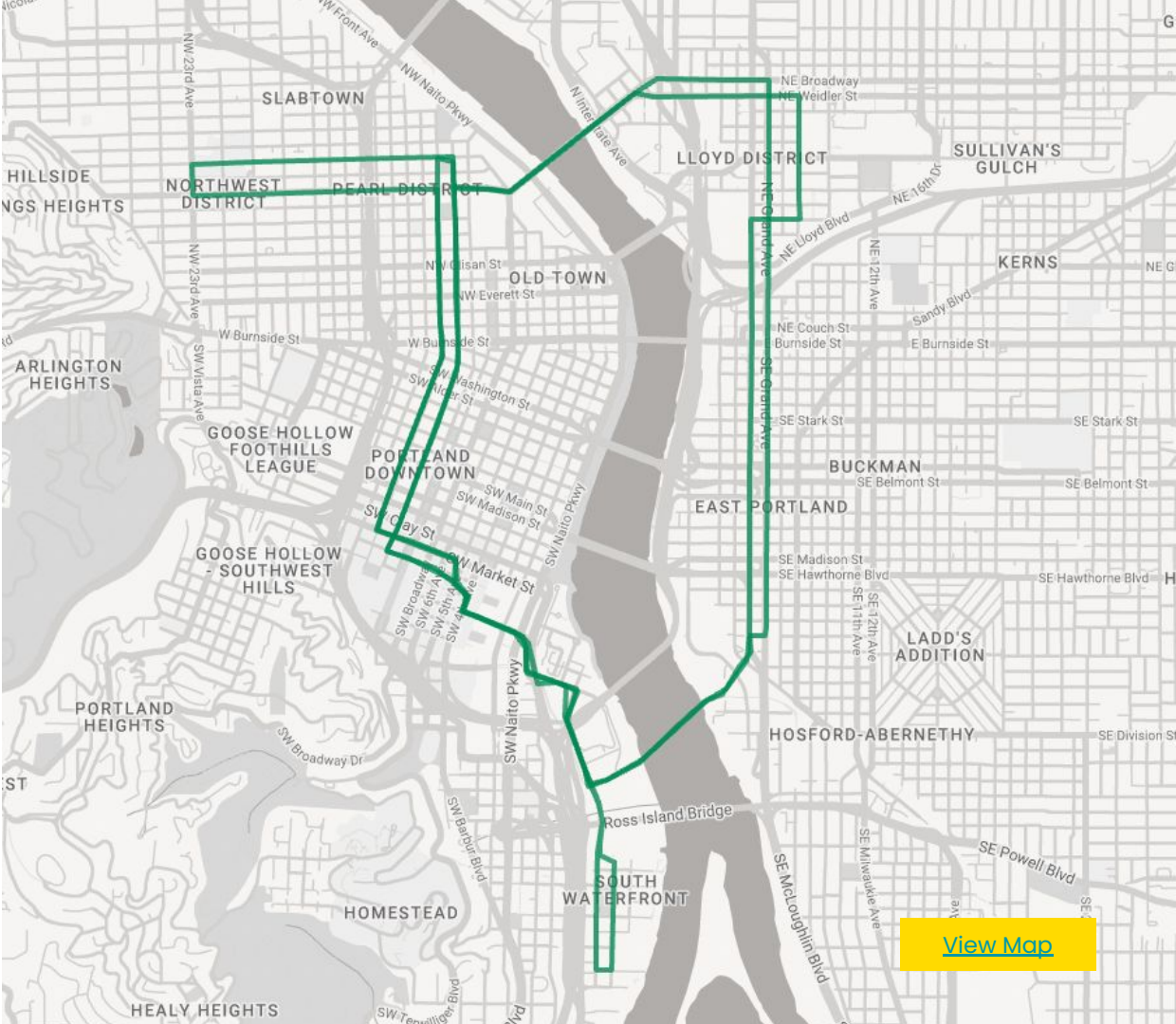
Portland Streetcar Media

A slower-moving train that shares lanes with other vehicles, Portland Streetcar offers large-format media in a targeted coverage area in the city's dense core where tourists and downtown commuters spend the most time.

Portland Streetcar

Legend

Portland Streetcar Route

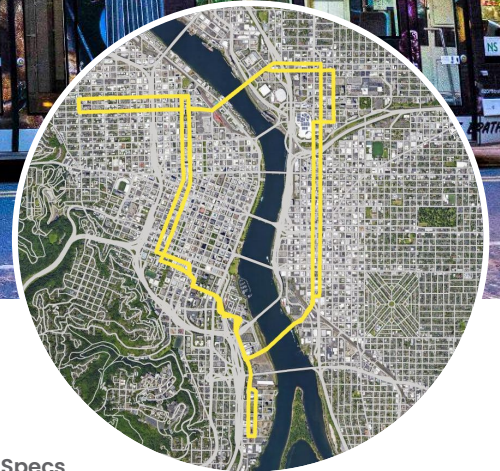


[View Map](#)



Streetcar Wraps

Wrapped trains are unmissable as they weave through the heart of the city, traveling with street traffic and passing pedestrians at the busiest tourist stops and local favorites.



Specs

Full Wrap

Custom Install

Full Side

Custom Install



Streetcar Exterior Media

Portland Streetcar large-format exterior media reaches city-goers and dwellers alike. The cars move through two large university campuses, as well as the downtown business district.

Ultra Super Kings 2 per side; 4 per train	Custom Install
Wild Wrap	Custom Install
Wild Wrap w/ Headliner	Custom Install

 Photo: Ultra Super King





Streetcar Interior Media



Portland Streetcar offers interior train media that reaches downtown workers, university students, and locals traveling to events at the Moda Center and Oregon Convention Center.

Specs

Brand Trains	8 Car Cards & 2 Michelangelos per train
Interior Card Cards (front & back cars only)	42" W x 8" H
Michelangelos (center car only)	24" W x 48" H

Streetcar Stop Sponsorships

For year-round visibility, Intersection offers annual sponsorships for select streetcar stops, which includes outward-facing signage on the sides of the structure and in-train audio mentions.

Specs

Stop Sponsorship	12-mo commitment
Includes In-Train Audio Mention	Sponsor name mention when approaching stop





Station Media

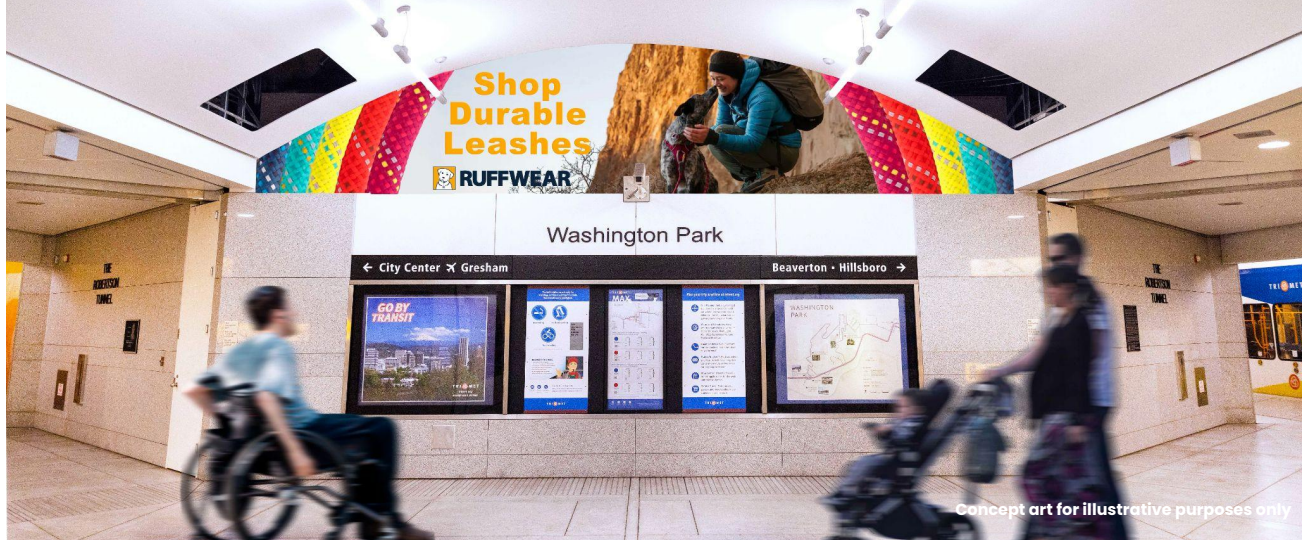
Intersection station media places your brand in view of thousands of event-goers, sightseers, commuters and students at the most visited stops in Portland, like the Moda Center, Portland Zoo and OHSU campus.

Washington Park Station

Placed in two identical lobbies, Half Moon Wall Wraps and Floor Graphics reach passengers traveling to the Oregon Zoo and other popular attractions at this MAX light rail station.

Station Media

Floor Graphic 2 total (1 per lobby)	12'7"W x 15'9"H (152.5"W x 191"H)
Half Moon Wall Wrap 2 total (1 per lobby)	29' W x 5'8"H (348"W x 70"H at tallest point)



Concept art for illustrative purposes only



Conceptual Artwork

Fence Banners

Dominate the platform with street-level fence banners that command the attention of bus, MAX light rail riders, Streetcar travelers, bicyclists, and pedestrians at select stations in the city's center.

Specs

Rose Quarter Transit Center (30 banners, 15 per side)	12'5"W x 2'H (150"W x 24"H)
OMSI/SE Water Station	570"W x 26"H
S Waterfront/S Moody Station	469"W x 26"H



Light Pole Banners

Light Pole Banners at the Rose Quarter Transit Center offer a unique format, giving advertisers exposure to passengers on the platform and vehicle traffic on the busy street adjacent to the Moda Center.

Specs

Light Pole Banners
(4 poles, each with 2 banners)

22.5"W x 34.5"H



Platform Panels

Available on TriMet platforms throughout the metro, these oversized panels deliver can't-miss messaging to commuters and passers-by.

Specs

Platform Panel

72" H x 82" W





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



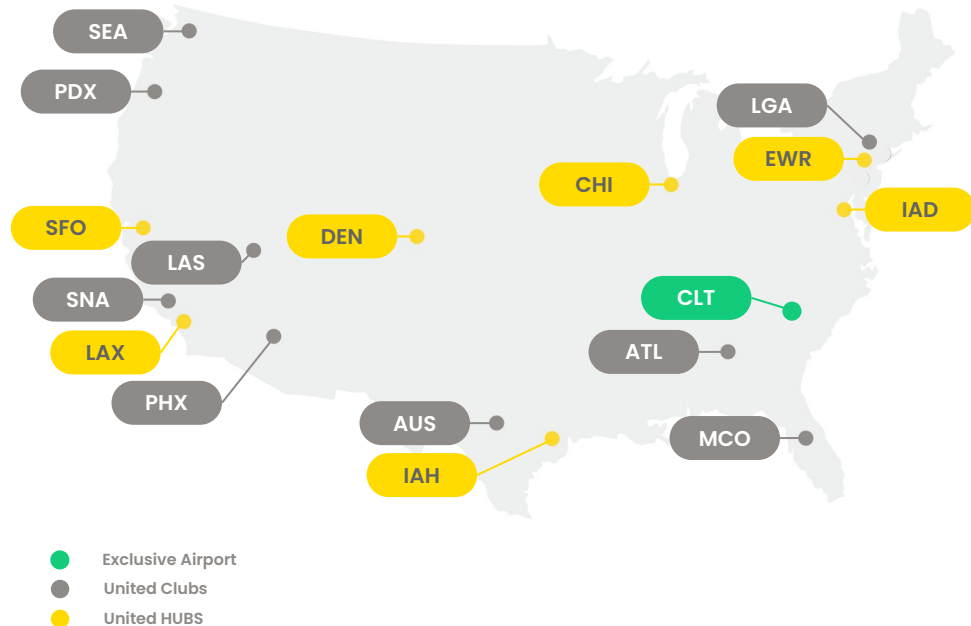
Premium Products, National Scale

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



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.

Specs

Jet Bridge Wraps

Custom



Available: SFO, ORD, CLE

3. Additional Offerings

Sponsorships

For powerful and lasting impact, Intersection offers advertisers naming rights for select venues, exclusive sponsorship opportunities, and station dominations.



Photo: Seattle market free ride sponsorship

Experiential

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



Photo: Rail station custom brand activation

Contact Us

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