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

Sources: (1) U.S. Census – DMA: Portland-Vancouver-Hillsboro, OR-WA Metro Area (2) TriMet service reports (3) Oregon Department of Transportation
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.

Source: TriMet
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.

Source: Portland Streetcar Inc., Q3 2022
2. Products
Intersection’s bus network provides extensive coverage throughout the Portland metro, reaching pedestrians, riders, and drivers along their daily journeys.
Portland Bus

Legend

Merlo Garage  
Powell Garage  
Center Garage

View Map
Bus Fullwraps create a can’t-miss moment, covering the perimeter of the bus and capturing the attention of pedestrian, driver, and commuter traffic.
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.

<table>
<thead>
<tr>
<th>Specs</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>King</td>
<td>30&quot;H x 144&quot;W</td>
</tr>
<tr>
<td>Vertical Panel</td>
<td>Custom Install</td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>Specs</th>
<th>Ultra Super King</th>
<th>Custom Install</th>
</tr>
</thead>
</table>
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.

<table>
<thead>
<tr>
<th>Specs</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Extensions</td>
<td>Custom Install</td>
</tr>
<tr>
<td>Headliners</td>
<td>Custom Install</td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>Specs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fullback</td>
</tr>
<tr>
<td>Custom Install</td>
</tr>
</tbody>
</table>
Bus Headlights & Tails

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

<table>
<thead>
<tr>
<th>Specs</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Headlight</td>
<td>14&quot;H x 33&quot;W</td>
</tr>
<tr>
<td>Mini Tail (shown)</td>
<td>22&quot;H x 42&quot;W</td>
</tr>
<tr>
<td>Tail</td>
<td>21&quot;H x 70&quot;W</td>
</tr>
</tbody>
</table>
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

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Interior Car Cards</td>
<td>12 per bus, 6 each side 48&quot;W x 11&quot;H</td>
</tr>
<tr>
<td>Michelangelos</td>
<td>(2 per bus) 24&quot;W x 48&quot;H</td>
</tr>
</tbody>
</table>
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

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

**Bus Shelters**

**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.

<table>
<thead>
<tr>
<th>Specs</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus Shelter Wrap</td>
<td>Custom Install</td>
</tr>
</tbody>
</table>
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 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

Downtown

View Map
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.

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**Specs**

<table>
<thead>
<tr>
<th>Fullside</th>
<th>Custom Install</th>
</tr>
</thead>
<tbody>
<tr>
<td>(One unit per train car)</td>
<td></td>
</tr>
</tbody>
</table>
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.

**Wild Wrap with Headliner**

<table>
<thead>
<tr>
<th>Specs</th>
<th>Custom Install</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wild Wrap with Headliner</td>
<td>(One unit per train)</td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>Spec</th>
<th>MAX Train Type II/III</th>
<th>MAX Train Type IV</th>
<th>MAX Train Type V</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>119” W x 140” H</td>
<td>135” W x 142.5” H</td>
<td>137.5” W x 137” H</td>
</tr>
</tbody>
</table>
Capture passengers where there are no distractions and share your message without interruption. Own all of the interior media and the riding experience.

**Specs**

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Interior Car Cards</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>100 Series (24 total, 12 per side)</td>
<td>10.75”W x 48”H</td>
<td></td>
</tr>
<tr>
<td>200/300 Series (28 total, 14 per side)</td>
<td>8.375”W x 36”H</td>
<td></td>
</tr>
<tr>
<td>400/500 Series (10 total, 5 per side)</td>
<td>10.75”W x 48”H</td>
<td></td>
</tr>
<tr>
<td>Michelangelos (2 per train car; 4 total per train)</td>
<td>24”W x 48”H</td>
<td></td>
</tr>
</tbody>
</table>
Michelangelos

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

Specs

Michelangelo 48" H x 24" W
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
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.

Streetcar Wraps

<table>
<thead>
<tr>
<th>Specs</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Wrap</td>
<td>Custom Install</td>
</tr>
<tr>
<td>Full Side</td>
<td>Custom Install</td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>Ultra Super Kings</th>
<th>Custom Install</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 per side; 4 per train</td>
<td></td>
</tr>
<tr>
<td>Wild Wrap</td>
<td>Custom Install</td>
</tr>
<tr>
<td>Wild Wrap w/ Headliner</td>
<td>Custom Install</td>
</tr>
</tbody>
</table>
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**

<table>
<thead>
<tr>
<th>Brand Trains</th>
<th>8 Car Cards &amp; 2 Michelangelos per train</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interior Card Cards</td>
<td>42&quot; W x 8&quot; H</td>
</tr>
<tr>
<td>Michelangelos</td>
<td>24&quot; W x 48&quot; H</td>
</tr>
<tr>
<td>(center car only)</td>
<td>(front &amp; back cars only)</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Stop Sponsorship</th>
<th>12-mo commitment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Includes In-Train Audio Mention</td>
<td>Sponsor name mention when approaching stop</td>
</tr>
</tbody>
</table>
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.
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**

<table>
<thead>
<tr>
<th>Media Type</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Floor Graphic</td>
<td>12'7&quot;W x 15'9&quot;H</td>
</tr>
<tr>
<td></td>
<td>(152.5&quot;W x 191&quot;H)</td>
</tr>
<tr>
<td>Half Moon Wall Wrap</td>
<td>29' W x 5'8&quot;H</td>
</tr>
<tr>
<td></td>
<td>(348&quot;W x 70&quot;H at tallest point)</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Location</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rose Quarter Transit Center</td>
<td>12'5&quot;W x 2'H</td>
</tr>
<tr>
<td>(30 banners, 15 per side)</td>
<td>(150&quot;W x 24&quot;H)</td>
</tr>
<tr>
<td>OMSI/SE Water Station</td>
<td>570&quot;W x 26&quot;H</td>
</tr>
<tr>
<td>S Waterfront/S Moody Station</td>
<td>469&quot;W x 26&quot;H</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Platform Panel</th>
<th>72” H x 82” W</th>
</tr>
</thead>
</table>

A stronger state of health for all.
Oregon’s #1 Hospital
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.
Premium Products, National Scale

**Exclusive Airport**
- Charlotte, NC

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

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 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 |
3. Additional Offerings
Sponsorships

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

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

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503 483-2396
intersection.com