

# Portland Media Kit 2026



 Intersection

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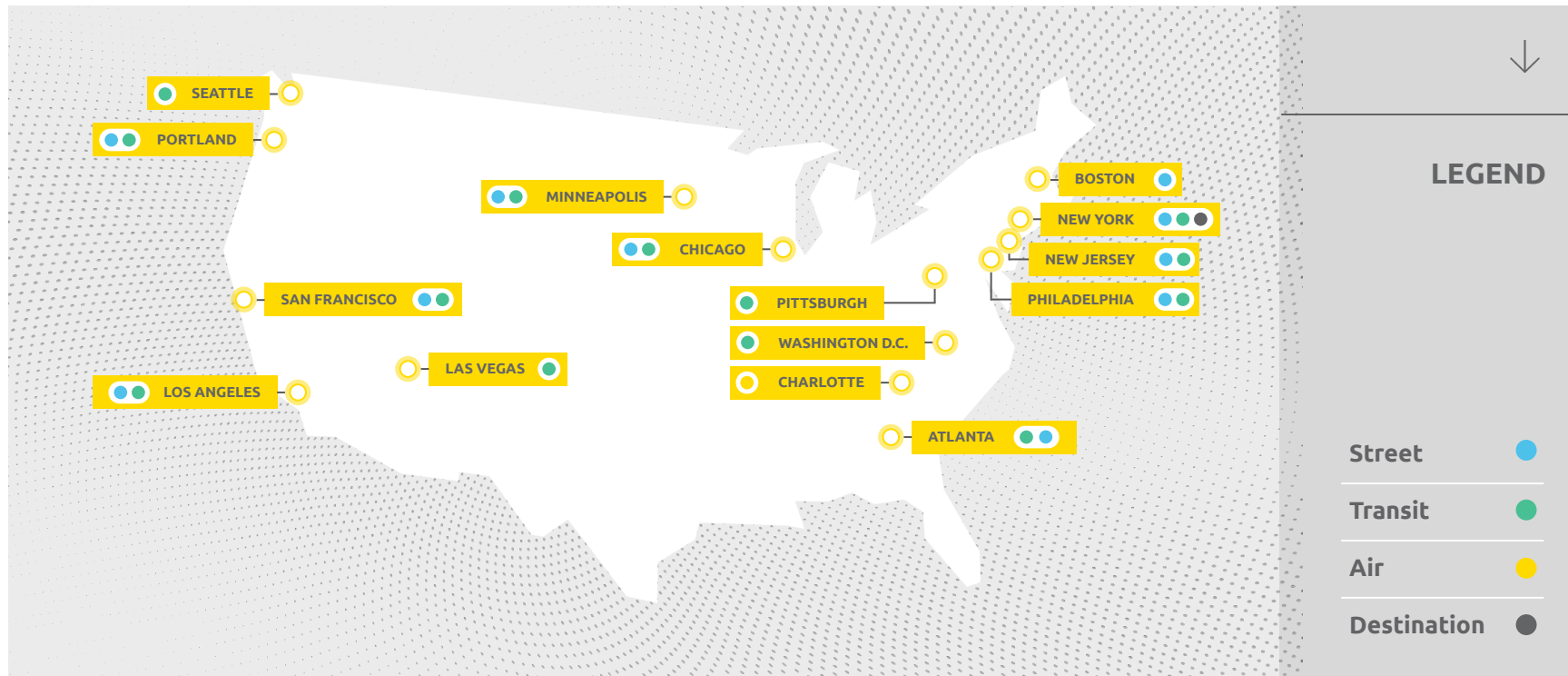


# Reach diverse audiences in America's Top Cities

From New York to Portland 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 Portland

Portland is known for its quirky vibe,  
food, beer, and nature

- 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





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

TriMet and Portland Streetcar are Portland's beloved public transit systems. Serving the city center and outer suburbs, they connect people with safe and accessible transportation.

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.

# TriMet

## Connecting All Corners of the Rose City

- More than 600 buses operate on 80 routes, covering 530 square miles across three counties the Portland metro area.
- 50 light rail trains operate 5 routes, serving 35 rail stations.

Source: TriMet





# Portland Streetcar In the City's Center

- Looping around downtown, 15 trains operate on 16 miles of track with 72 stops along 3 routes.
- 8,500+ average daily riders.
- Routes reach audiences near several key destinations including downtown, Portland State University, the Moda Center, popular museums and the Oregon Convention Center.

Source: [portlandstreetcar.org](http://portlandstreetcar.org)



# Street Media



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

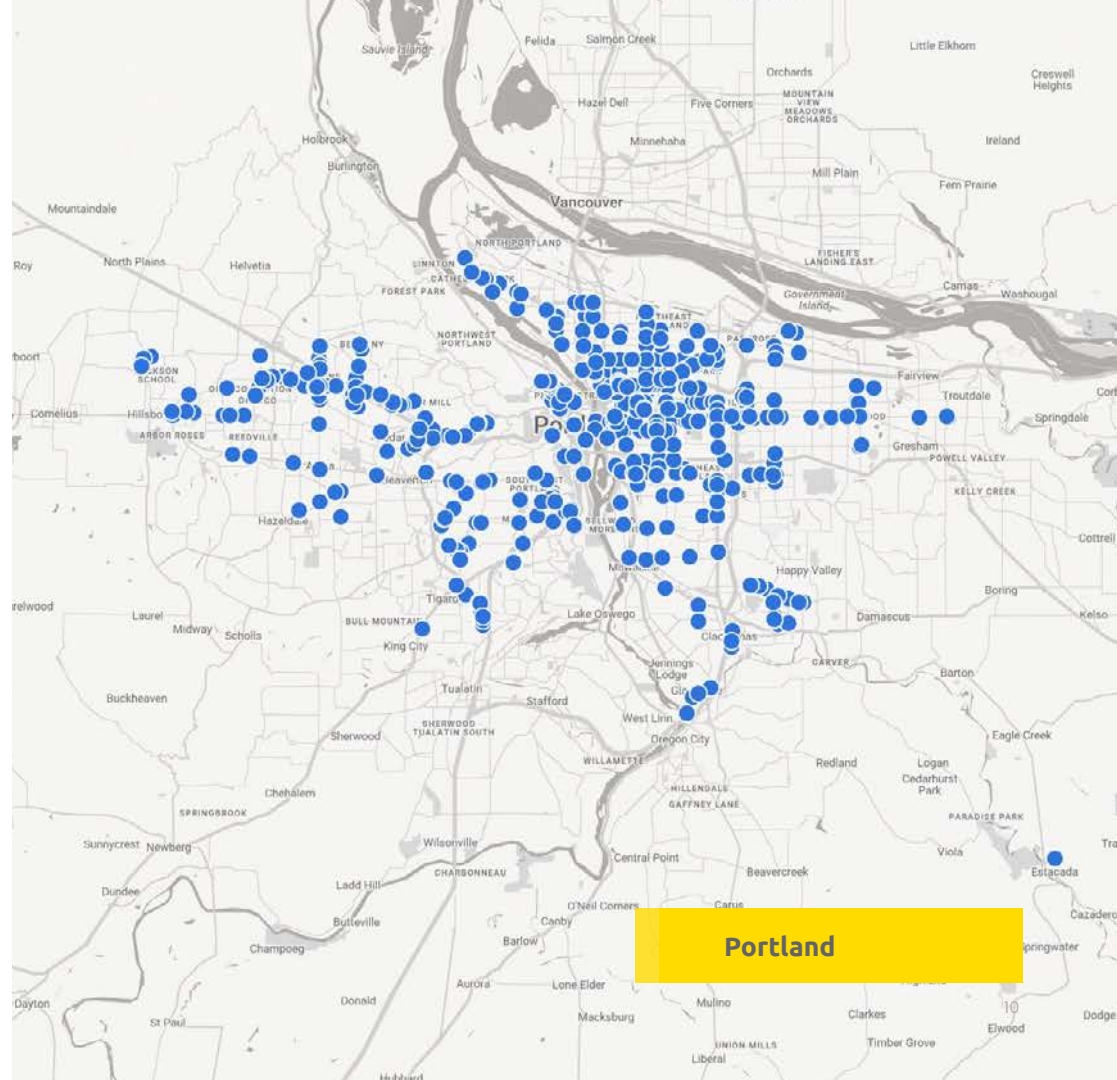




# Portland Bus Benches

## Legend

Bus Benches







# Bus Benches

Portland Bus Bench displays engage broad pedestrian and driver audiences with comprehensive coverage across the entire market.

## Specs

Bus Benches

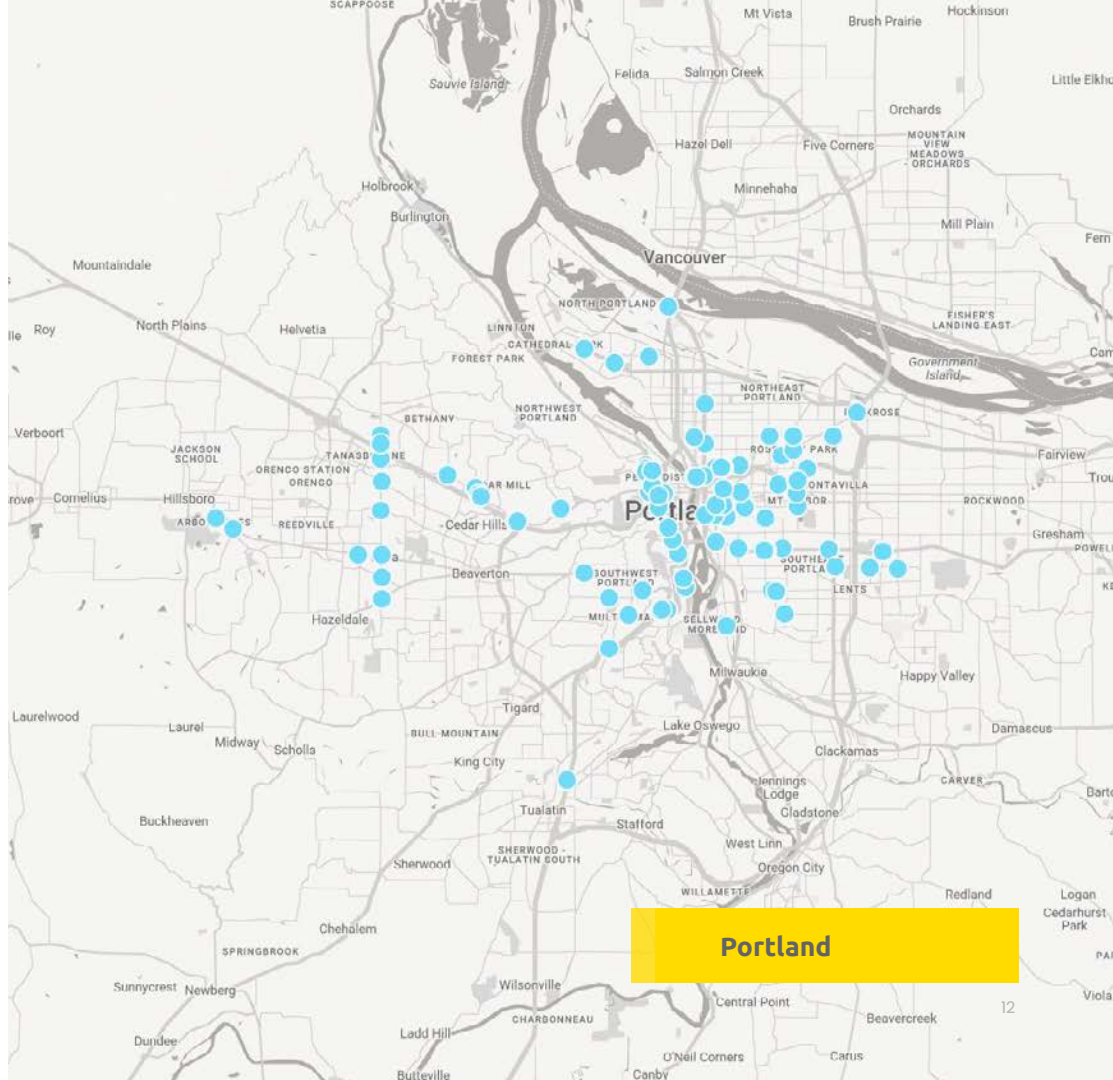
21" H x 70" W



# Portland Bus Shelters

## Legend

Bus Shelters





# Bus Shelters

Portland 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

Portland Shelter Wraps capture consumer attention from multiple directions and allow a brand to own up to 100% share of voice.

## Specs

Bus Shelter  
Wraps

Custom Install

# 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.





# Portland TriMet Bus

## Legend

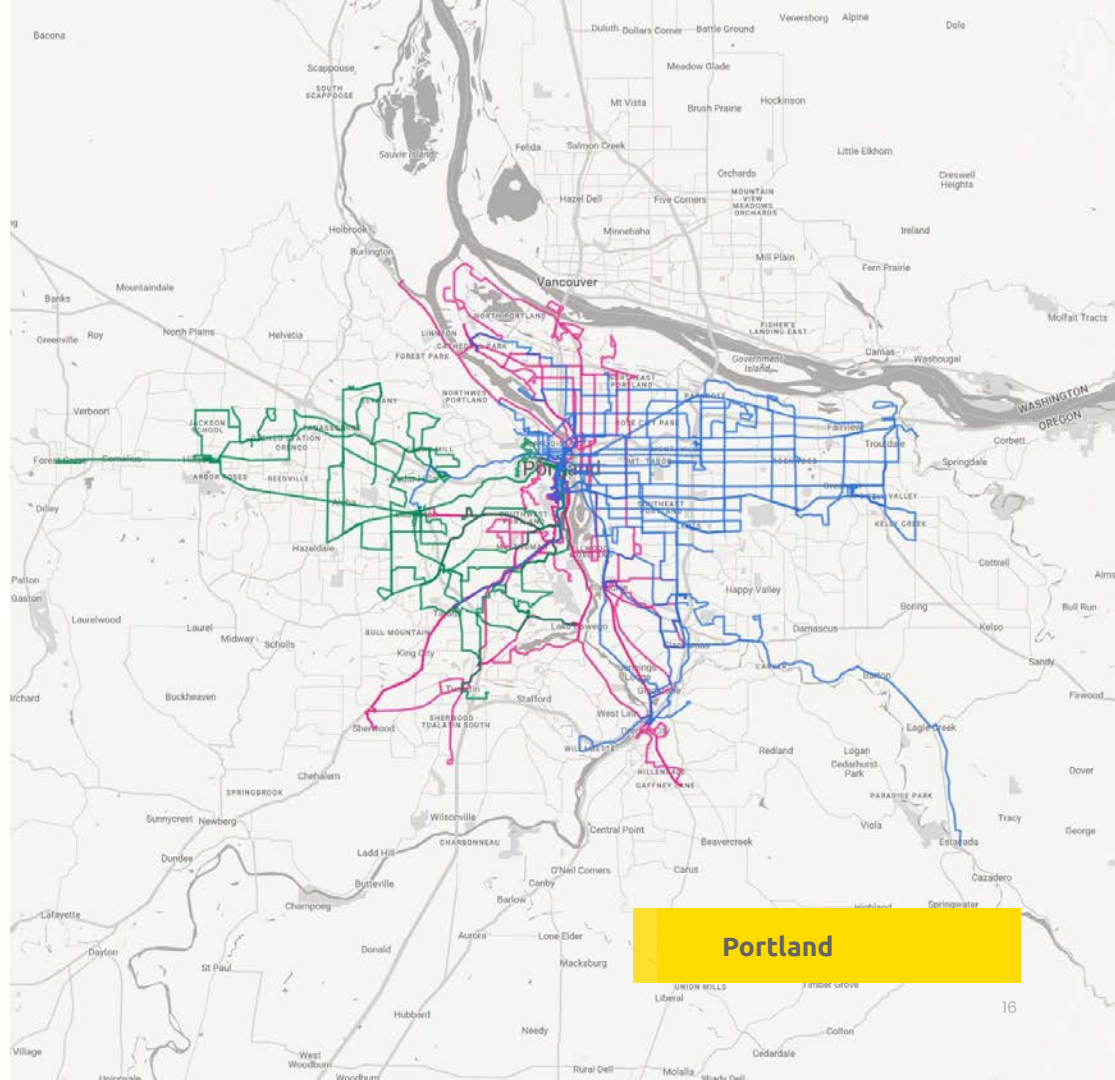
Merlo Bus Garage



Center Bus Garage



Powell Bus Garage





# Bus Kings



Portland 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 King with Headliner

Portland Bus Kings with Headliners enhance brand messaging with eye-catching creative treatments that stand out within the city landscape.

*Please note: Headliners not sold separately.*

## Specs

Bus King with Headliner

Custom Install





# Bus Ultra Super Kings

Portland 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    Custom Install





# Bus Kongs

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

## Specs

Bus Kongs

40" H x 207" W





# Bus Queens

Portland Bus Queens allow brands to saturate the market with massive coverage throughout the dense urban core and hard to reach suburban streets.

## Specs

Bus Queens

30" H x 88" W



# Bus Wraps



Portland Bus Wraps create a can't-miss moment, covering the entire perimeter of the bus (including headlight) and capturing the attention of both drivers and pedestrians on the street.



## Specs

Bus Wrap

Custom Install





# Bus Fullbacks

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

## Specs

Bus Fullbacks

Custom Install



# Bus Headlights and Tails

Headlight and Tail displays establish brand awareness across Portland.

## Specs

Headlights	14" H x 33" W
Tails	22" H x 42" W <sub>24</sub>





# Bus Michelangelos

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

## Specs

Michelangelo

48" H x 24" W



# Interior Brand Buses

Portland 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	68.5" H x 47.5" W
Michelangelos	48" H x 24" W

# 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.

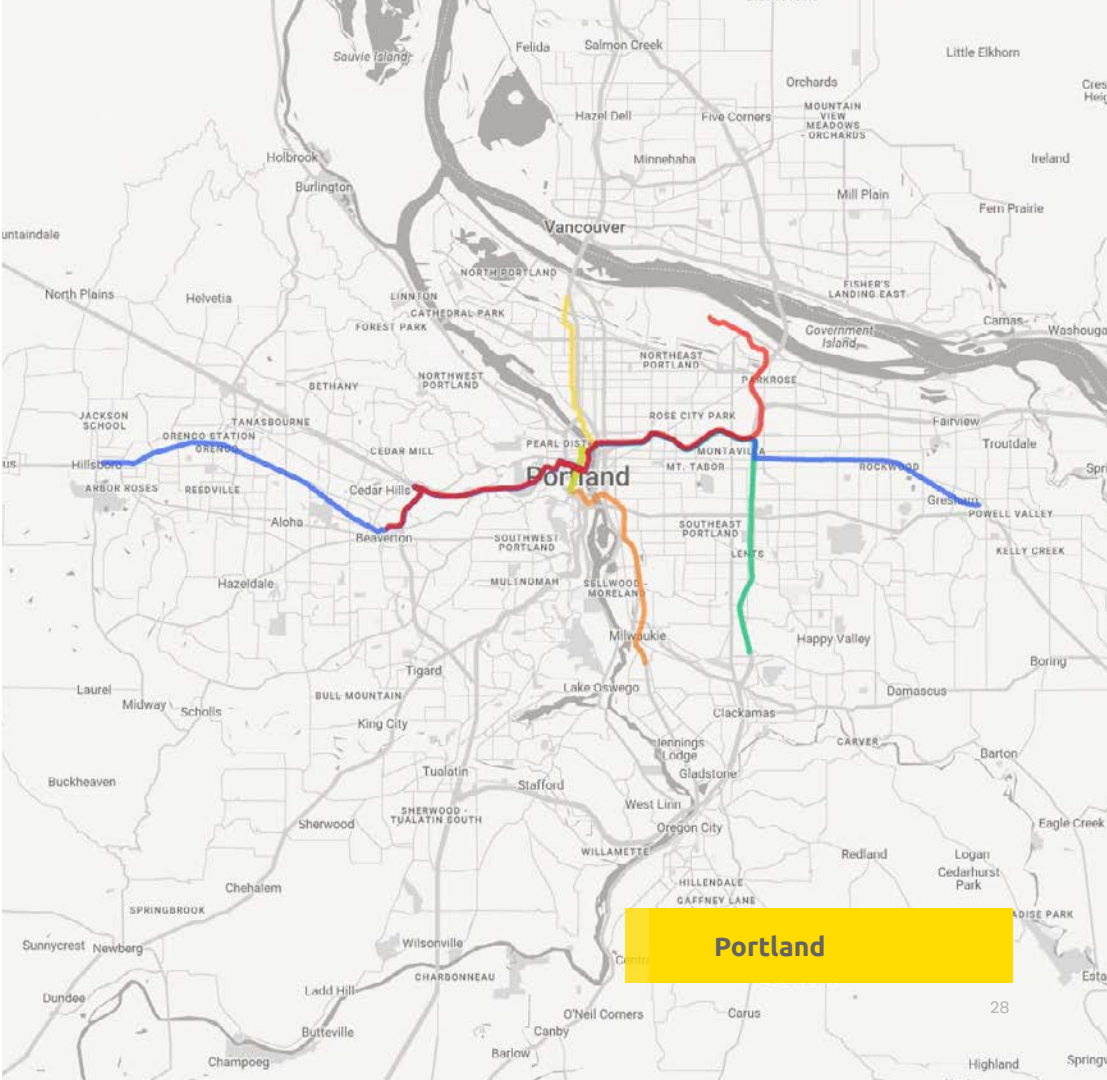




# Portland TriMet Rail

## Legend

MAX Light Rail Lines

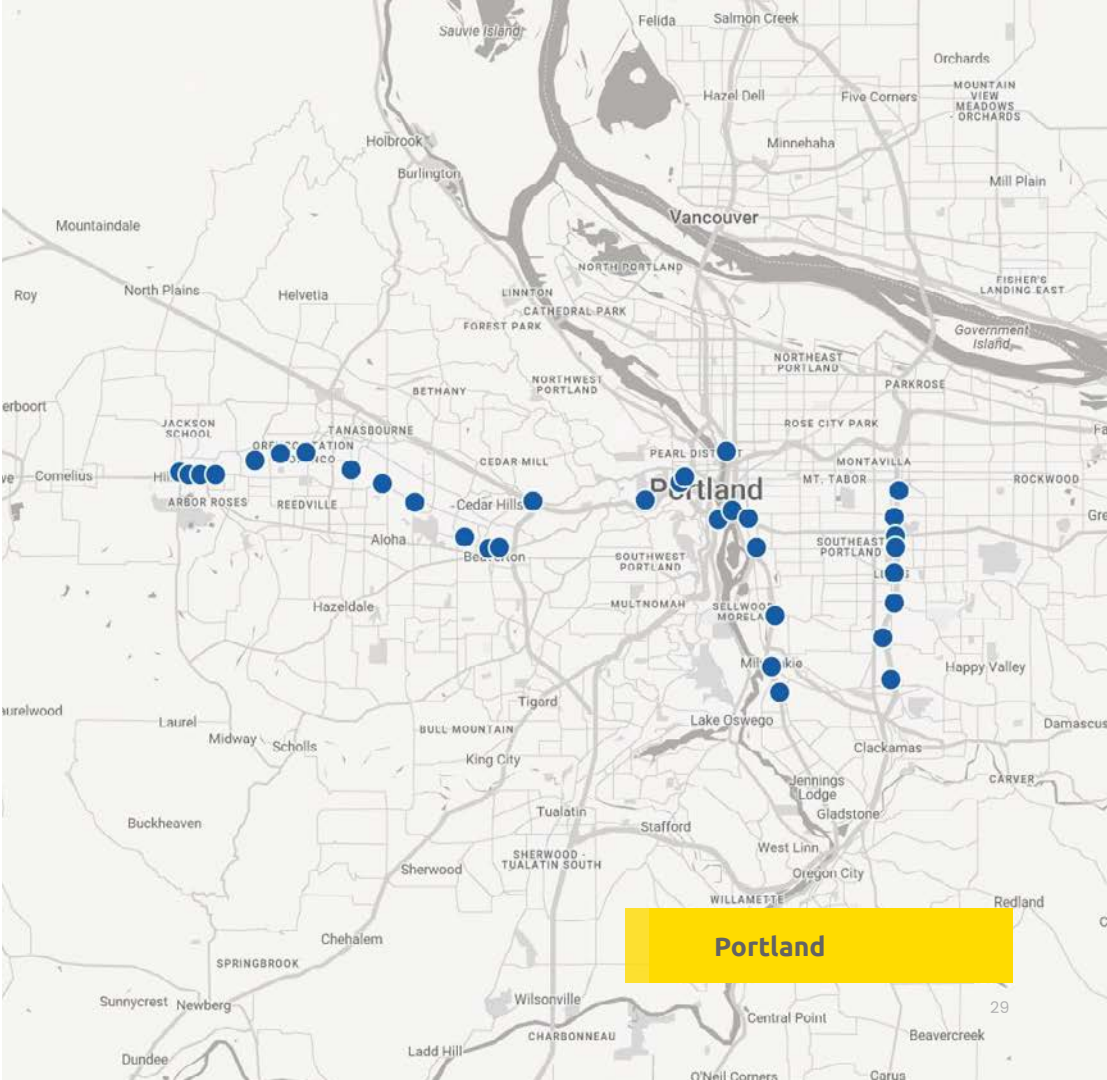




# Portland TriMet Rail

## Legend

Platform Panels





# 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 around Portland at this MAX light rail station.

## Specs

Floor Graphic	12'7" W x 15'9" H
Half Moon Wall Wrap	29' W x 5'8" H

# Station Dominations

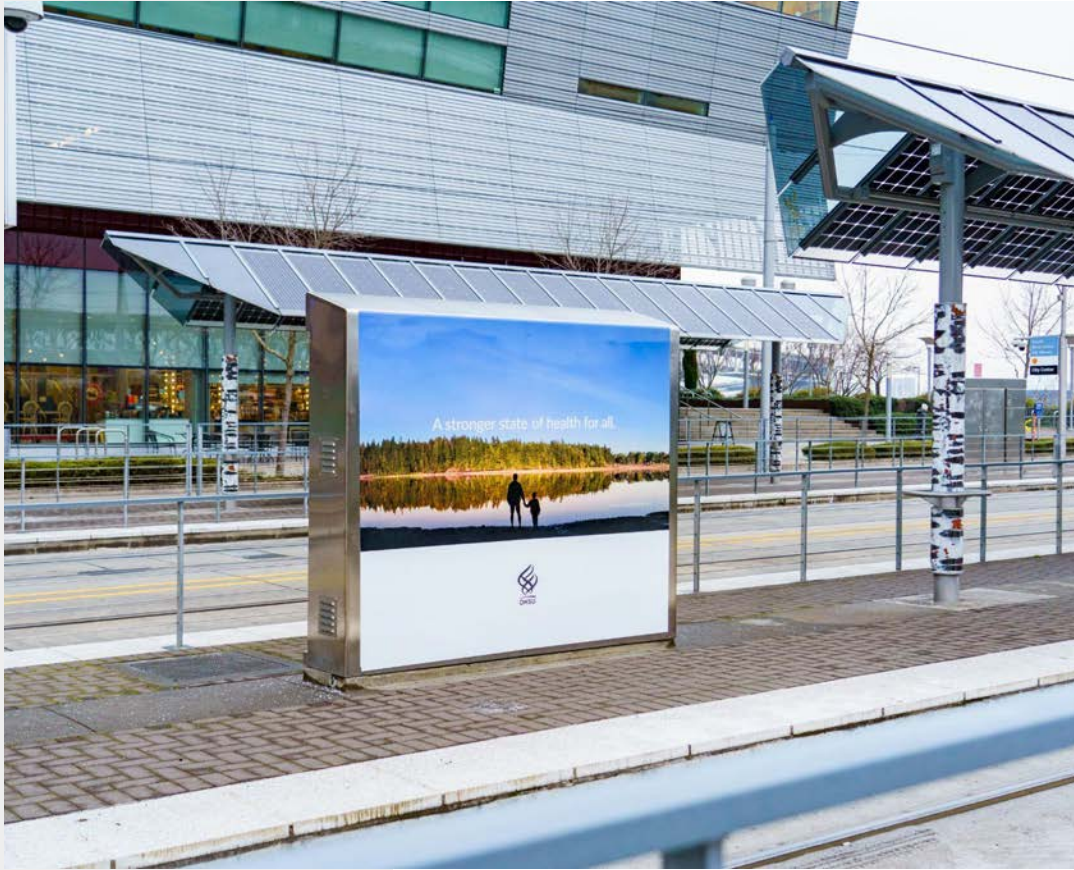
Dominate the Portland platforms with media that commands attention of bus, light rail riders, Streetcar travelers, bicyclists, and pedestrians at select stations.

## Specs

Rose Quarter	Fence Banners
	Light Pole Banners
OMSI/SE Water	Platform Panels
	Fence Banners
S Waterfront/ S Moody	Platform Panels
	Fence Banners
Sunset	Wallscapes







# Platform Panels

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

## Specs

Platform Panel

72" H x 82" W

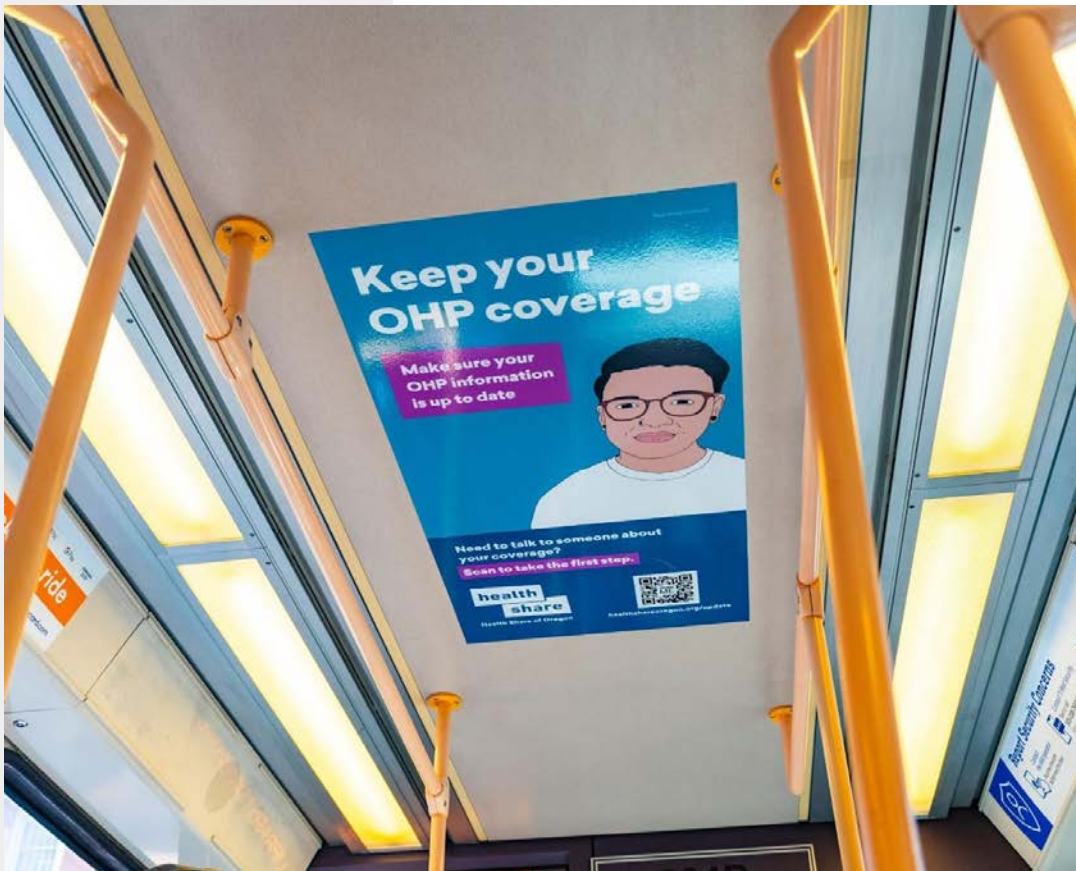


# Interior Brand Trains

Capture the attention of passengers in Portland. With Interior Brand Trains, own all of the interior media.

## Specs

Interior Car Cards	Custom Install
Michelangelos	48" H x 24" W



# Rail Michelangelos

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

## Specs

Michelangelos

48" H x 24" W





# Full Train Wraps

Portland Full Train Wraps cover 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





# Train Full Sides

Portland full sides cover the entire full side 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 Side

Custom Install





# Wild Wraps

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

Wild Wraps

Custom Install



# Wild Wraps 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 in Portland.



## Specs

Wild Wrap  
w/Headliner

Custom Install

# 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.



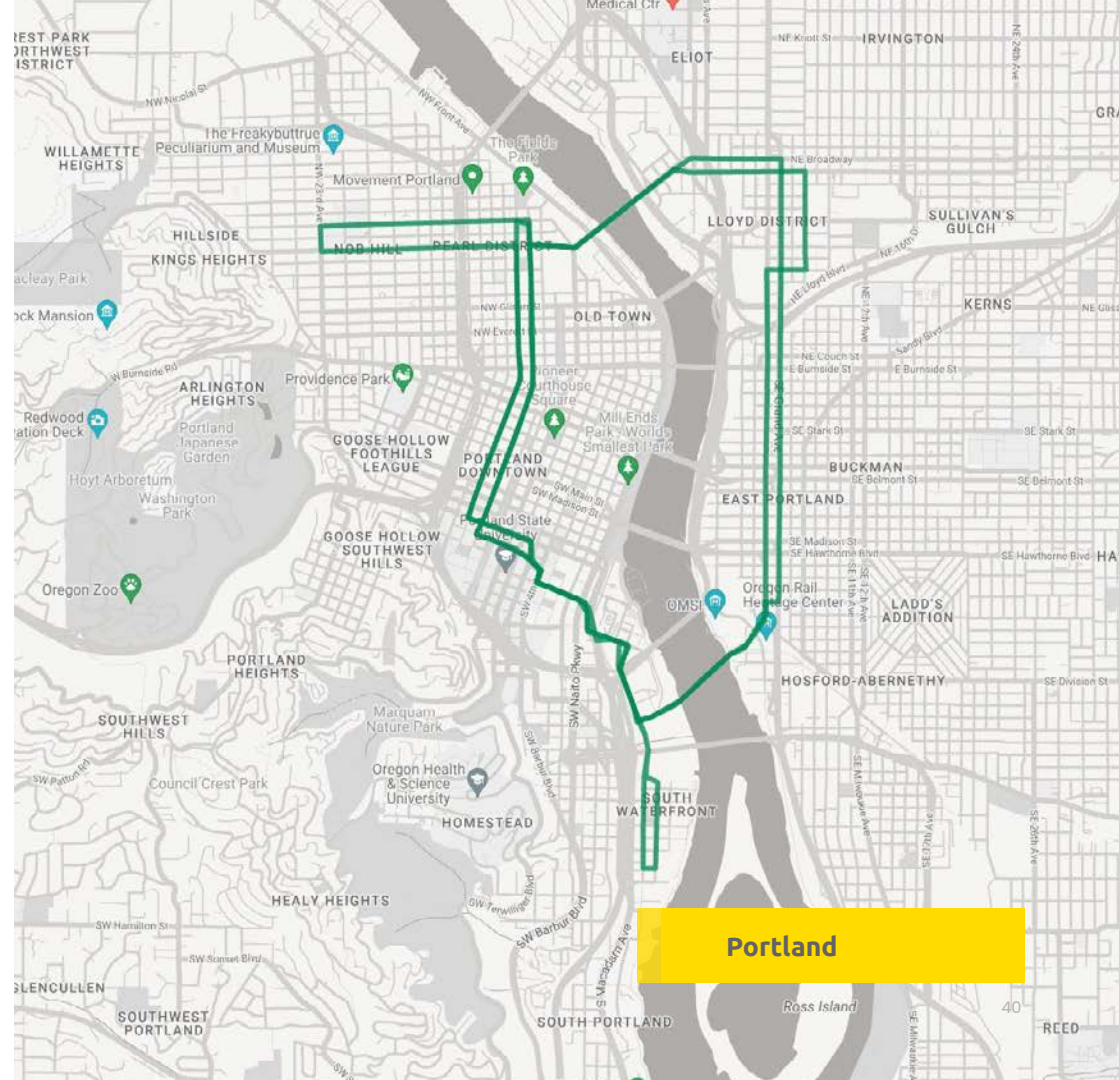


# Portland

## Portland Streetcar

### Legend

Streetcar



Portland





# Streetcar Wraps

Wrapped trains are unmissable as they weave through the heart of Portland, 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.

## Specs

Wild Wrap	Custom Install
Wild Wrap w/Headliner	Custom Install
Ultra Super Kings	Custom Install



# Streetcar Brand Train

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

## Specs

Interior Car Cards	42" W x 8" H
Michelangelos	48" H x 24" W



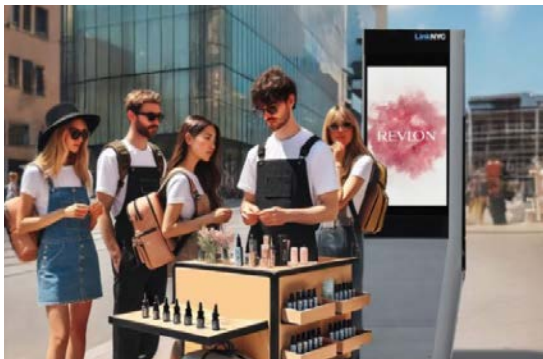
# Additional Offerings



# 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

First Last

Title, department

Address 1

Address 2

City, State, Zip

000-000-0000

 Intersection

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

[f](#) [@](#) [d](#) [X](#) [in](#)



# 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 <small>mobile insights in real time®</small>
Brand Affinity & Health	 mfour <small>mobile insights in real time®</small>
CPG / Retail Sales Lift	CATALINA®
Script Lift	 CROSSIX <small>a Viacore company</small>

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[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:

