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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: Boston

• The Boston CBSA is the 10th largest metro area in the U.S., with a population of over **4.8 MM residents**

• Our shelter coverage presents an exciting opportunity for brands to reach **sports enthusiasts, students, entrepreneurs, and professionals** as they travel throughout their day

• Intersection reaches **more than 2x** the amount of people at the Boston St. Patty’s Day parade every year

Source: US Census, Geopath, TripSavvy
MBTA

Over 300 years of history and success

- Target 17 neighborhoods with 200+ bus and rail shelters
- 764,000 trips taken on an average weekday
- 39% of MBTA rides occur on the bus, and these passengers can seamlessly be reached with our vast network of bus shelters

Source: MBTA 2022
2. Products
Intersection’s street-level media is strategically placed throughout a consumer’s daily route. Street furniture gives brands creative flexibility and the messaging is always prominent and eye catching.
Bus Shelters

Oversized bus shelter ads draw immediate attention from consumers walking down the street, waiting for the bus, or driving by. Bus Shelters have 2 panels per shelter.

Specs

| Bus Shelter Panel | 68.5"H x 47.5"W |
Rail Shelters

Rail shelter ads run along the MBTA Green Line Subway and draw immediate attention from consumers walking down the street, waiting for the subway, or driving by.

Specs

| Rail Shelter Panel | 68.5"H x 47.5"W |
Thank You