

 Intersection

Los Angeles Media Kit 2021

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1. About Intersection

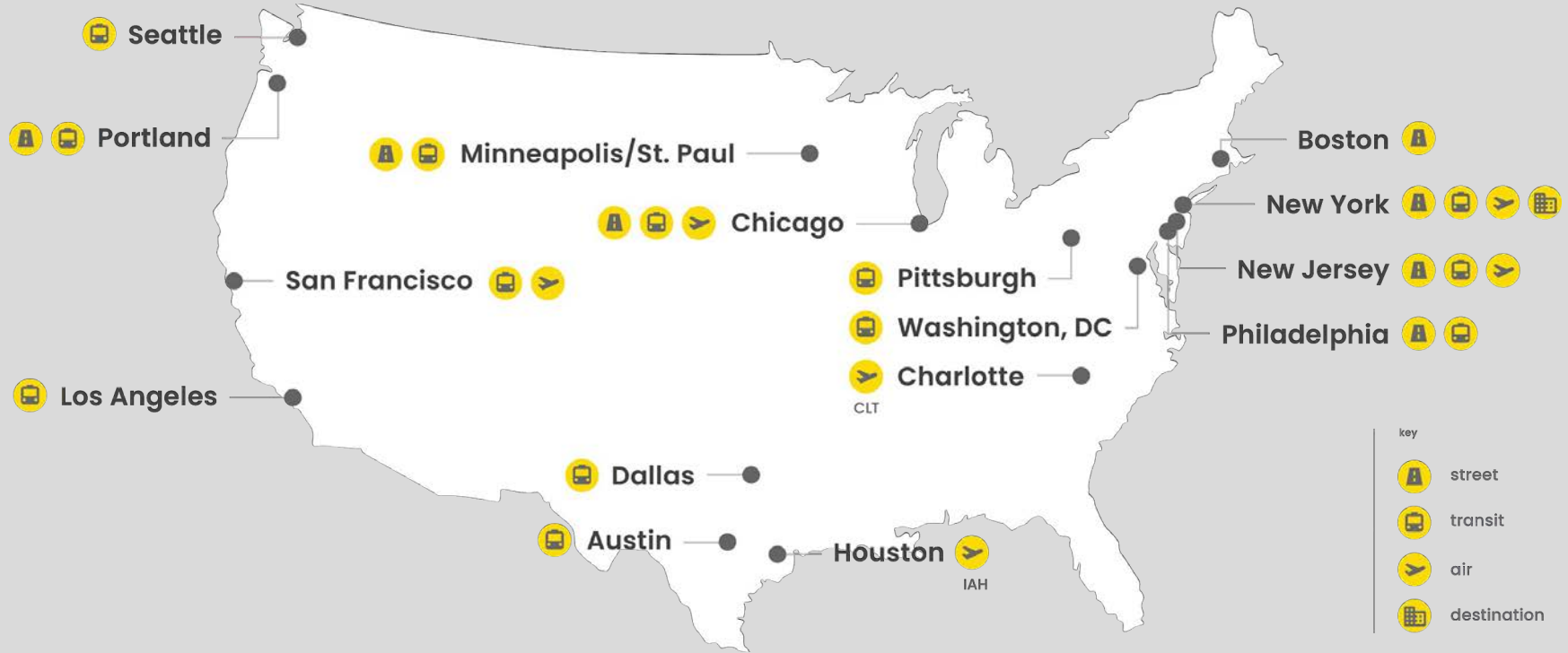
Reach people on their daily journeys.

Travel patterns have changed in recent times, but we know people are on the go, and that they're getting outdoors with new appreciation for the world around them. 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, running errands, 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.

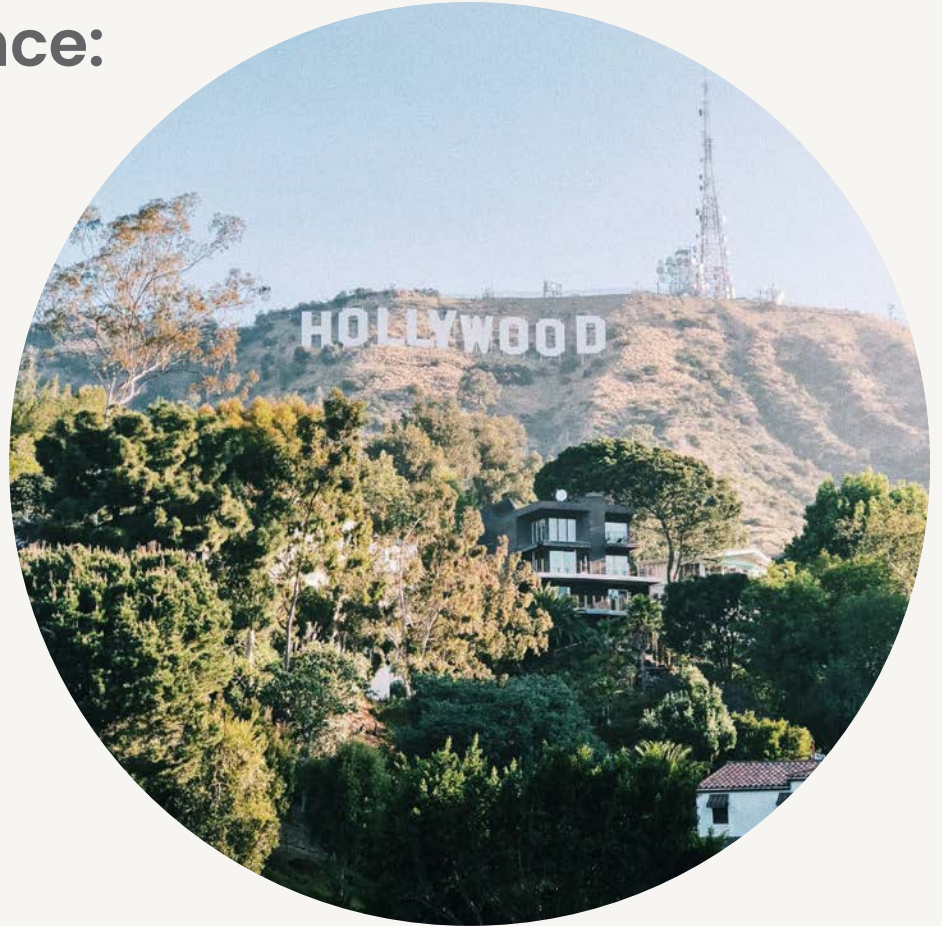


Premium products, national scale.



The Intersection Difference: Los Angeles

- Los Angeles County is the most populous county in the U.S., with a population of over 10.1 MM residents.
- Our media spans 105 miles of rail, 93 stations, and 6 different rail lines, covering most of Los Angeles County ¹
- Our total footprint covers over 800 square miles of geography





LA Metro

The future of transportation in the City of Angels

- LA Metro's rail system is undergoing the most ambitious expansion plan in the country, with several new lines in development
- 350,000+ weekday ridership
- 6 rail lines (4 light rail, 2 subway) with 325 rail cars

2. Products

Taking the escalator is smart.

**Saving \$1,200 a year
vs. AT&T and Verizon.**

When you get 4 lines for \$30/line.

metro
by T-Mobile

That's smarter.

metro
by T-Mobile

You walking here?
Then you're covered.
We cover everyone in LA.

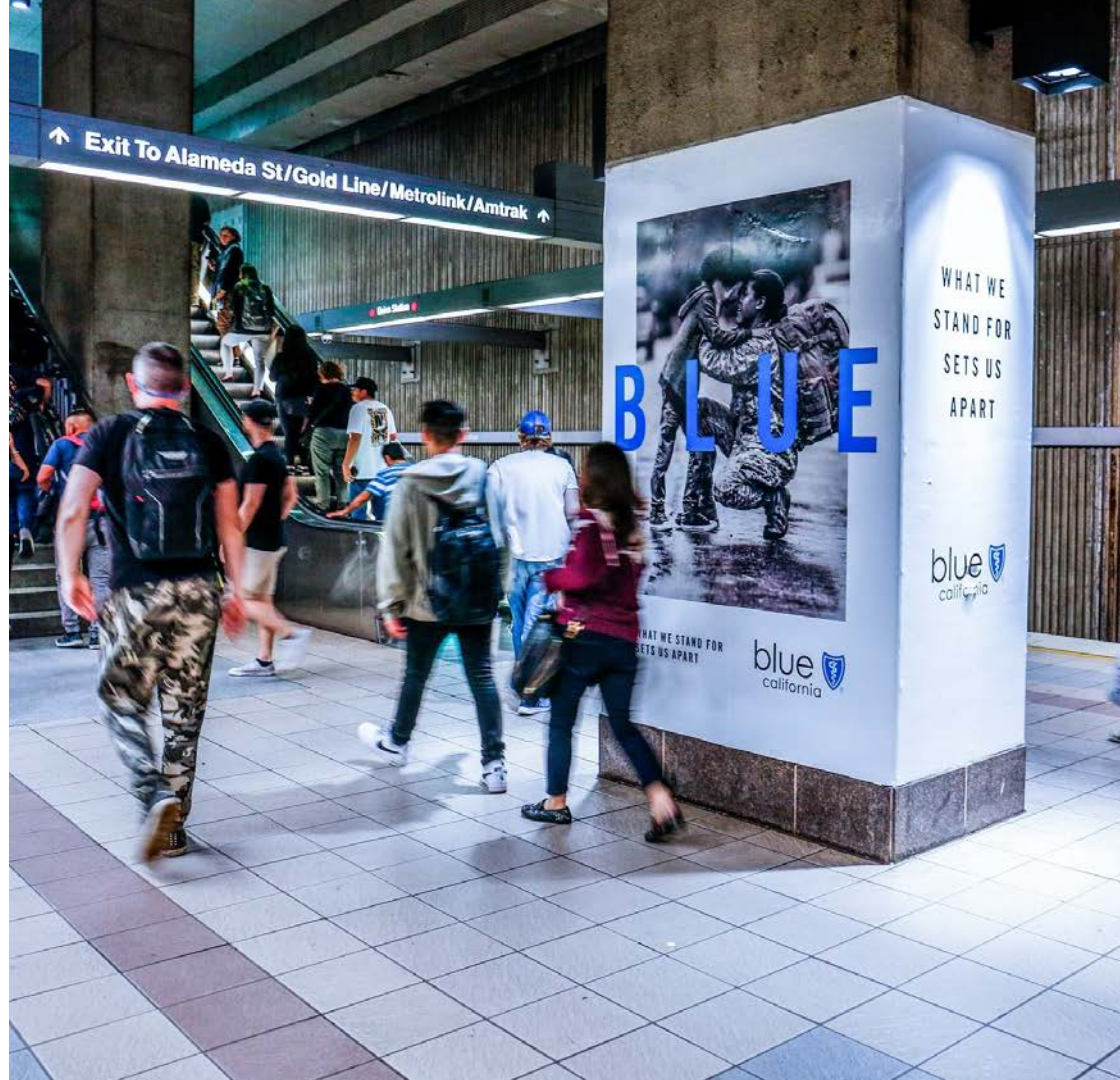
metro
by T-Mobile

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.

Station Domination

Station Dominations enable a brand to own an entire station with a combination of static, digital, and direct-application media that can't be missed. Dominations create buzz and generate recall with out-of-the-box executions that stop people in their tracks.



Dioramas

Backlit for high visibility, dioramas are framed and positioned within high-traffic areas of transit stations to pop through crowds and deliver brand messaging.



Specs

Dioramas

47"H x 47"W



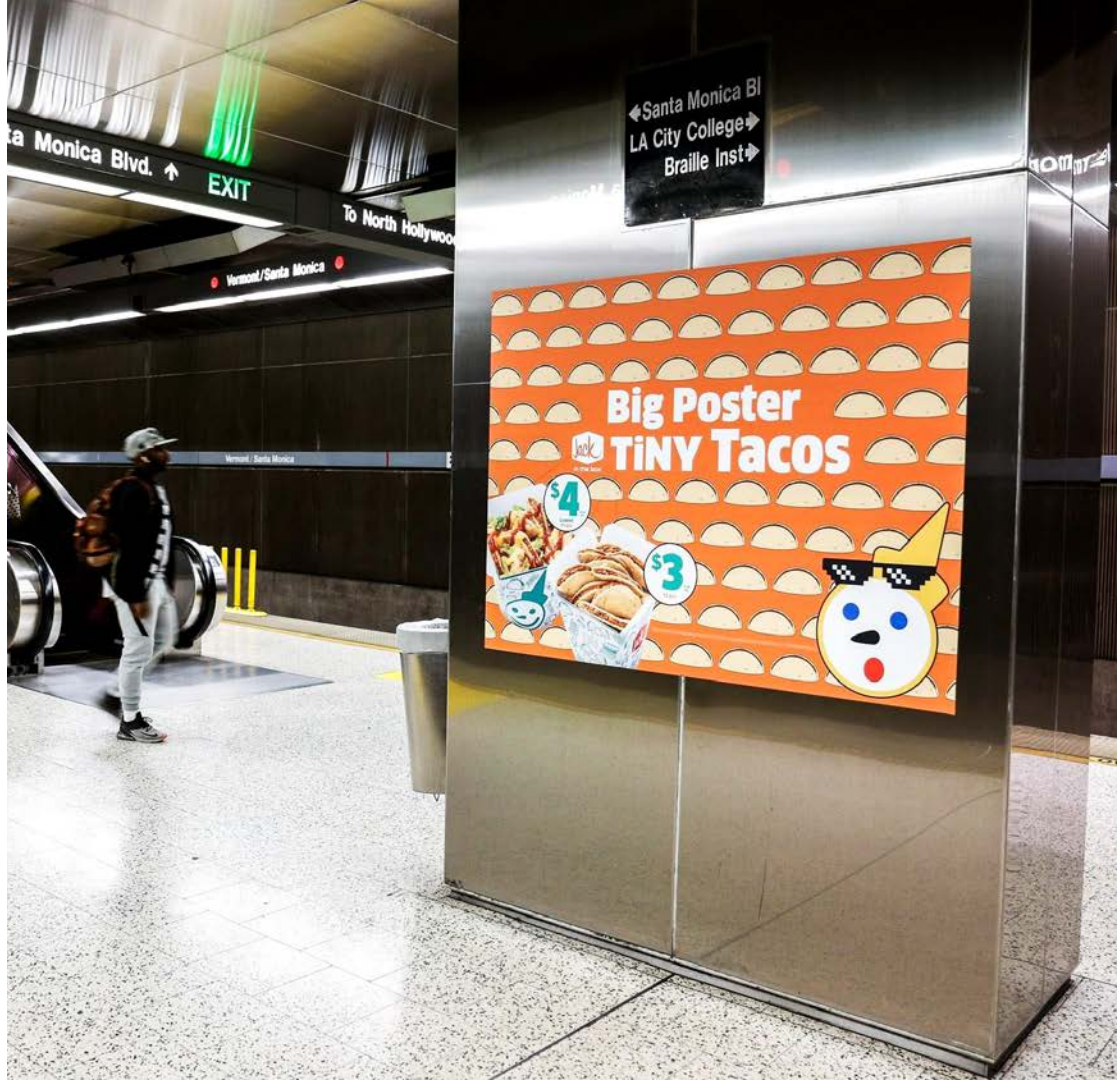
Two-Sheets

Two-Sheets in LA Metro stations provide advertising visibility in high-traffic and long dwell-time areas of each station.

Specs

Two-Sheets

47"H x 60"W





Train Wraps

Fully wrapped trains deliver an unparalleled canvas with coverage spanning underground, buzzing transit stations, congested city streets, and broad highway overpass visibility.

Specs

Train Fullwrap

Custom Install





Half Wraps

Half Wraps offer a belly wrap of an LA Metro train encompassing the bottom half of a train car, providing a surprising and unexpected media placement.

Specs

Half Wrap

Custom Install





Rail Kings

Rail Kings offer roadside and pedestrian targeting in addition to reaching the riders of LA Metro Rail traveling to places like Santa Monica and Downtown L.A.

Specs

Rail Kings

30"H x 144"W





Rail Ultra Super Kings

Ultra Super Kings (USKs) feature dual massive canvases for brands to impact the greater Los Angeles region.

Specs

Rail USK

Custom Install

Pictured is one media unit, comprising two canvases.

Rail Interiors

Rail Interiors place your ad directly in front of passengers, providing the perfect way to communicate with this captive audience.

Specs

Interior Car Cards

22"H x 21"W



Note: Specs vary slightly from listed dimensions depending on the rail line. Please see spec sheet for details.



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 22"H x 21"W

Michelangelo* 48"H x 24"W



Note: Specs vary slightly from listed dimensions depending on the rail line. Please see spec sheet for details. Michelangelos included only on light rail brand trains



Rail Michelangelos

Michelangelos are positioned overhead in light rail train cars, drawing eyes and attention upwards as commuters board and ride trains.

Specs

Michelangelo

48"H x 24"W



Note: Only available on light rail train cars. Subway train cars do not carry this product.





Interactive Transit Kiosks

Interactive Kiosks connect commuters to valued information, and engage them with custom branded experiences.

- Premium, HD digital displays
- Real-time transit information
- Commuter mapping & directions
- Touch-enabled advertising

Video Walls

Positioned in the highest traffic volume area of LA Metro transit stations, Video Walls boasts massive digital impact with unmissable clarity and vibrance.



Specs

Resolution 3840w x 2160h

Frame Rate 30 fps

Spot Length :7.5 sec



Wallscapes

The Santa Monica Wallscape, a south-facing unit facing 5th Street in Downtown Santa Monica, reaches vehicular traffic exiting Interstate 10 with massive scale.

Specs

Wallscape







11'H x 44'W



Los Angeles

LA Metro Rail

Legend

Red Line	
Purple Line	
Gold Line	
Blue Line	
Green Line	
Expo Line	



Los Angeles LA Metro Stations

Legend

Station



Red Line



Purple Line



Gold Line



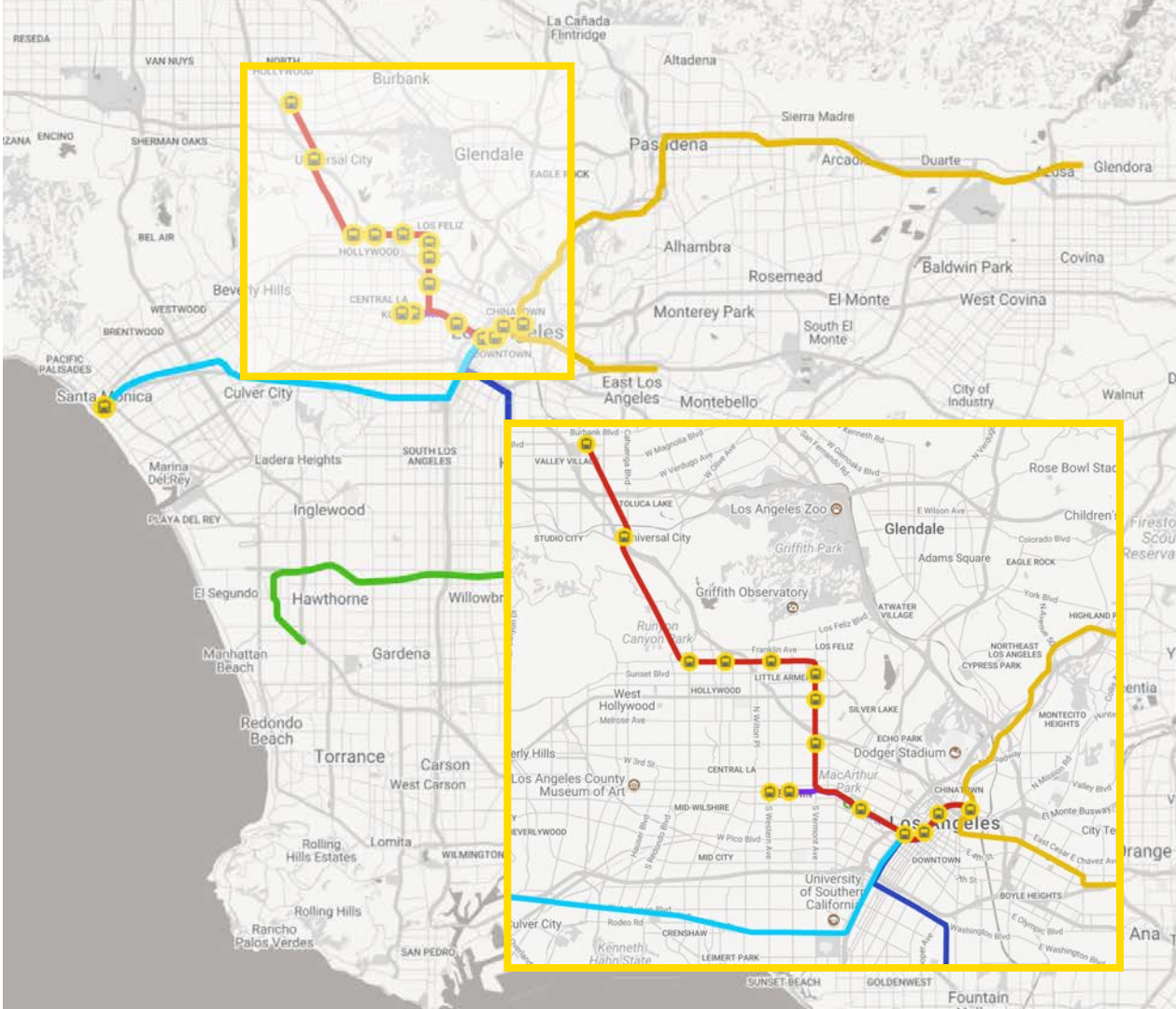
Blue Line



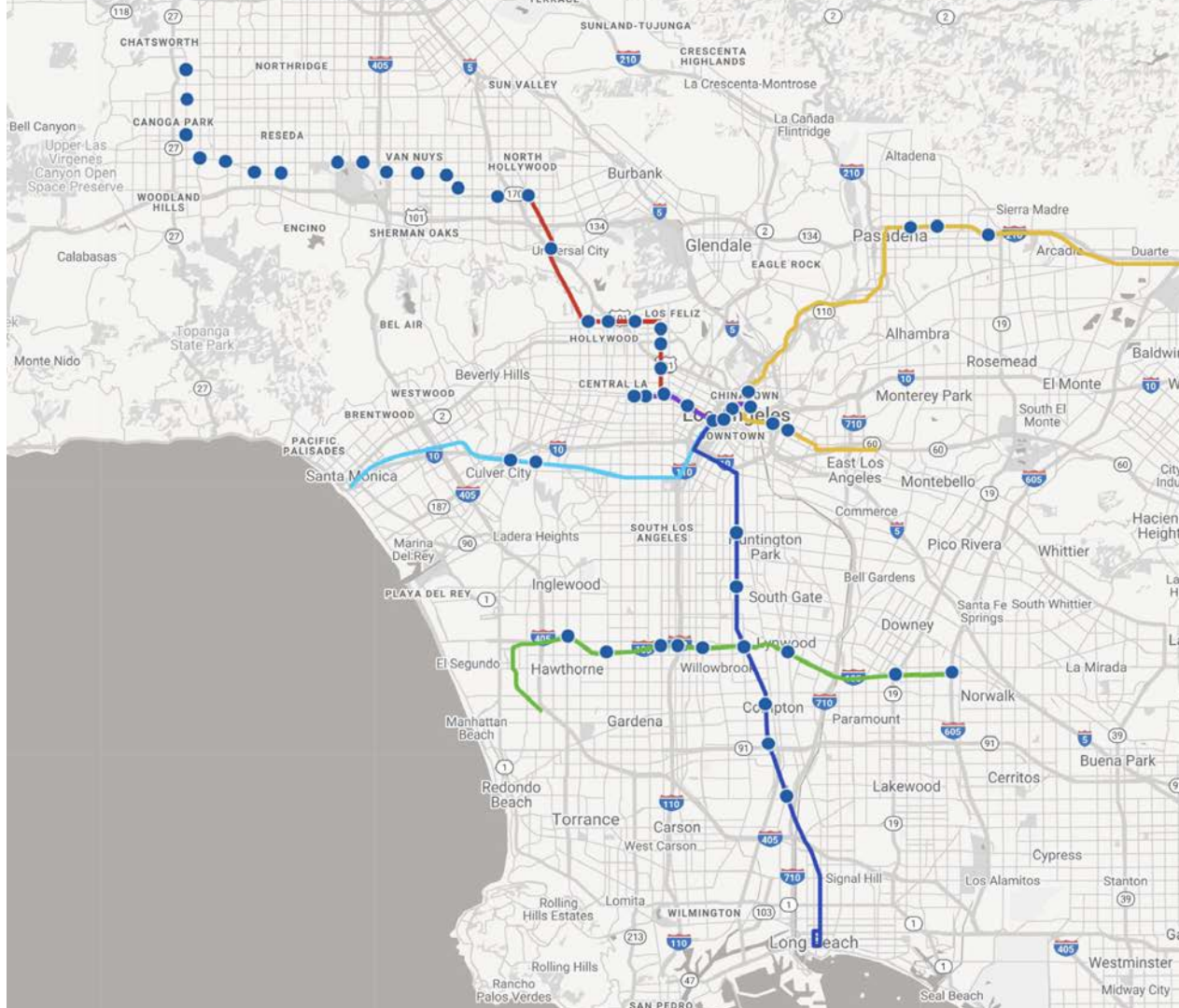
Green Line



Expo Line



Legend



Los Angeles

LA Metro

Two-Sheets

Legend

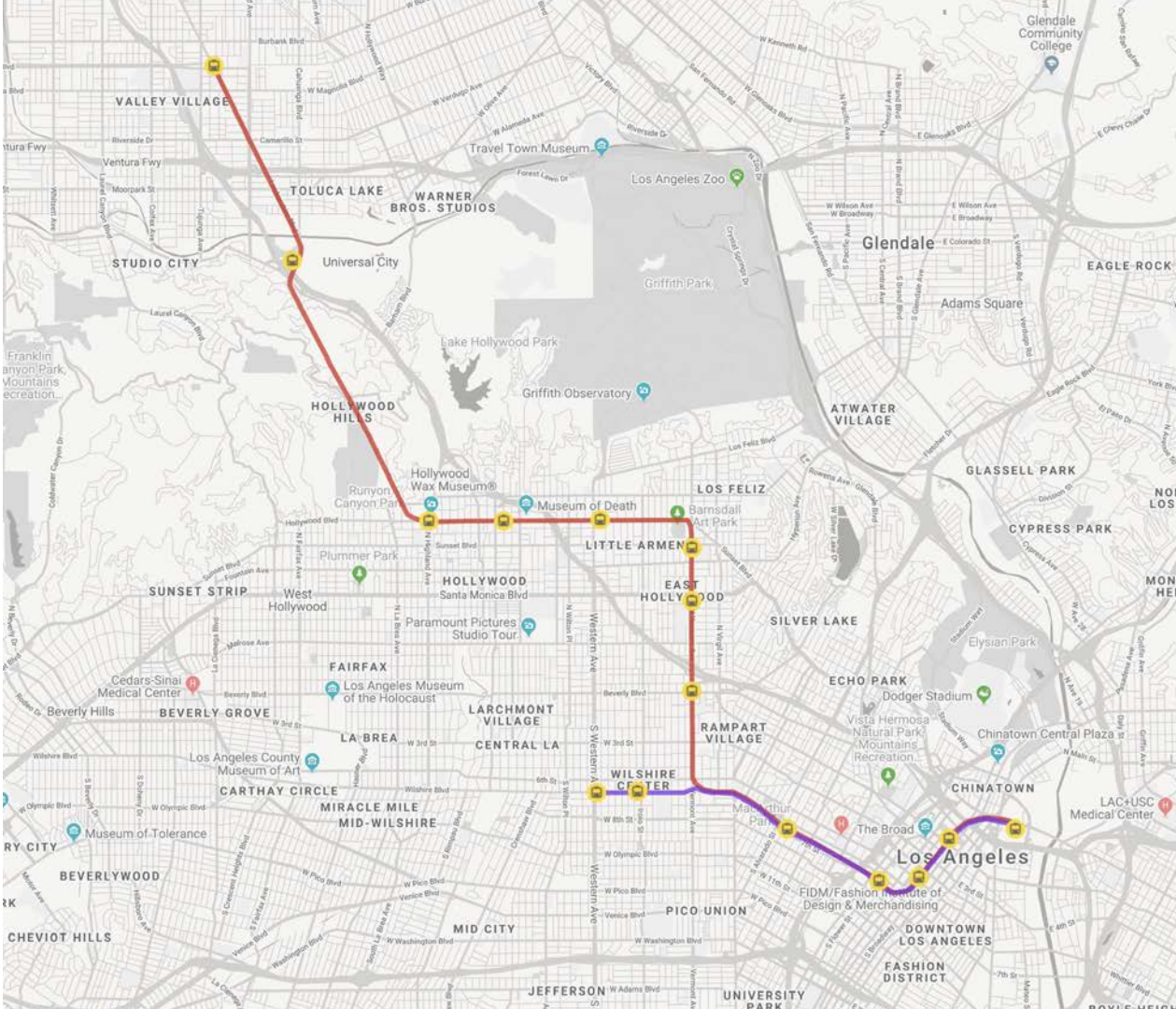
Purple Line



Red Line



Two-Sheet Station



Los Angeles

LA Metro

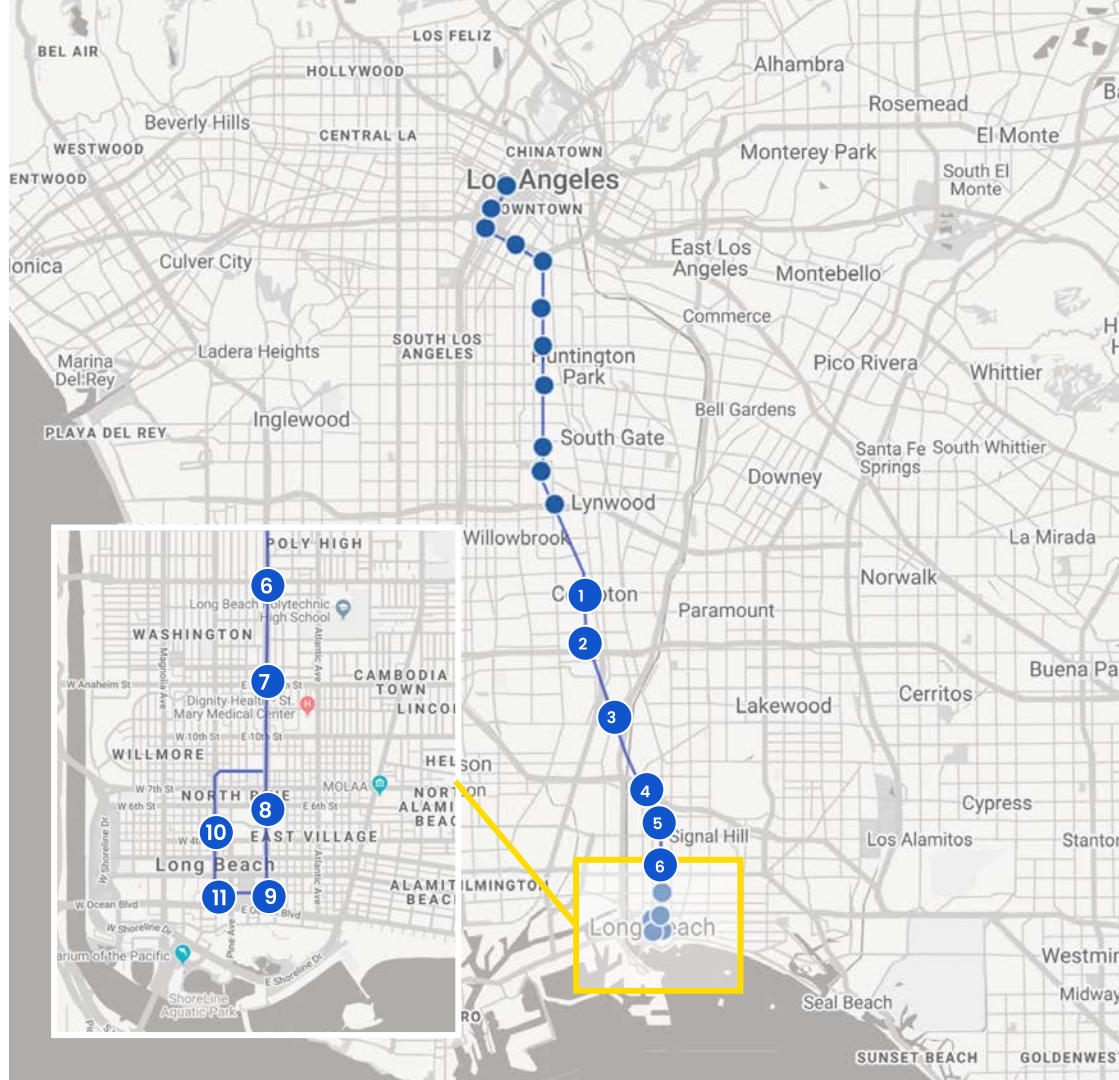
Interactive Kiosks

Stations	Kiosks	Displays
1. Compton	3	5
2. Artesia	3	4
3. Del Amo	3	4
4. Wardlow	3	4
5. Willow Street	1	2
6. Pacific Coast Highway	2	3
7. Anaheim Street	3	4
8. 5th Street	3	3
9. 1st Street	3	3
10. Downtown Long Beach	3	6
11. Pacific Avenue	3	3
Phase I Total	30	41



* Deployment number subject to change pending construction changes.

** Deployed as of December 16 2019



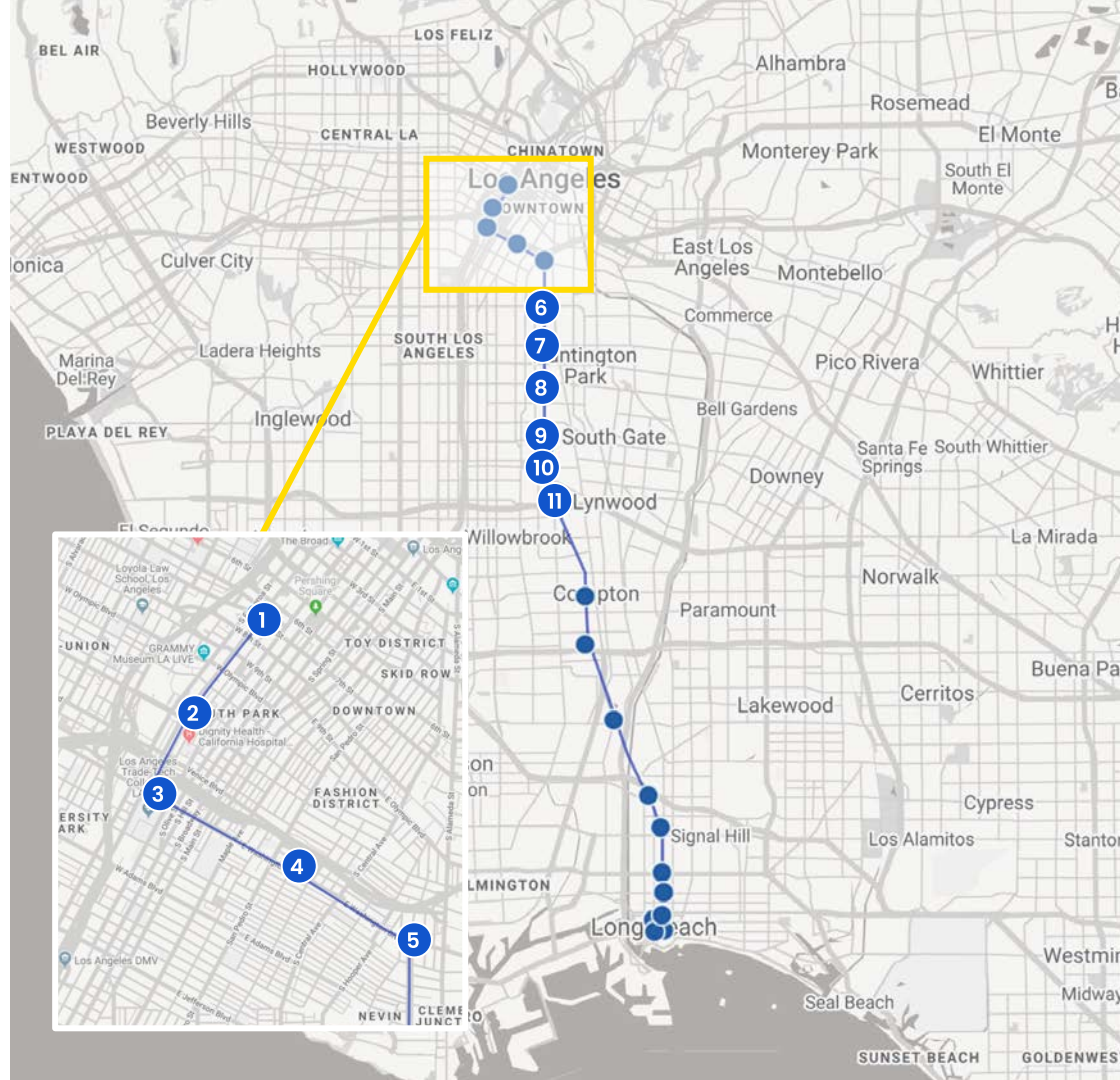
Los Angeles LA Metro Interactive Kiosks

Stations	Kiosks	Displays
1. 7th / Metro	6	8
2. Pico	4	7
3. Grand / LA Trade Tech	3	5
4. San Pedro Street	2	3
5. Washington	2	3
6. Vernon	2	4
7. Slauson	3	5
8. Florence	2	4
9. Firestone	3	3
10. Watts / 103rd Street	2	4
11. Willowbrook / Rosa Parks*	3	5
Phase II Total	32	51



* Deployment number subject to change pending construction changes.

** Deployed as of November 2, 2019





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.

Air Partnerships

Intersection reaches over 430 million airline passengers annually, with exclusive media rights to three major U.S. airports and exclusive partnerships with United & American Airlines. With these airport assets and a catalog of diverse static and digital media, Intersection is well positioned to reach and engage travelers across the country.

Exclusive Airports



Air Partnerships



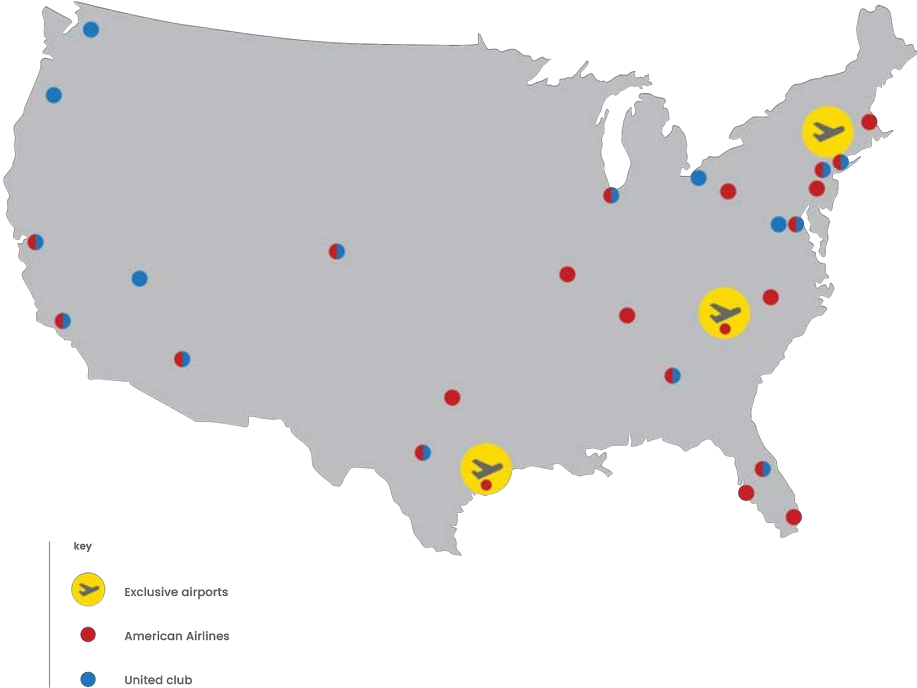
Intersection at Airports

Exclusive Airports

Charlotte, NC Westchester, NY Houston, TX

American & United Clubs

Atlanta, GA	Honolulu, HI	Phoenix, AZ
Austin, TX	Las Vegas, NV	Pittsburgh, PA
Boston, MA	Los Angeles, CA	Portland, OR
Charlotte, NC	Miami, FL	Raleigh, NC
Chicago, IL	Nashville, TN	San Francisco, CA
Cleveland, OH	Newark, NJ	Seattle, WA
Dallas, TX	New York, NY	St. Louis, MO
Denver, CO	Orlando, FL	Tampa, FL
Houston, TX	Philadelphia, PA	Washington, DC



Our Airports

IAH

George Bush Intercontinental
Airport

Houston, TX

- Located in the country's fourth-largest city
- Serving over 43MM passengers annually
- Exclusive in Terminals E & B South

CLT

Charlotte Douglas
International Airport

Charlotte, NC

- Serving over 46MM passengers annually
- 5th busiest airport in the US
- Offering over 170 nonstop destinations worldwide

HPN

Westchester
County Airport

Westchester, NY

- One of the most convenient airports in the New York Metro Area
- Popular hub for business travel in the region

Our Exclusive Airline Partnerships

United Airlines

Continental US

Through our nationwide partnership with United Airlines, Intersection extends its coverage across 90+ airports.

- 140MM annual passengers
- 25 United clubs
- In-flight digital network on 450+ planes
- 1,200+ gate information display screens
- Jet Bridges in hub markets

American Airlines

Continental US & International

Through our global partnership with American Airlines, Intersection offers brands access to robust airport coverage through:

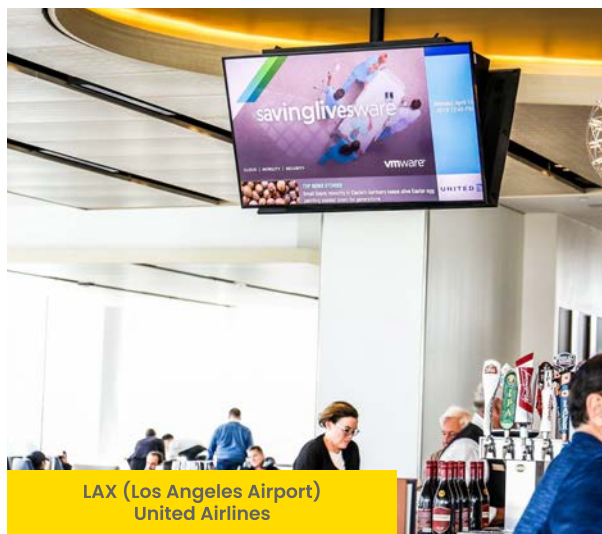
- 201MM annual passengers worldwide
- 51 Admirals clubs
- 16MM Passengers reached monthly with in-flight entertainment
- 1,500+ aircrafts

Club Digital Displays United & American Airlines

Lounge digital screens have full-motion capabilities and provide excellent brand exposure.



LAX (Los Angeles Airport)
American Airlines



LAX (Los Angeles Airport)
United Airlines



SNA (John Wayne Airport)
United Airlines

Airport	Airline
LAX Airport	United American
John Wayne Airport	United



Club Static Displays

United Airlines

Static Displays are strategically placed in Lounge lobbies or other high-traffic club areas for maximum visibility with affluent business and leisure travelers.

Airport

John Wayne Airport

Airline

United



Gate Information Displays (GIDS) United Airlines

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.*



3. Additional Offerings

Experiential

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



Print

Beyond media space, Intersection can print standard or large-format ads for any out-of-home campaigns, including all transit and billboard markets. With tremendous buying power, Intersection can offer advertisers the best materials, processes, and rates.





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Thank You