Intersection

Minneapolis Media Kit

2021

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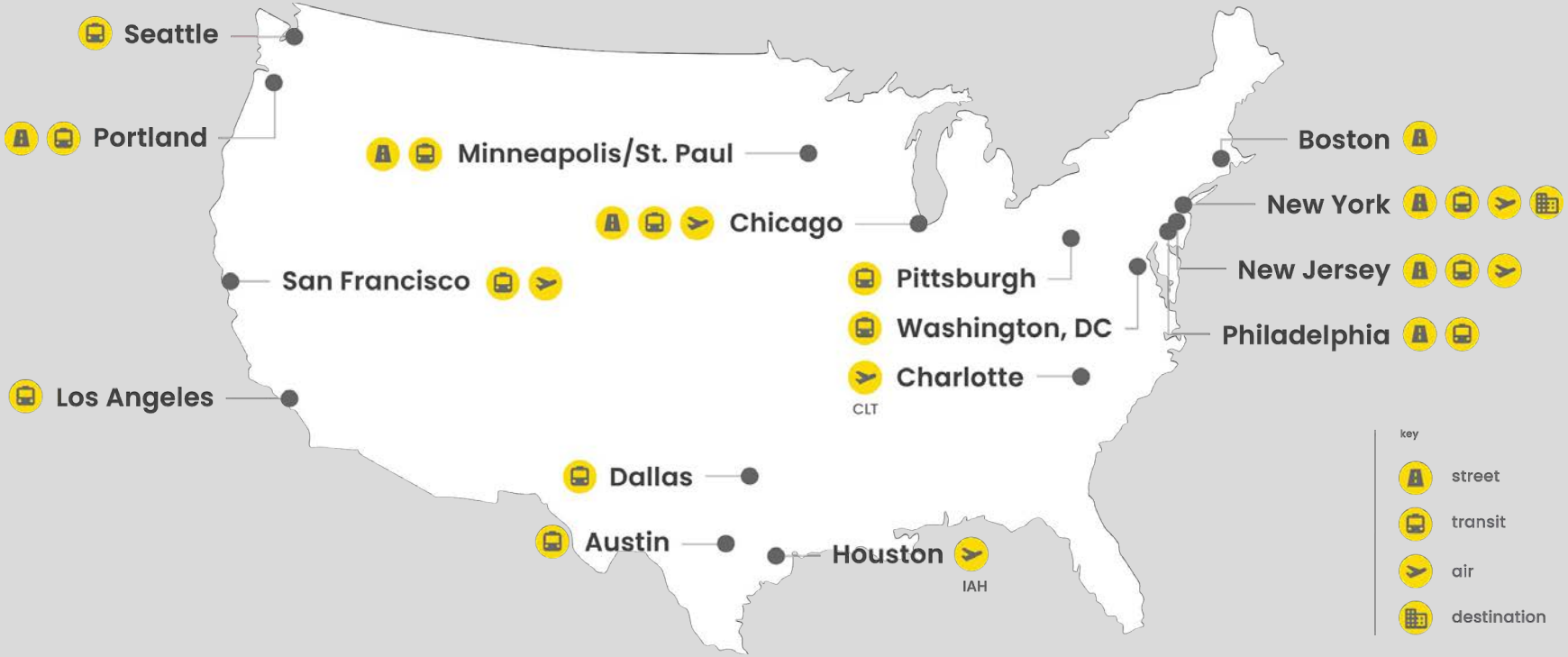
1. About Intersection

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: Minneapolis

- **96% of Twin Cities Adults** reached each week by Intersection media.
- Consumers see our media over **400 million** times weekly [1]
- **6.8 million** monthly rides across Metro Transit bus and rail systems [2]

Sources: 1 - Geopath, 2019; 2 - Transit authority service reports

Metro Transit

The largest transit operator in Minnesota

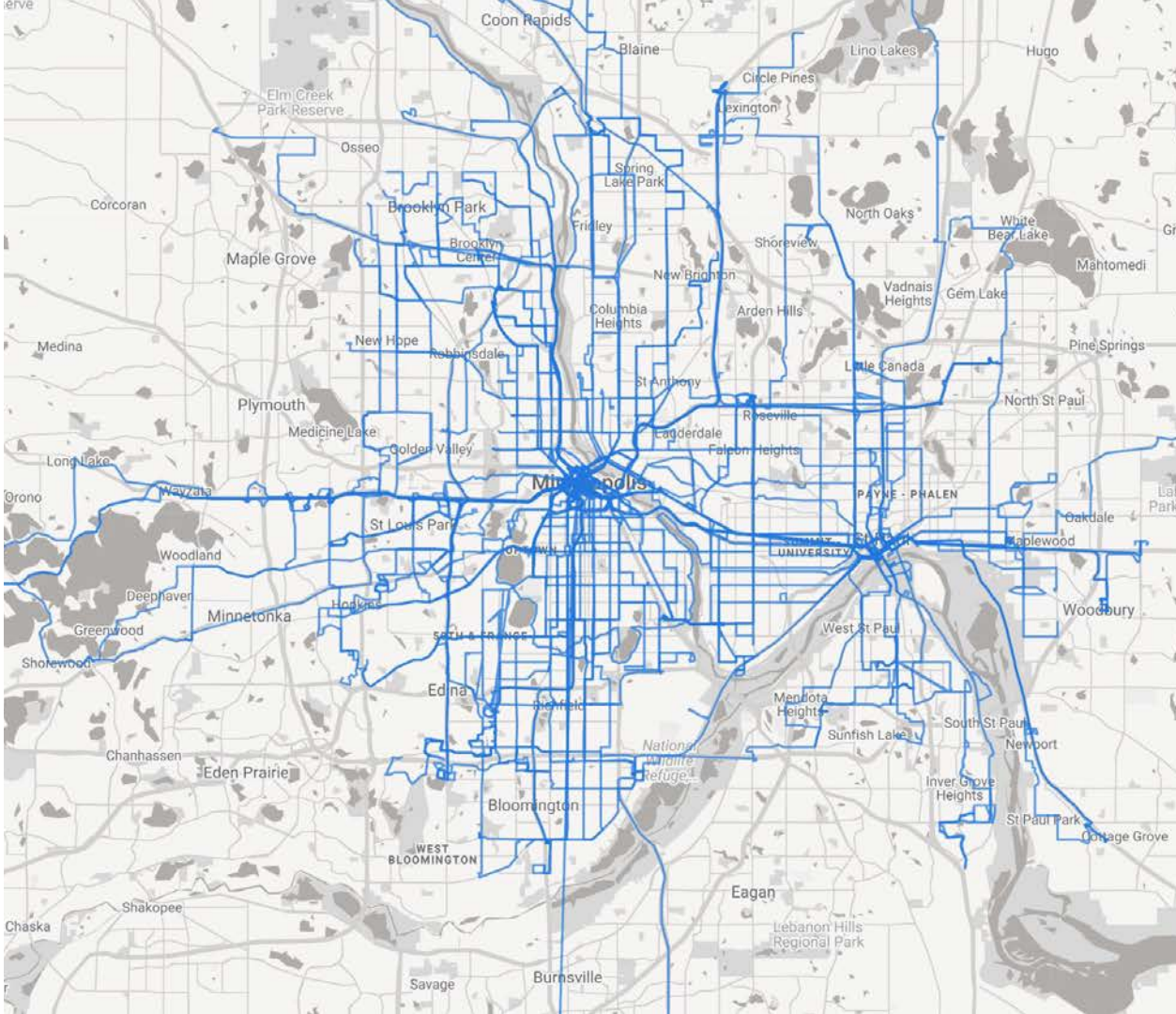
- Over 260k rides taken on an average weekday
- 900+ buses operate on 130 routes, covering 907 route miles, and serving over 12,000 bus stops
- 109 rail cars operate three routes, serving 34 rail stations

2. Products

Bus Media

Intersection’s bus network provides extensive coverage throughout the Twin Cities and suburbs of Minneapolis and Saint Paul, reaching pedestrians, riders, and drivers along their daily journeys.

Minneapolis
Bus



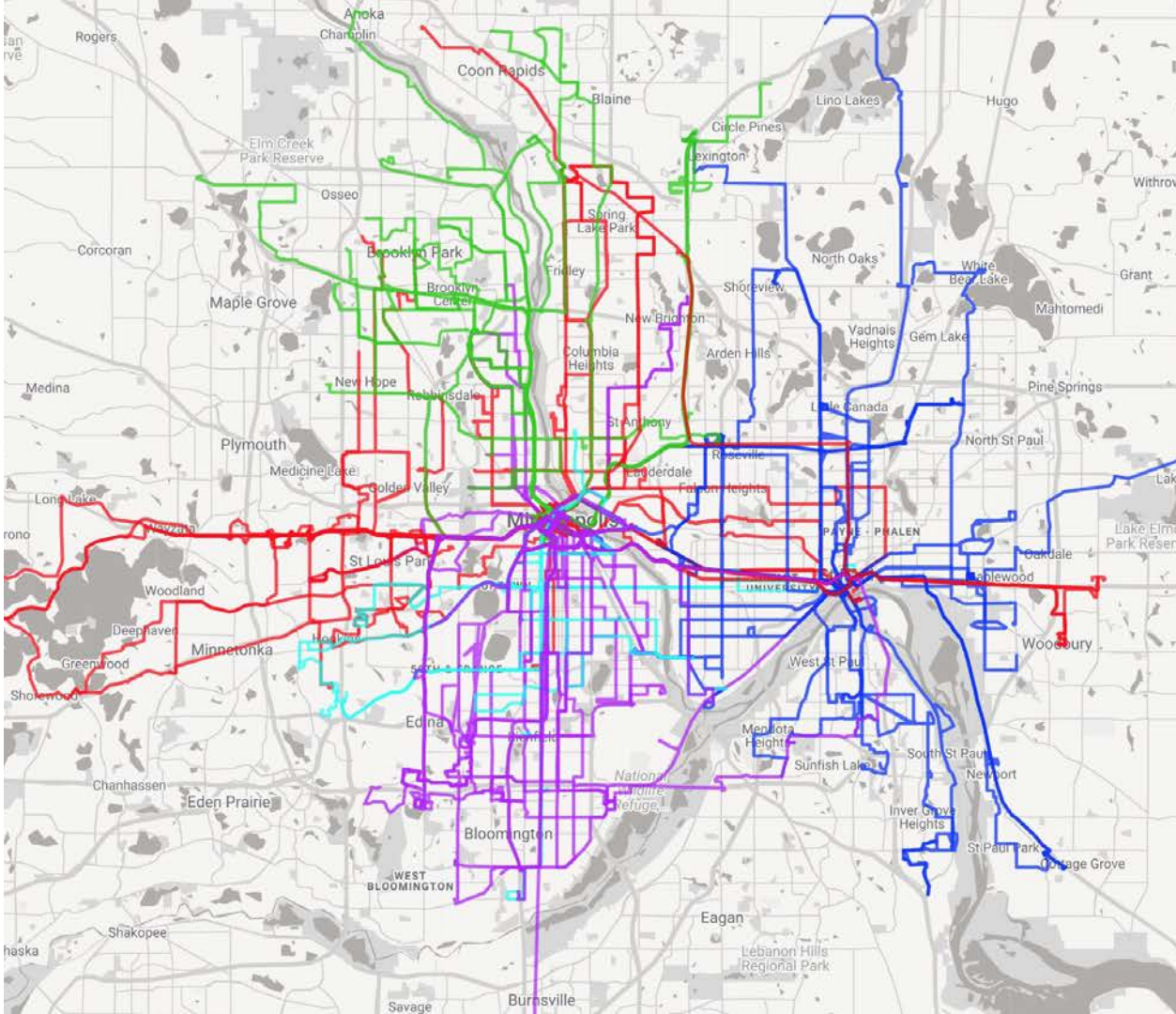
Legend

METRO Bus Routes

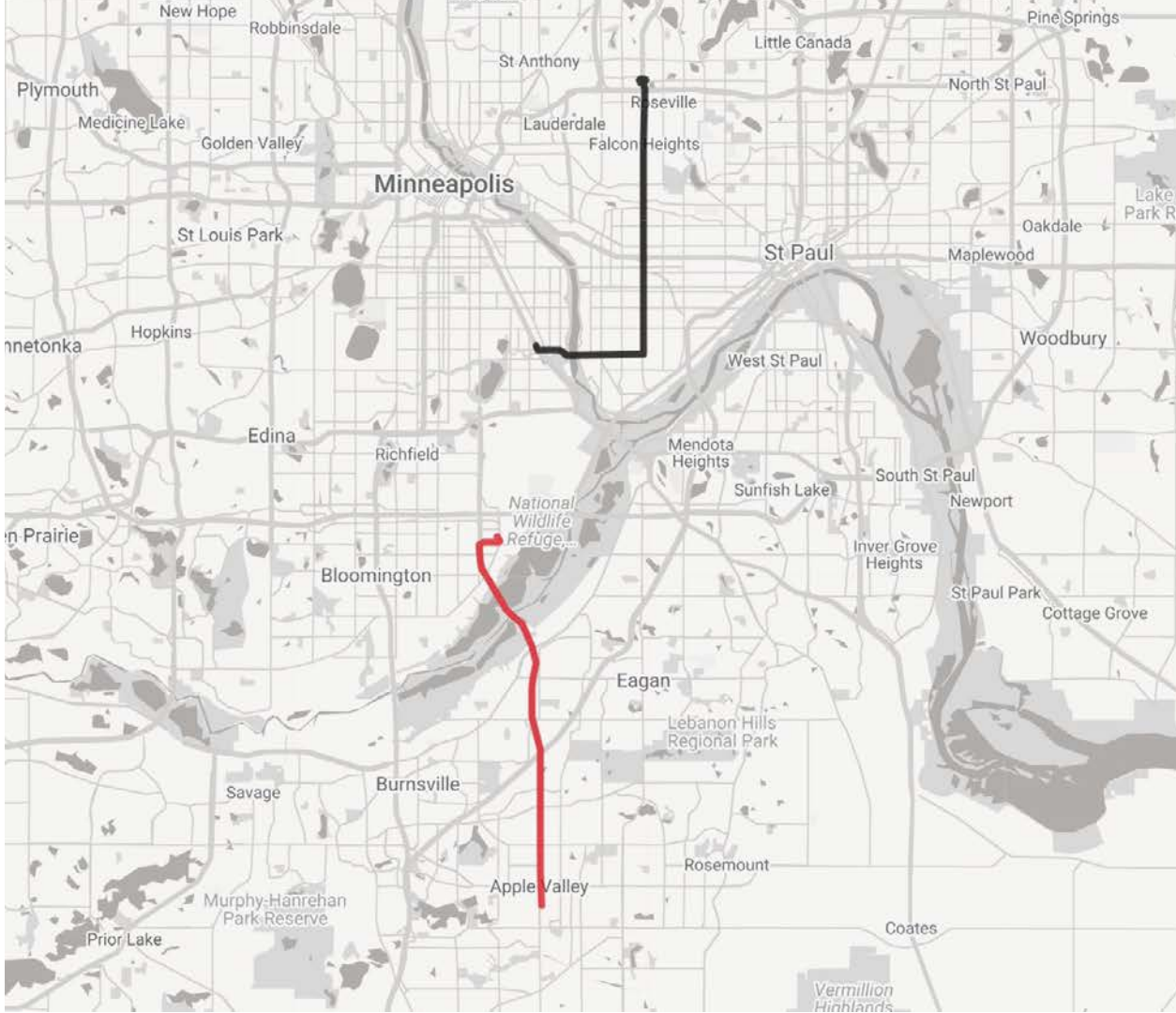
Minneapolis
Bus

METRO Bus Garage

Heywood		MJ Ruter	
Nicollet		South	
East			



Minneapolis
Bus Specialty Routes



METRO Specialty Bus Line

Red Line — A Line —

Bus Wraps

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

Specs	
Bus Full Wrap	Custom Install

Bus Ultra Super Kings

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 city.

Specs

Ultra Super King	Custom Install

Bus Kings

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

Specs	
King	30”H x 144”W

Bus Kings with Extensions

Bus King Extensions enhance a brand message with eye-catching creative treatments that stand out in the eyes of Twin Cities consumers.

Specs

Extensions	Custom Install

Bus Ultra Kings

Targeting both pedestrians and commuters, Bus Ultra King displays deliver for advertisers that want extensive market penetration and coverage.

Specs	
Ultra King	42.25”H x 226.5”W
Ultra King w/ Headliner	Custom Install

Bus Headliners

Typically paired with Bus Kings, Headliners create top-of-mind awareness and increase advertising impact with Twin Cities commuters and pedestrians.

Specs	
Headliner	Varies

Bus Headlights & Tails

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

Specs	
Headlight	19.25”H x 44”W
Tail	21”H x 72”W

Image for illustrative purposes only.

Bus Fullbacks

Fullback Bus Posters project your brand in a way no one can miss. These bold displays leave a lasting impression as they maneuver through Twin Cities traffic.

Specs	
Fullback	Custom Install

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	11”H x 28”W
Michelangelo	48”H x 24”W

Bus Interiors

Interior Bus Cards allow you to reach a captive audience of commuters every day during their multi-block rides.

Specs	
Interior Bus Cards	11”H x 28”W
	11”H x 56”W

Red Line
Specialty Media

Red Line's 7-bus fleet links affluent South Metro communities to market landmarks including the Mall of America, MSP Airport and Downtown Minneapolis via connected rail.

Visuals for illustrative purposes

Specs	
Bus Full Wraps	Custom install
Bus USKs	Custom install
Brand Interiors	Varies

Red Line available as 100% SOV programs only.

A Line
Specialty Media

A Line's 16-bus fleet provides unmissable targeted coverage for a single advertiser along the busy Ford Parkway/ Snelling Avenue corridor.

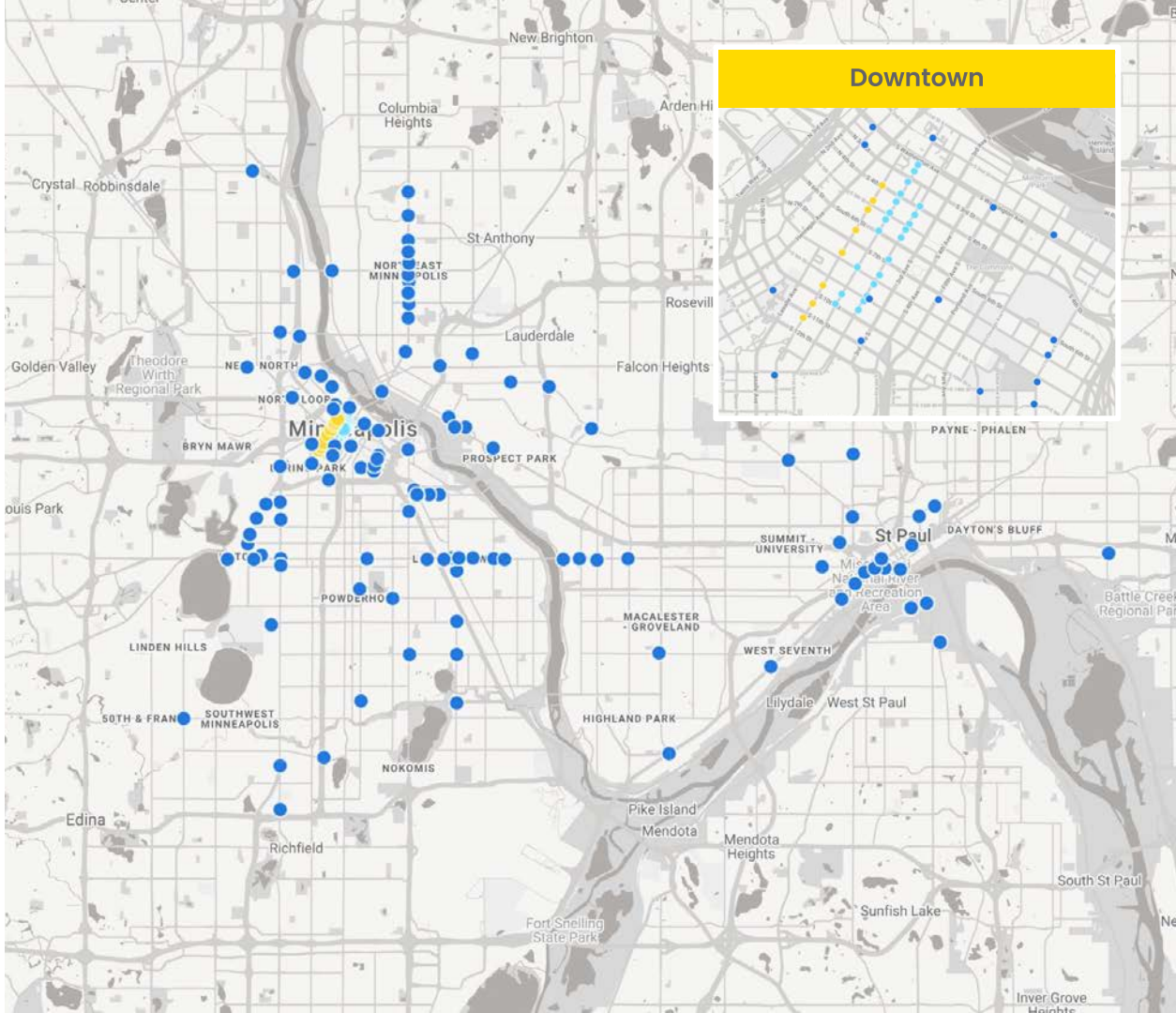
Specs	
Bus Kings	Custom install
Bus Full Wraps	Custom install
Bus USKs	Custom install
Brand Interiors	Varies
Headlights	14.5"H x 47.5"W
Tails	21"H x 72"W

A Line available as 100% SOV programs only.

Street Media

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

Minneapolis
Street Media



Legend

Bus Shelter

Bus Super Shelter

Nicollet Mall Shelter

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	68.5”H x 47.5”W

Bus Super Shelters

Heated, illuminated shelters range from 4 to 12 panels in length and can’t be missed by Minneapolis business commuters as they wait for express buses.

Specs	
Bus Shelter	Custom Install

Nicollet Mall Bus Shelters

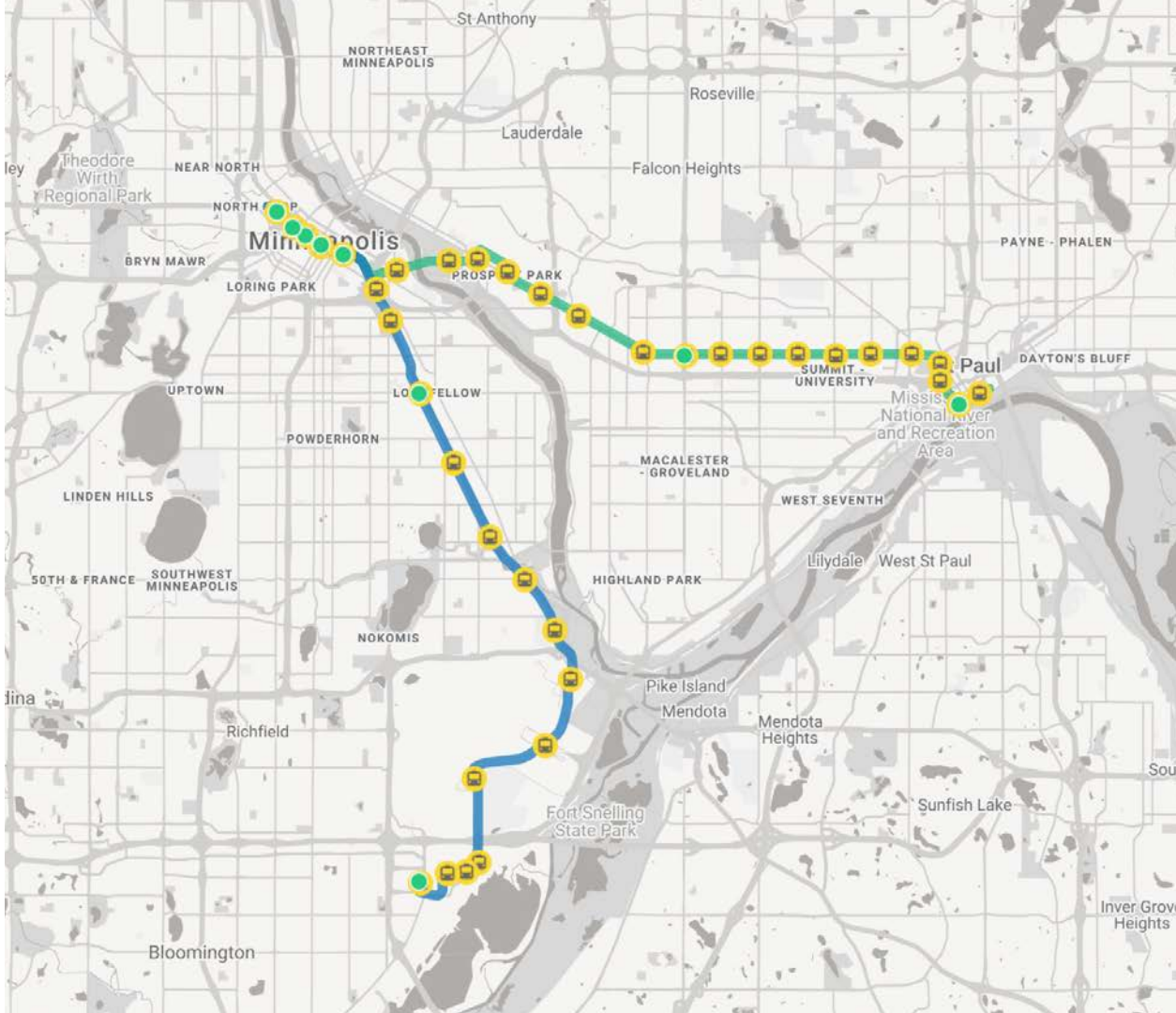
High-impact shelters line the iconic pedestrian transit mall, providing shelter to shoppers and entertainment-seekers using the free bus service.

Specs	
Bus Shelter Wrap	Custom Install

Rail Media

Rail media allows brands to target on-the-go riders and daily commuters with vibrant displays placed strategically throughout rail cars, major transit hubs, and on station platforms.

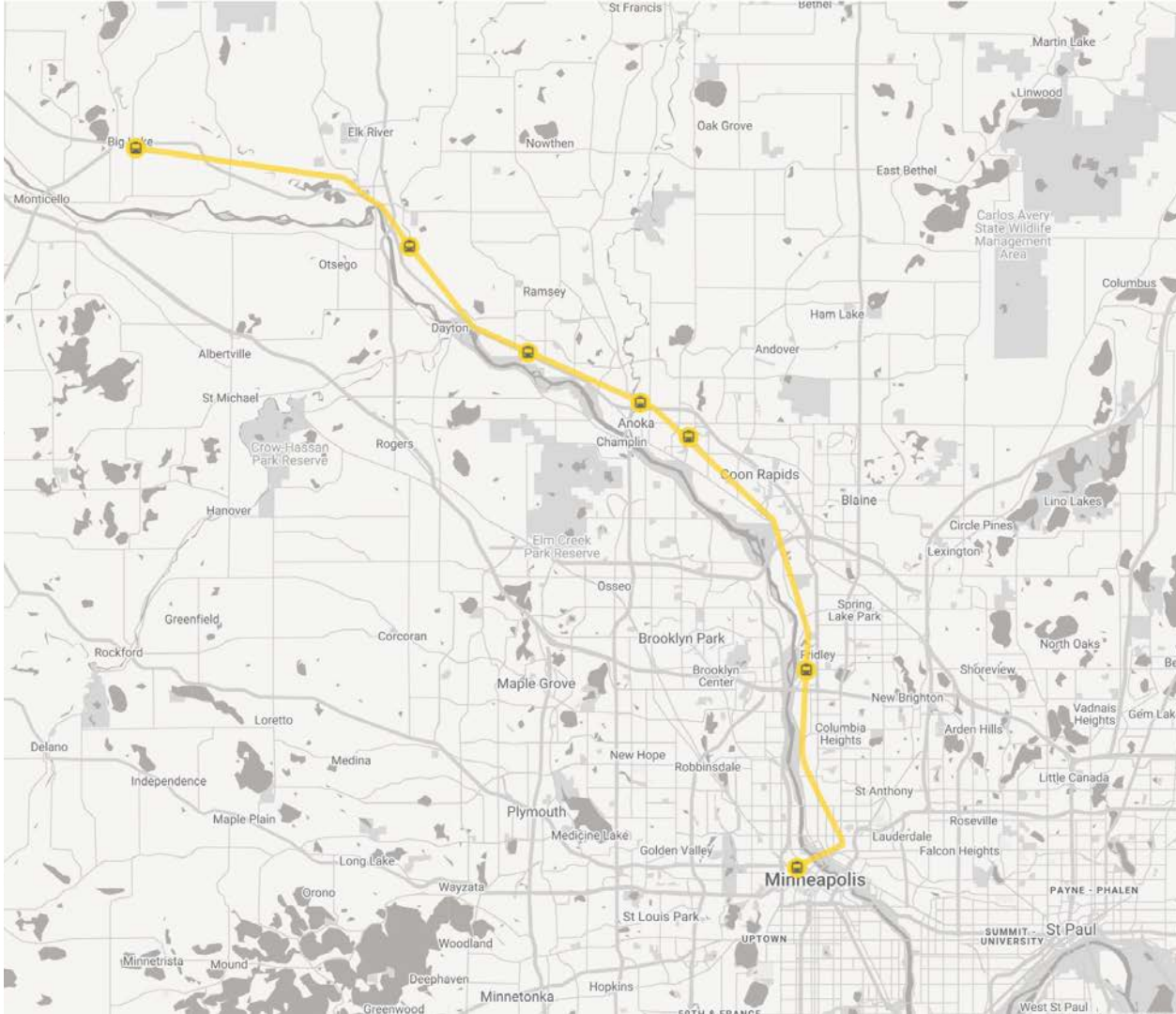
Minneapolis
Rail & Platform
Digital



Legend

- METRO Blue Line Rail Route
- METRO Green Line Rail Route
- Metro Rail Station
- Digital Platforms

Minneapolis
Commuter Rail



Legend

METRO Commuter Rail Route

Metro Rail Station

Station Dominations

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.

Note: Many Station Dominations offer digital media in addition to static media

Train Wraps

Full Wrap Train advertising covers the entire exterior of a train car and 50% of the windows. These huge ads provide the space for larger-than-life creative, turning heads as they roll through cities and rail stations.

Specs

Train Full Wrap	Custom Install

Ultra Super Kings

Rail Ultra Super Kings provide an ideal canvas for bold, eye-catching creative. This media reaches commuters, pedestrians, and drivers throughout cities and transit stations.

Specs	
Ultra Super King	Custom Install
Commuter Rail Ultra Super King	Custom Install

Interior Wraps

Full Wrapped train interiors allow riders to step in and be immersed in your brand. This media gives advertisers the creative space to transform the inside of a train car and make an instant impact.

Specs	
Full Wrap Interior	Custom Install

Visual for illustrative purposes

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	11”H x 28”W (11)
	22”H x 21”W (2)
Michelangelo	44”H x 21”W (4)

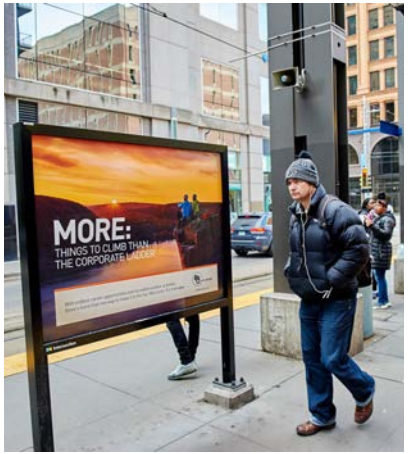
Rail Interiors

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

Specs	
Interior Car Cards	11”H x 28”W
	11”H x 56”W
	22”H x 21”W
Commuter Rail Car Card	33.25”H x 21”W

Rail Platforms

With an extended dwell time while waiting for trains, platform media formats give your brand quality time with key consumers, in all the right locations.



Specs	
2-Sheet	46”H x 60”W
Backlit 2-Sheet	46”H x 60”W
Diorama	47.5”H x 68.5”W

Digital Platform & Station

Place your ad on screens where consumer engagement is high. Screens provide departure and arrival information, and relevant transit content, drawing consistent attention from commuters.

Specs	
Screen Size	55” LCD
Screen Resolution	1920 x 1080
Frame Rate	30FPS

3. Additional Offerings

Sponsorship

For powerful and lasting impact, Intersection offers advertisers naming rights for select venues, executing exclusive sponsorships along with station dominations.

Experiential

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

Park & Rides

Park & Ride garage dominations offer a unique advertising opportunity for brand ownership of a parking garage facility.

Park & Rides are the perfect venue to create buzz and generate higher recall with location-based messaging that stops auto commuters in their tracks.

Intersection

Thank You

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