

 Intersection

# Chicago Media Kit 2021



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# 1. About Intersection

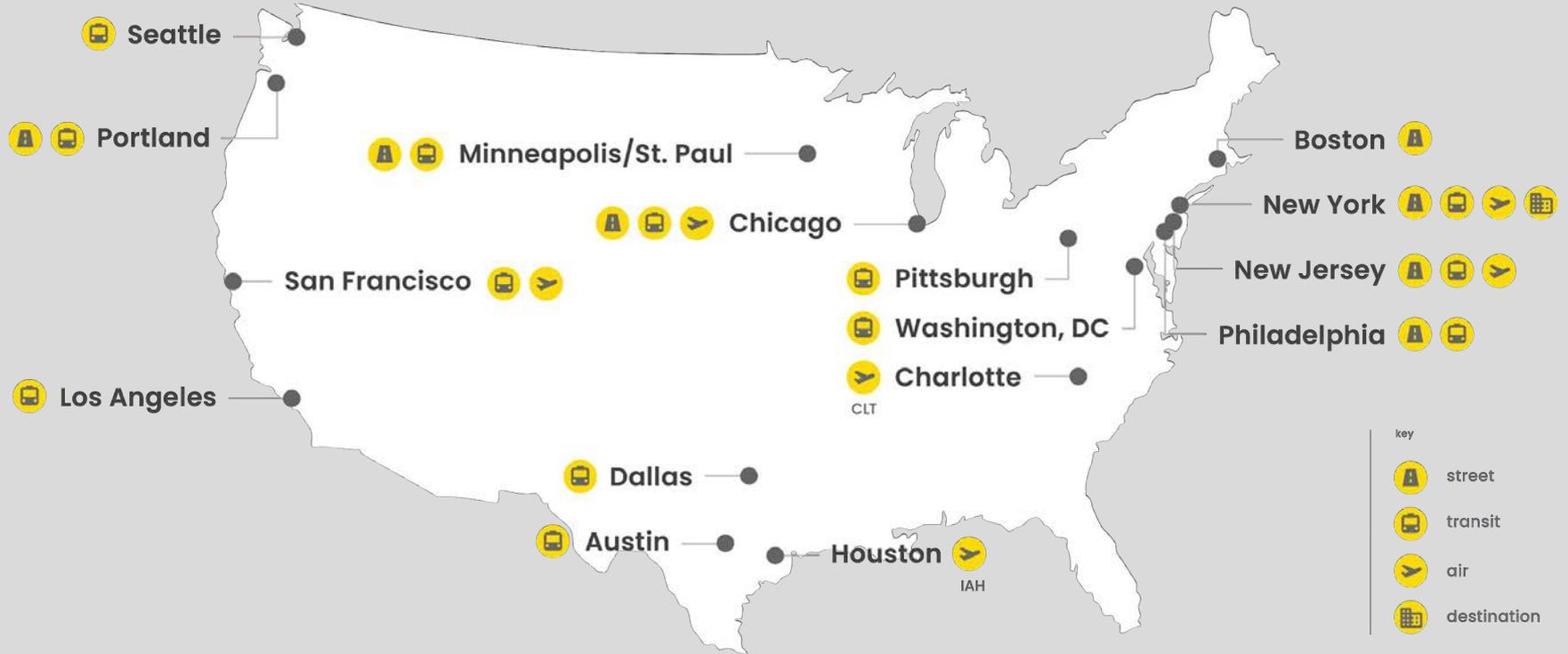
# Reach people on their daily journeys.

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.

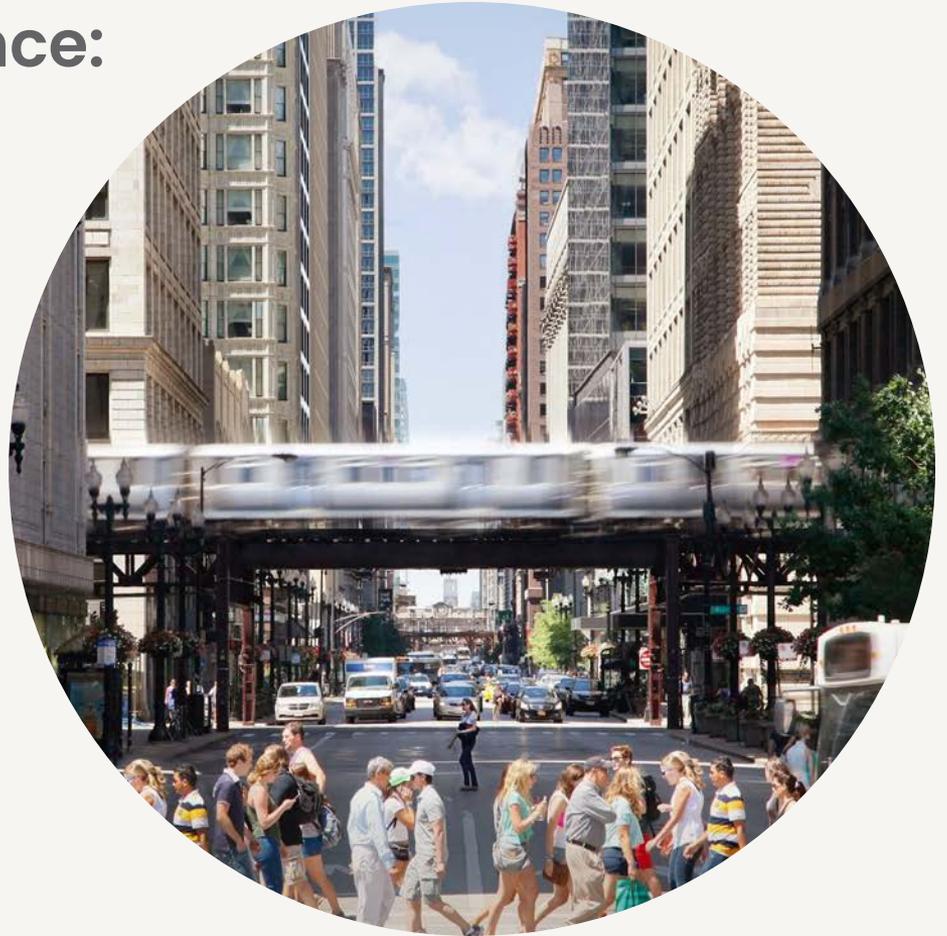


# Premium products, national scale.



# The Intersection Difference: Chicago

- **97% of Chicagoans** reached each week by Intersection media
- Media positioned to reach and target each one of **Chicago's 77 community neighborhoods**
- The city's largest digital out-of-home network with **over 400 screens** and growing<sup>1</sup>





# CTA

## The nation's second largest transit authority

- 1.6MM rides taken on an average weekday in 2019.
- 1,864 busses operate on 129 routes, covering 1,500 route miles, and serving almost 11,000 bus stops.
- 1,492 rail cars operate eight routes and 224.1 miles of track, serving 145 rail stations.



# Amtrak

## Access to thousands of travelers & suburban commuters at Chicago Union Station

- Chicago Union Station is the 4th largest rail terminal in the country, the largest outside of the East Coast.
- Chicago Union Station serves 38MM Metra customers and 3MM Amtrak customers annually in 2019.

## 2. Products

# Street Media

With static and dynamic digital formats, Intersection's street-level media is strategically placed throughout a consumer's daily route. From street furniture to wallscapes, creative and messaging is always prominent and eye catching.



# Digital Urban Panels

Digital Urban Panels are strategically placed throughout all of Chicago's most popular neighborhoods, in highly trafficked areas. This media is ideal for reaching Chicagoans on-the-go with messaging at street level.

Digital Urban Panels support both static and video creatives, and have an extensive library of dynamic capabilities.

## Specs

Screen Size / Resolution 55" / 1920x1080px

Frame Rate 30 FPS

Spot Length 7.5 Seconds





## Headhouses

Located in Chicago's top neighborhoods, Headhouses allow for custom build-outs and bold, memorable executions, creating the perfect opportunity for social buzz.

### Specs

Headhouses

Custom Install



# Urban Panels

Urban Panels are in many major downtown junctures and intersections, providing daily exposure to both pedestrians and motorists.

## Specs

Urban Panel

30"H x 60"W



# Elevator Wraps

Elevator Wraps capture attention from every angle with multi-facing ads. This high impact media dominates the landscape in high-traffic locations.



## Specs

Elevator Wraps

Custom Install



# Wallscapes

Wallscapes are highly visible, and stand out above the busy streets of Chicago. Our Diversey Wallscapes are illuminated, for full impact, no matter the time of day.

## Specs

Elevator Wraps

19'H X 11'6"W



# Windows

This eye-catching media makes creative use of exterior window space at CTA stations in popular Chicago neighborhoods, capturing the attention of anyone passing by.



## Specs

Elevator Wraps

Custom Install





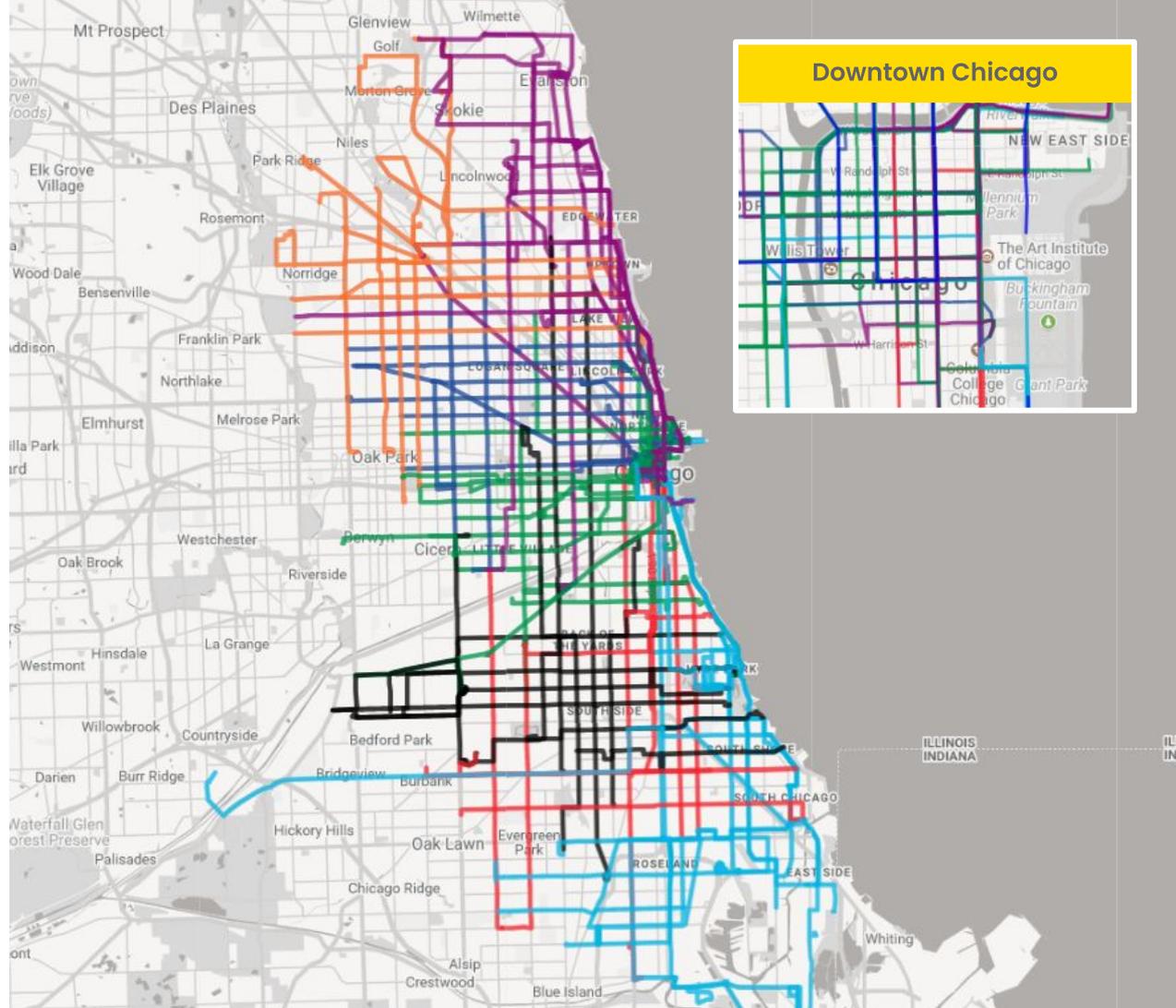
# Bus Media

Intersection's bus network provides extensive coverage throughout the City of Chicago, reaching pedestrians, riders, and drivers along their daily journeys.

# Chicago CTA Bus Coverage

## Legend (CTA Bus Garages)

103rd	
74th	
77th	
Chicago	
Forest Glen	
Kedzie	
North Park	





## Bus Wraps

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

### Specs

Bus Wrap

Custom Install





# Articulated Bus Wraps

Articulated Bus Wraps provide a massive, mobile canvas moving through Chicago to create traffic-stopping moments and deep market coverage.

## Specs

Articulated Bus 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 neighborhoods most important to your brand.

### Specs

Ultra Super King

Custom Install



# Bus Kings

Bus Kings successfully reach pedestrians throughout the city of Chicago. A high reach format, this media quickly builds awareness for your ad amongst key audiences.



## Specs

King

30"H x 144"W



# Bus Queens

Targeting both pedestrians and drivers, Bus Queen displays deliver for advertisers that want extensive market penetration and coverage.



## Specs

Queen

30"H x 96"W





# Bus Headliners

Typically paired with Bus Queens or Bus Kings, Headliners create top-of-mind awareness and amplify advertising impact on Chicago streets.

## Specs

Bus Headliner

Varies



# Bus Headlights

As pedestrians watch the bus approach, they'll also watch your brand arrive. Establish brand awareness from pedestrians and oncoming traffic throughout Chicagoland with Headlight Displays on CTA busses.



## Specs

CTA Headlight

14.5"H x 47.5"W



# Bus Tails

Tail displays command the attention of drivers as they sit behind the bus in dense traffic. Tails are available throughout Chicago and can be purchased for general market or specific neighborhoods.



## Specs

Tail

21"H x 72"W





# 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 dense Chicago traffic.

## Specs

Fullback

Custom Install





## Branded Busses

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	Varies
Michelangelo	Custom Install



# Michelangelos

Eye-catching Michelangelo's draw passenger attention upward, making your brand stand out above the crowd. Michelangelo's can be die cut into any shape to add originality to campaigns.



## Specs

Hand Strap

30"H x 30"W





## Interior Cards

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

### Specs

Interior Car Cards

11"H x 46"W

22"H x 21"W (CTA only)





# 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.

# Chicago CTA Rail Coverage

## Legend

- Pink Line 
- Purple Line 
- Green Line 
- Red Line 
- Brown Line 
- Blue Line 
- Orange Line 
- Yellow Line 



# Digital Platforms

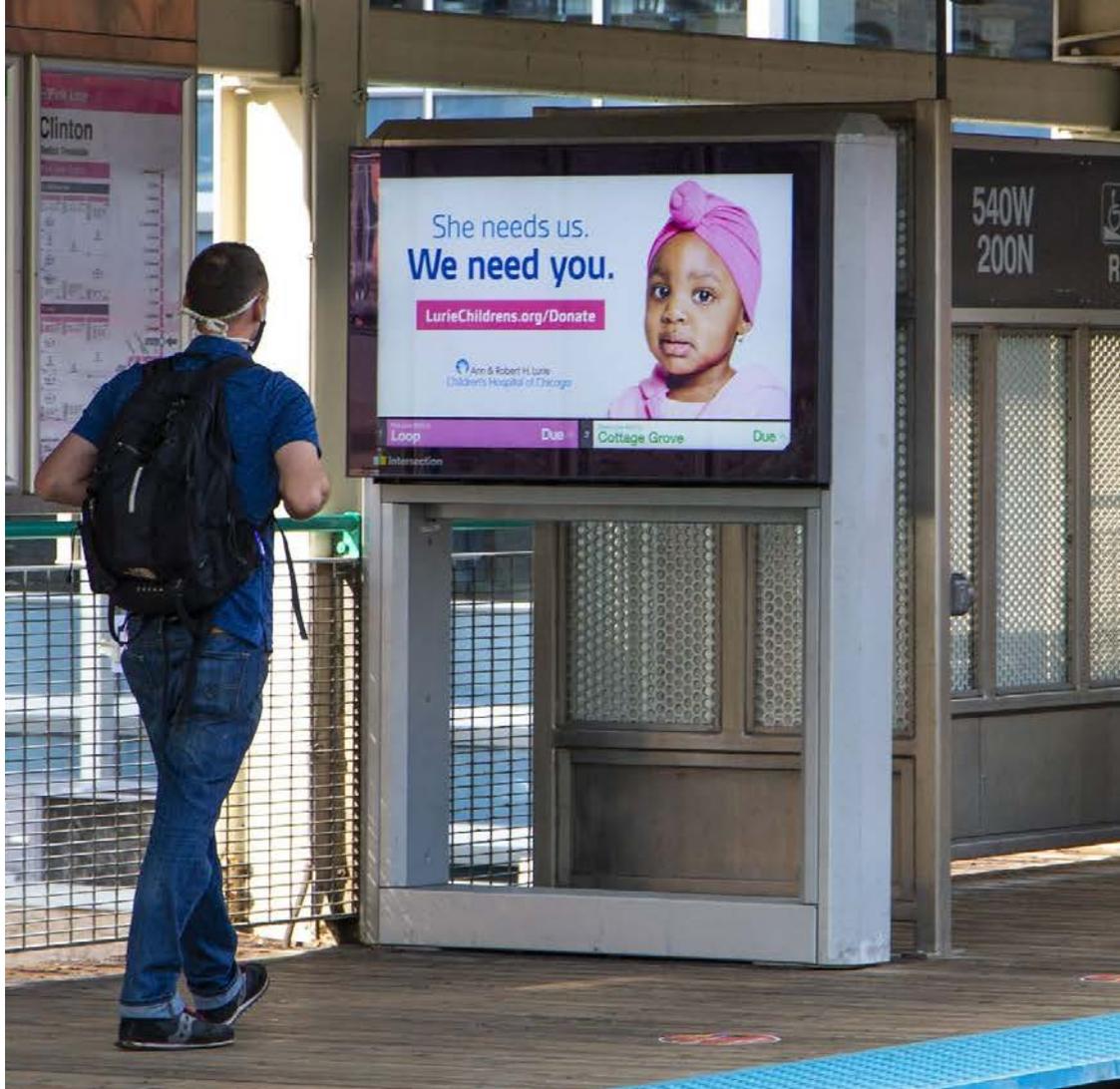
Place your ad on screens where consumer engagement is high. Screens provide departure and arrival information, and relevant transit content, drawing consistent attention from commuters.

## Specs

Screen Size / Resolution 52" / 1920 x 1080

Frame Rate 30 FPS

Spot Length 7.5 Seconds



# Interactive Transit Kiosks

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

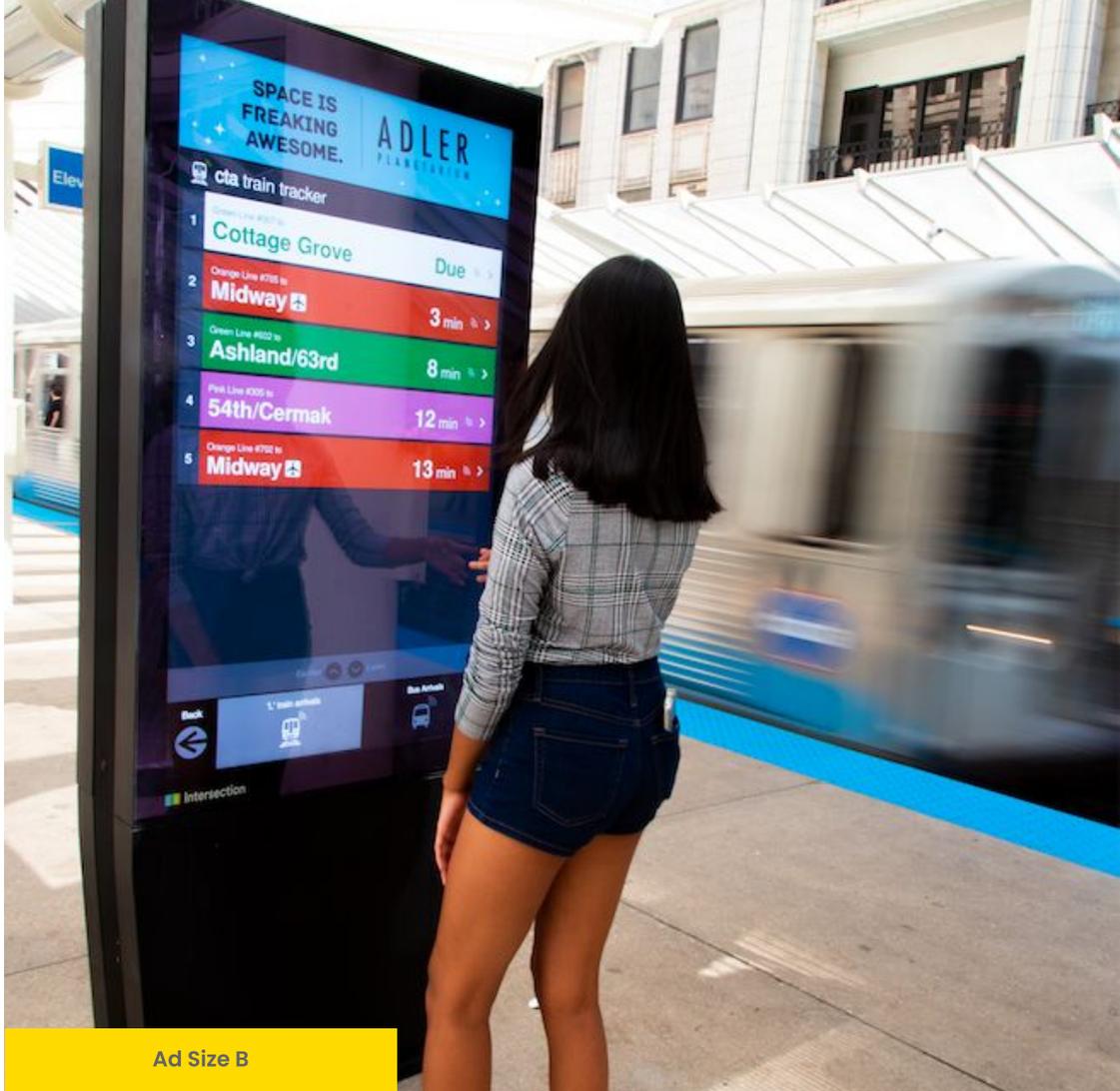
- Premium, HD digital displays
- Real-time transit information
- Commuter mapping & directions
- Touch-enabled advertising

## Specs

Ad Size A (Not in Use) 1080 W x 1440 H

Ad Size B (In Use) 1080 W x 270 H

Animation Full & Touch Interactive



Ad Size B

# 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.



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

# Station Saturations

Station Saturations allow one brand to own all traditional station media and engage consumers creatively with uninterrupted brand presence. Saturations are available at the majority of CTA's 135+ stations.





## Tunnel Wraps

Tunnel Wraps provides a dramatic showcase in high-traffic areas, creating a fully immersive experience for commuters passing through.

### Specs

Tunnel Wrap	Custom Install
Hallway Wrap	Custom Install



# Clark & Lake Video Wall

Generate massive reach through digital wall at Clark & Lake Station, enabled with Directional Sound capabilities. Deliver static, dynamic or full-motion video creative for a fully immersive commuter experience.

## Specs

Resolution 3840 W x 2160 H

Frame Rate 30 FPS

Spot Length 7.5 Seconds





# 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 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

King	30"H x 144"W
Mega King	37.25"H x 514"W
Ultra Super King	Custom Install





## Door Wraps

Door Wraps grab the attention of Chicago commuters while they are on the platform and/or entering the train.

### Specs

Door Wraps

Custom Install





# Window Clings

Add impact to any campaign or utilize as a unique stand-alone message. Window Clings can be created in a variety of shapes and sizes.

## Specs

Window Clings

Custom Install



# 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 46"W

22"H x 21"W

Michelangelo

30" H X 30"W



# Brand Train with Ceiling Wraps

Captivate Chicago commuters with total interior coverage, and add a towering ceiling wrap for the ultimate impact. Once the train doors close, your brand message impossible to miss.

## Specs

Interior Car Cards

11”H x 46”W

22”H x 21”W

Ceiling Wraps

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



# Rail Hand Straps

Hand Straps place your messaging into the rider's immediate field of vision and directly into their hands, a great extension to an interior campaign.

## Specs

Hand Strap

Custom Install





# Interior Cards

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

## Specs

Interior Car Cards

11"H x 46"W

22"H x 21"W





# Station Kings



Station Kings are the largest standard rail poster media within the market and enable brands to create a consistent campaign across bus and rail for a powerful presence in Chicago's Central Business District.

## Specs

Station Kings

30" H X 144"W



## Station Queens

Station Queens are found exclusively in high-traffic areas of CTA Orange Line stations. The same size as Bus Queens, Station Queens enable brands to create a uniform media campaign across the bus and rail system.

### Specs

Station Queens

30"H x 96"W



# One-Sheets

Concentrated within the Loop, Chicago's central business district, 1 Sheets are located on rail platforms where they are highly visible to commuters.

## Specs

One-Sheet

46" H X 30" W



# Two-Sheets

2 Sheets are available in the majority of the 135+ CTA stations, providing brand visibility in high-traffic areas of each station with long dwell times.



## Specs

Two-Sheet

46" H X 60" W





## Triads

Triads provide a bold combination of 2 Sheet-1 Sheet-2 Sheet posters that create instant attraction and impact. Strategically placed along rail platforms, these displays are in view of both train riders and waiting passengers.

### Specs

One-Sheet	46"H X 30"W
Two-Sheet	46"H X 60"W



# Backlit Dioramas

Backlit Dioramas are located in high-traffic areas at some of the CTA's busiest stations. Their bright illumination captures commuter attention and makes brands appear vibrant and fresh.

## Specs

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Vertical Diorama 68.5"H x 47.5"W

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Horizontal Diorama 43"H x 62"W



# Turnstiles

As the gatekeepers of transit stations, Turnstiles reach commuters at the start and end of their journey. Turnstiles provide unique creative opportunities and unparalleled lines of sight.



## Specs

Turnstiles

Sizes Vary





# 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



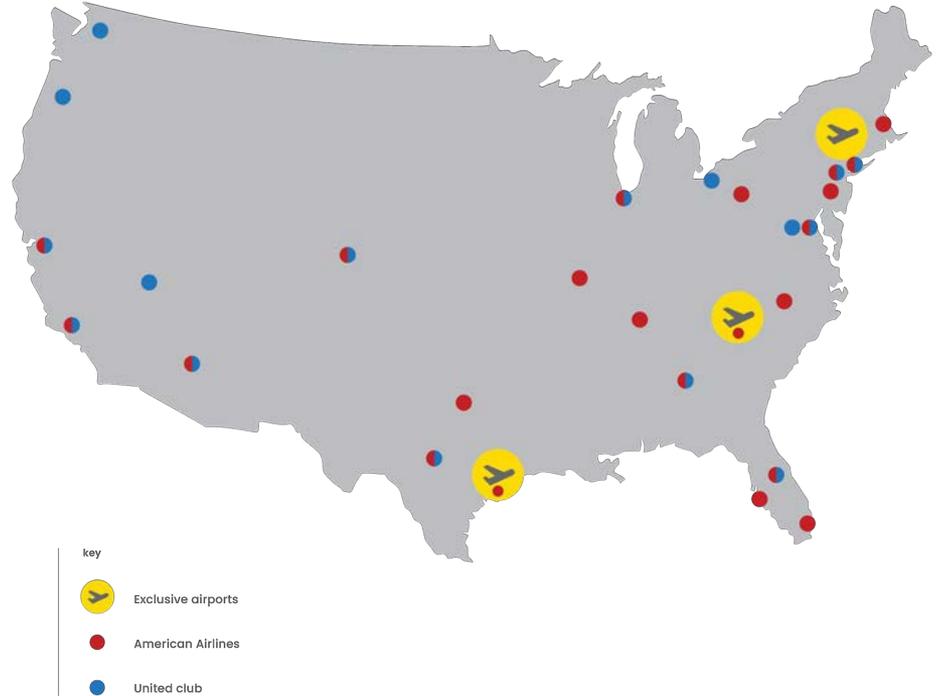
# Intersection at Airports

## 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



# United Club Video Walls

Capture consumer attention with the largest United Club digital assets in the U.S.

## Key Features

- Access the most highly-trafficked domestic United Clubs through new, premium digital
- Generate reach amongst an exclusive audience in the United Clubs located in B & C terminals
- Deliver :30 static, animated or full-motion video creative on this 100" HD digital display



# Club Digital Displays American Airlines & United

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



Airport

Airline

Chicago O'Hare

American (3 Lounges)

United (4 Lounges)



# Club Charging Stations

## American Airlines

Engage a captive audience as they charge their phones and devices. Utilize video or static ads rotating throughout premium customer content to promote brand messaging.

Airport

Chicago O'Hare

Airline

American (3 Lounges)



# Club Static Displays

## American Airlines & United

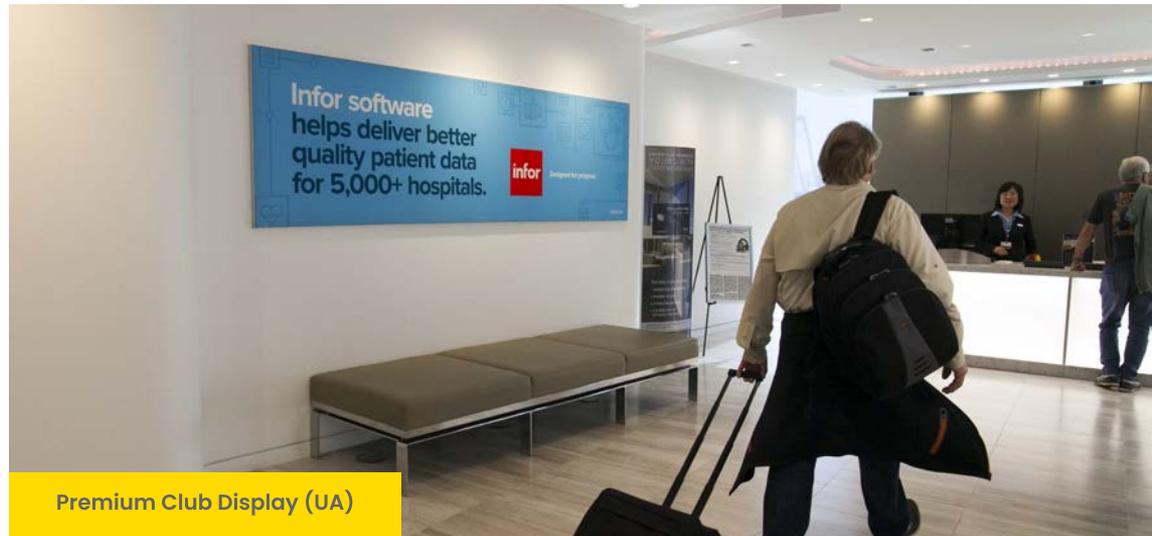
Static Displays are strategically placed in Lounge lobbies or other high-traffic club areas for maximum visibility with affluent business and leisure travelers.



Large Banners (AA)



Poster Display (AA)



Premium Club Display (UA)

Airport

Airline

Chicago O'Hare

American (3 Lounges)

United (4 Lounges)



# 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.*



# Jet Bridges ORD Airport

Jet Bridges are an inevitable part of the air-travel experience. This impressive media format provides massive exposure and an unavoidable opportunity to immerse travelers in your brand.



# 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.



 Intersection

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**Thank You**