

Boston Media Kit 2021

A nighttime photograph of the Boston skyline, featuring several prominent skyscrapers with illuminated windows. The city lights are reflected in the water of the harbor. In the foreground, a stone pier with metal bollards and a chain is visible on the left, and a bridge structure spans across the water. The overall scene is a vibrant urban nightscape.

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1. About Intersection

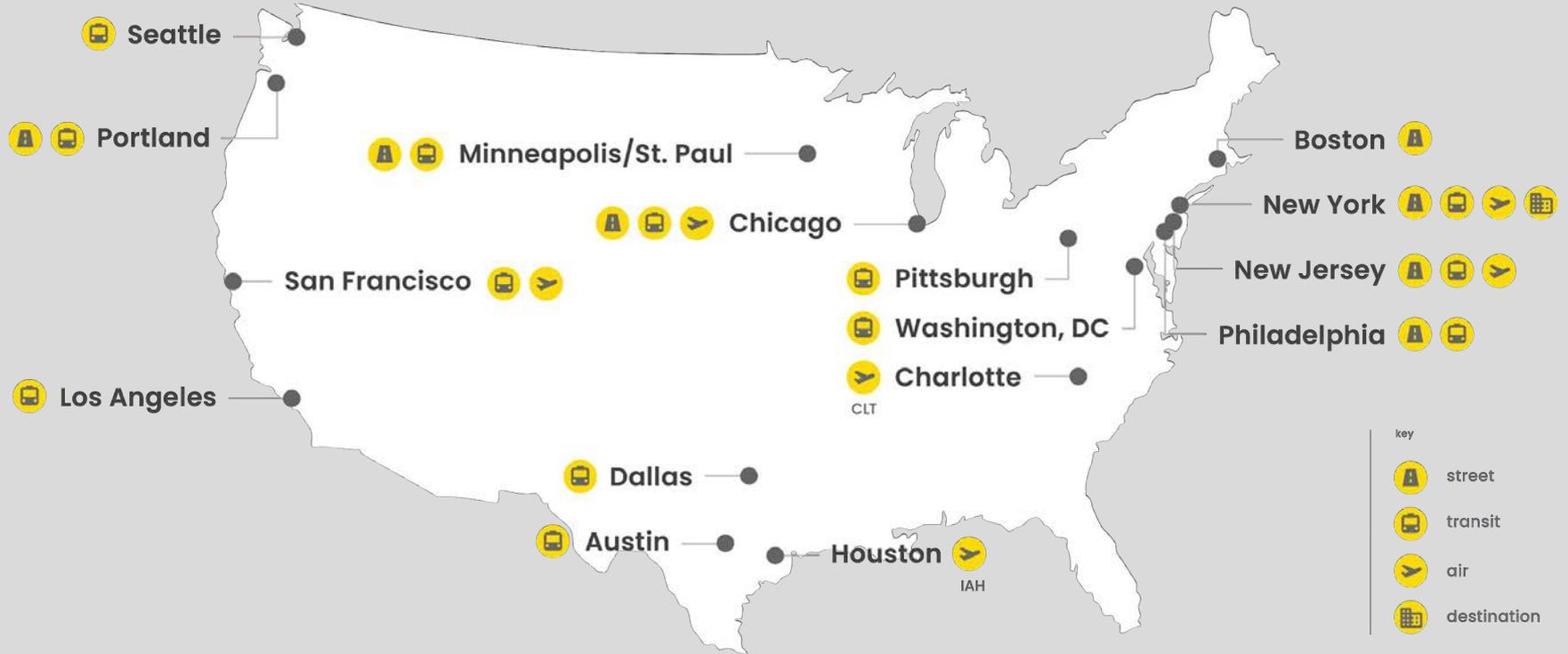
Reach people on their daily journeys.

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.

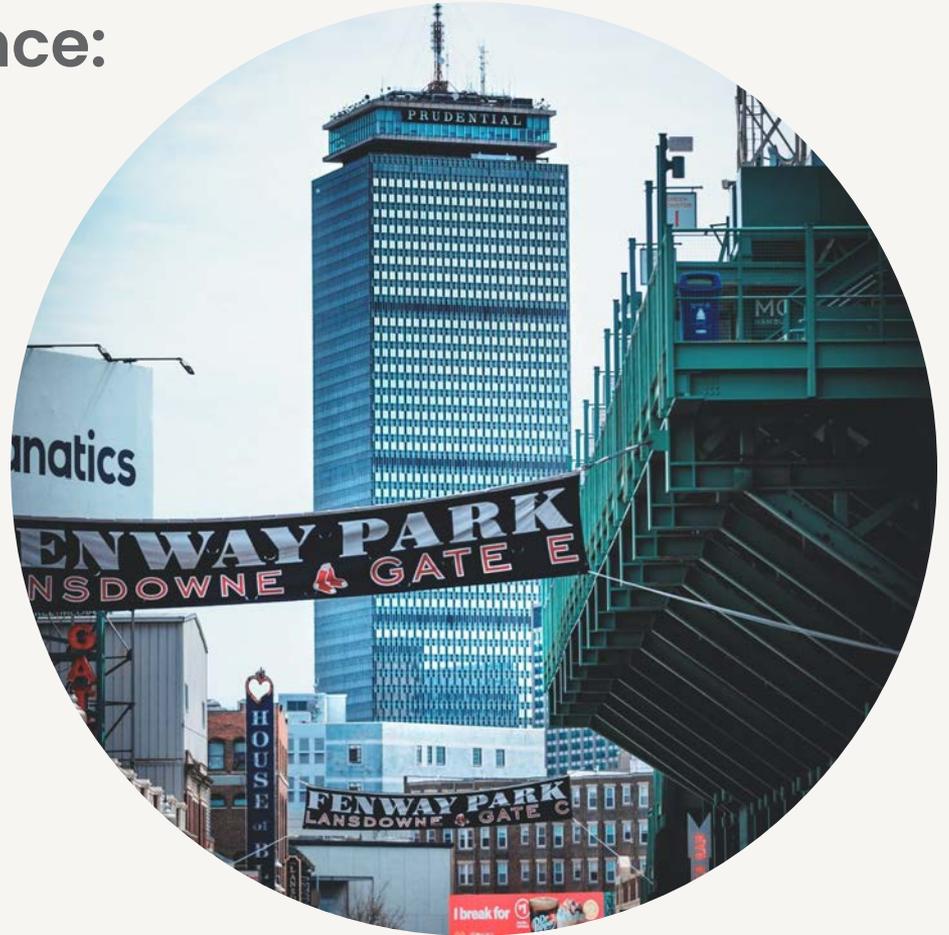


Premium products, national scale.



The Intersection Difference: Boston

- The Boston CBSA is the 10th largest metro area in the U.S., with a population of over **4.8 MM residents**¹
- Intersection media reaches **74% of Bostonians** in the CBSA each month²
- Our shelter coverages presents an exciting opportunity for brands to reach sports enthusiasts, students, entrepreneurs and professionals as they travel throughout their day





MBTA

Over 300 years of history and success

- Target 17 neighborhoods with 200+ bus and rail shelters
- 326,000 trips taken on an average weekday
- 47% of MBTA rides occur on the bus, and these passengers can seamlessly be reached with our vast network of bus shelters

2. Products



Street Media

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.

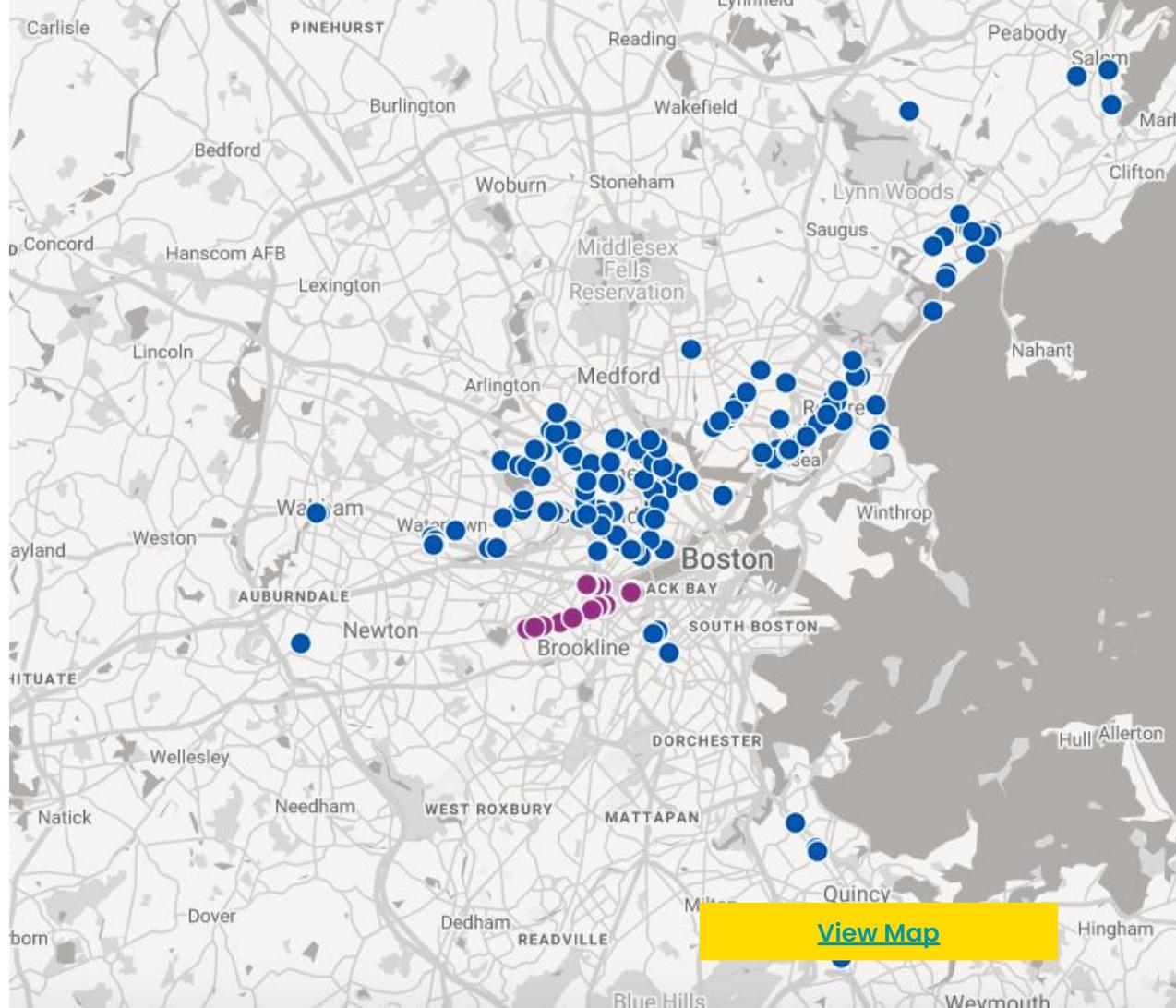
Boston Shelter Coverage

Legend

Bus Shelters



Rail Shelters



[View Map](#)

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



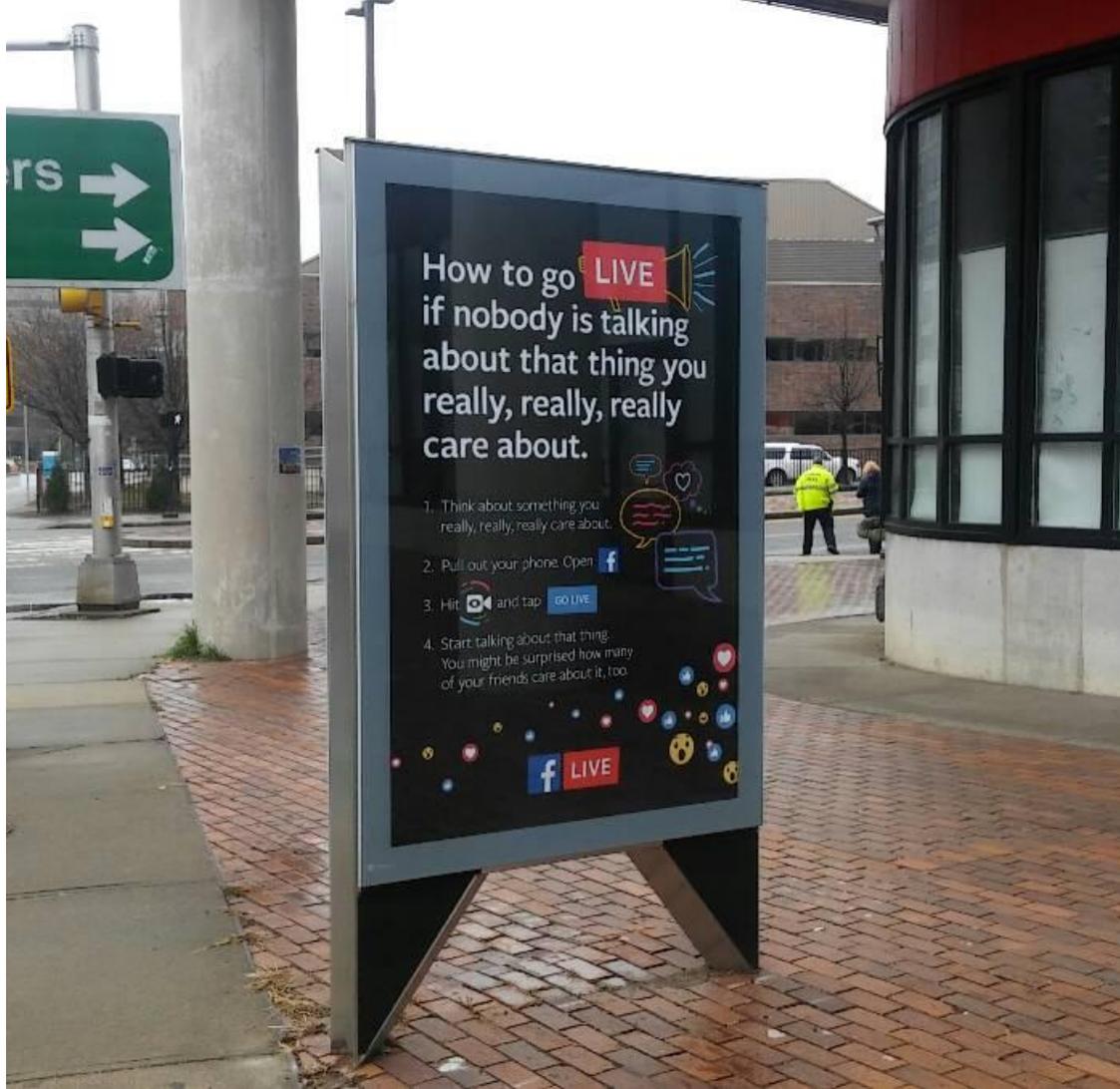
Bus Shelters

The market also has Bus Shelters that have city information on one panel and advertising space on the opposite side. These draw commuters attention as they provide maps and information about the surrounding area.

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



 Intersection

Intersection

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Thank You