



Boston Media Kit 2024



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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.



The Intersection difference Boston

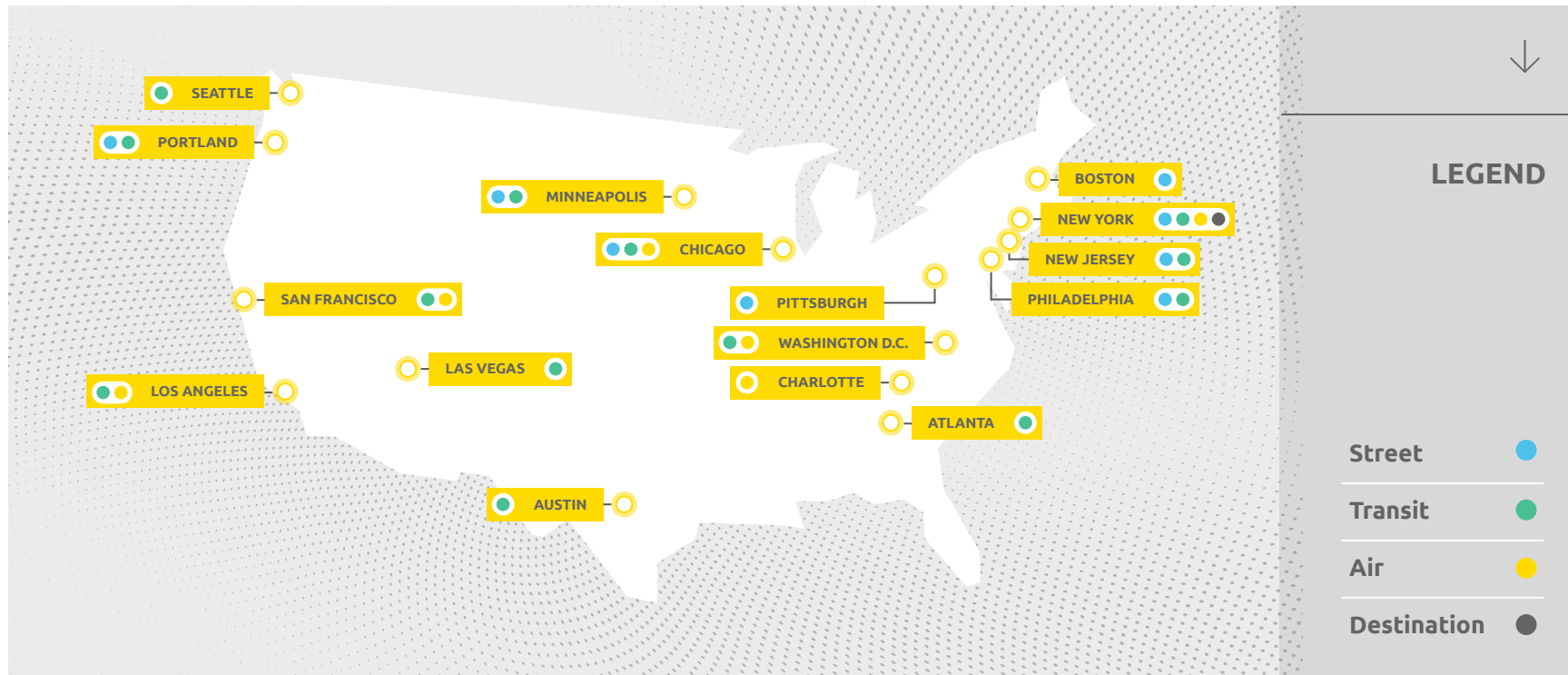
Shelter coverage across 17 key neighborhoods boasting 119 million monthly impressions

- 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: Geopath, TripSavvy



Premium products, national scale.



Join our mission to support public transit and improve the lives of consumers in Boston

The MBTA provides subway, bus, Commuter Rail, ferry, and paratransit service to eastern Massachusetts and parts of Rhode Island. Our products support mass transit and micro-mobility through providing consumer amenities, such as transit shelters.

We support our transit partners by generating revenue - **totaling over \$1B in payments to municipalities over the last 10 years** - largely to support public mobility.



Rail Shelters



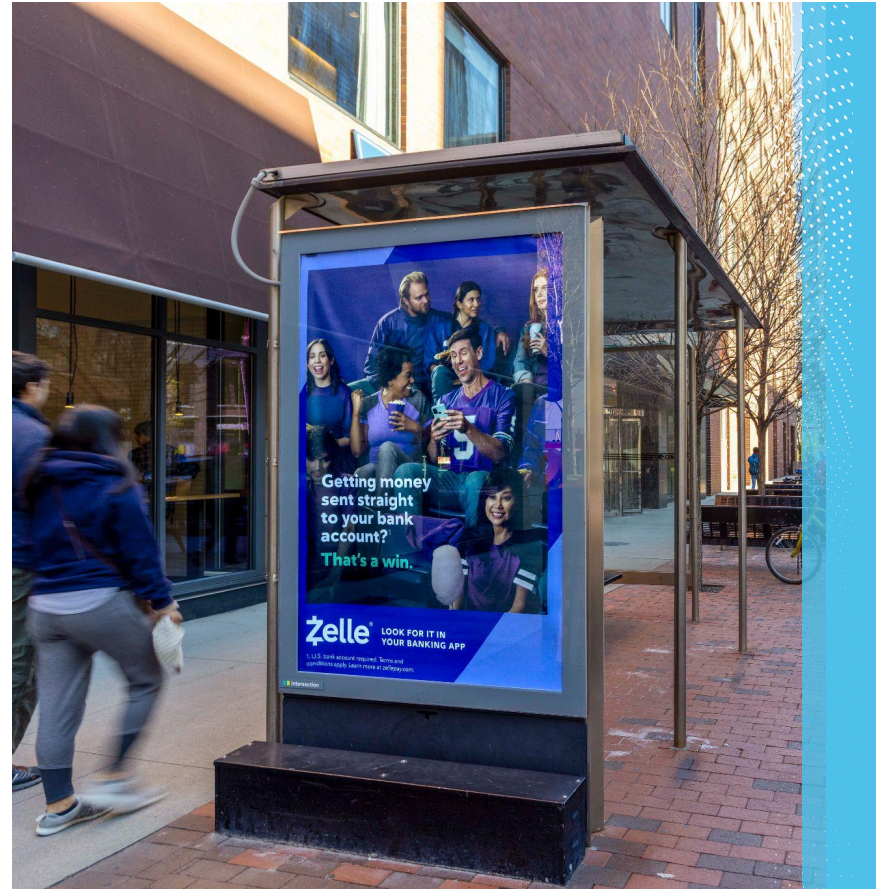
Bus Shelters

MBTA

Over 300 years of history and success

- Target 17 neighborhoods with 200+ bus and rail shelters
- 783,530 trips taken on an average weekday
- 40% of MBTA rides occur on the bus, and these passengers can seamlessly be reached with our vast network of bus shelters

Source: MBTA



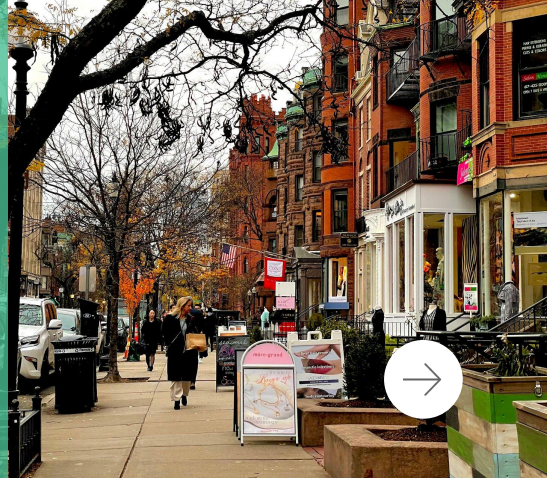
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Products



Street Media



Product overview

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



Boston



Bus Shelters



Specs

Standard Shelter

68.5"H x 47.5"W

Oversized bus shelter ads draw immediate attention from consumers walking down the street, waiting for the bus, or driving by.

Rail Shelters



Specs

Rail Shelter

68.5"H x 47.5"W



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.

Air Media



Product overview

From the moment consumers enter the airport through the duration of their flights, Intersection can deliver powerful messaging via traditional and digital formats.

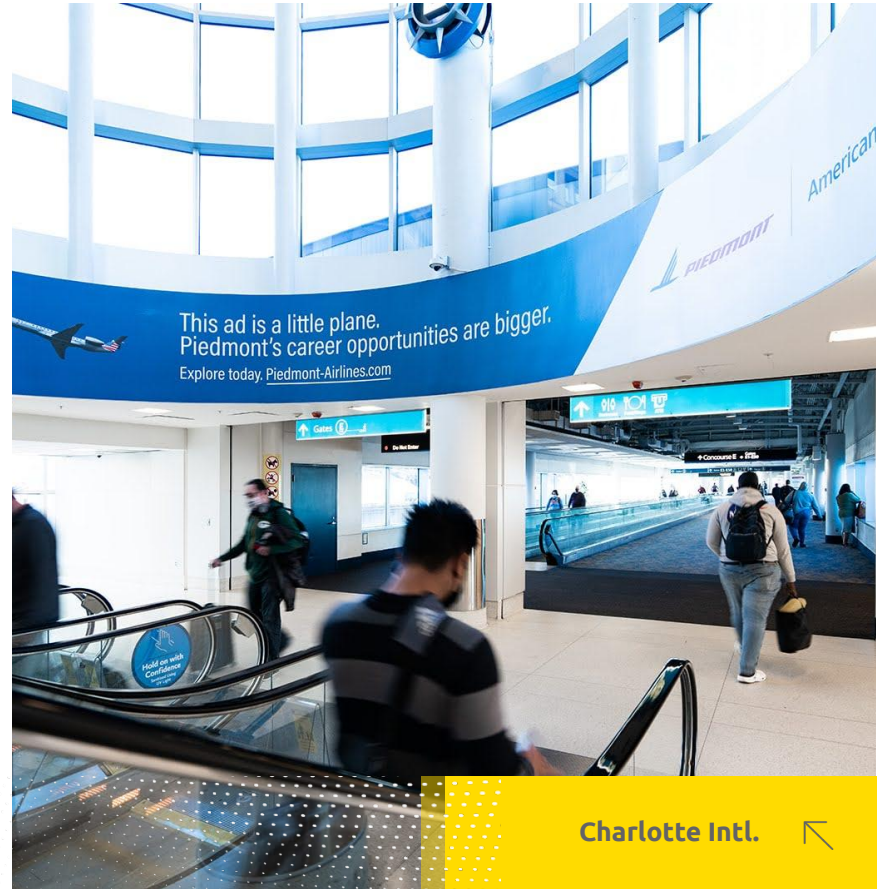


Reaching a national audience of air travelers with Intersection

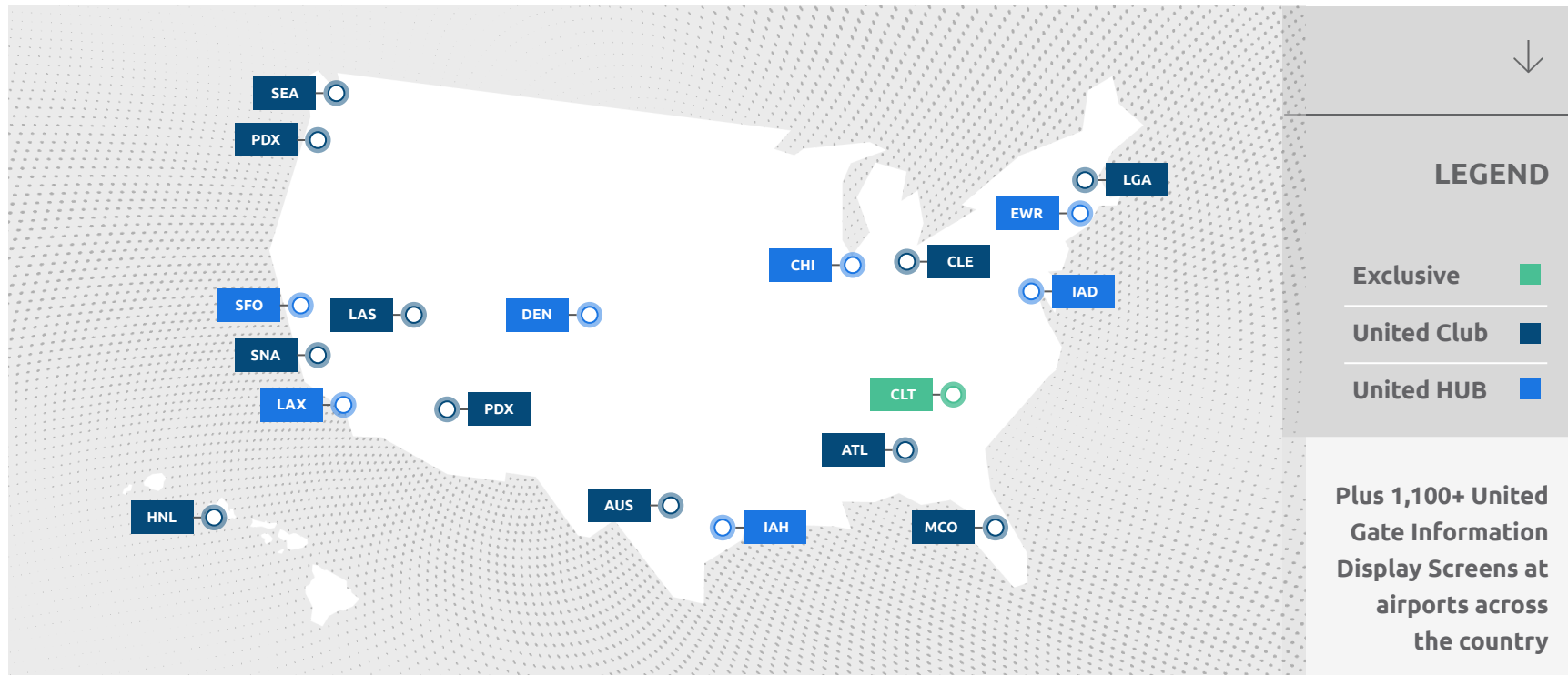
Intersection reaches over 180 million national airline passengers annually, with exclusive media rights at Charlotte Douglas International Airport and an exclusive partnership with United.

EXCLUSIVE AIRPORT

AIRLINE PARTNERSHIP



Premium products, national scale.

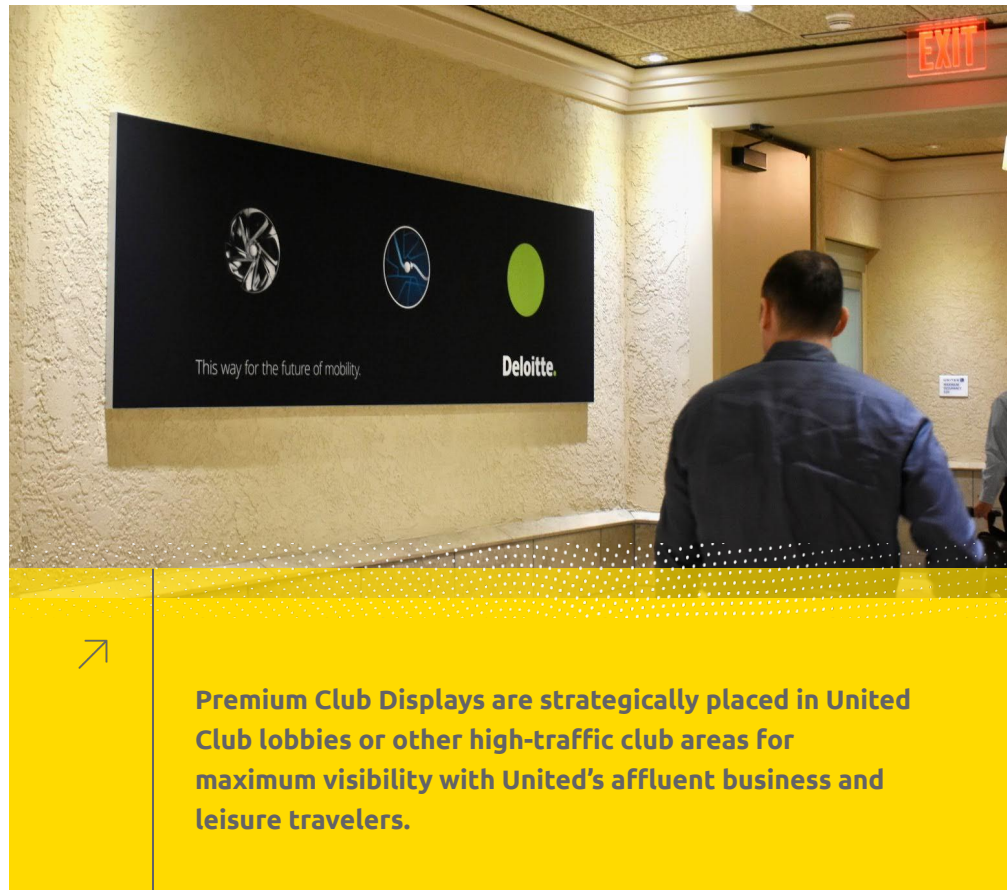


United Premium Club Display

Specs

Ad Space

3'H x 10'W



United Club Digital Display

Specs

United Club Digital

42-55" HD LCD



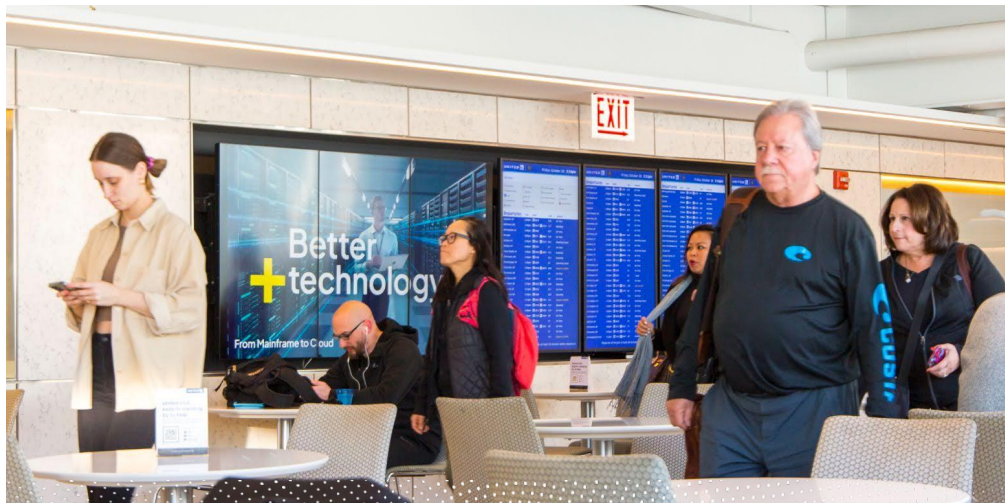
United Club Digital screens have full-motion capabilities and provide excellent brand exposure as club members constantly check the screens for destination information, weather, news, etc.

United Club Video Walls

Specs

Club Video Walls

86-100" HD LCD



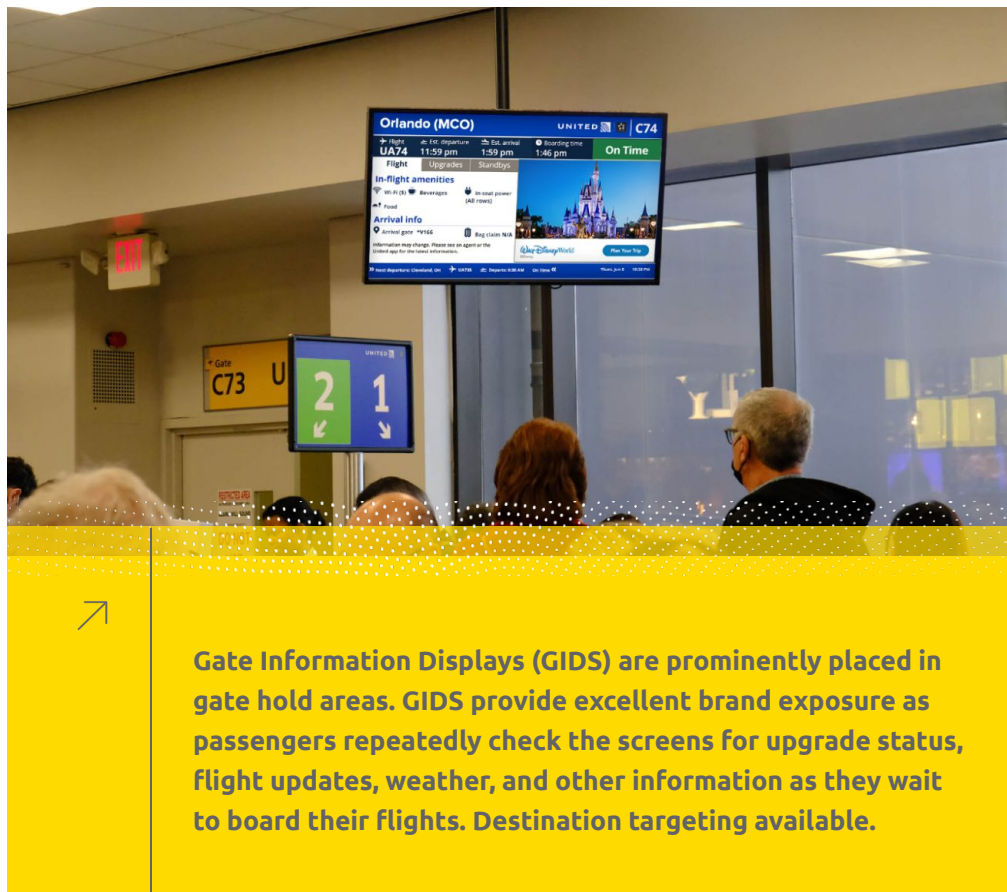
Capture consumer attention with the largest United Club digital assets in the U.S.

- Access the most highly-trafficked domestic United Clubs through new, premium digital
- Deliver :30 static, animated or full-motion video creative on these 86-100" HD digital displays

Gate Information Displays (GIDS)

Specs

Gate Information Displays 46" HD LCD



Jet Bridge Wraps

Specs

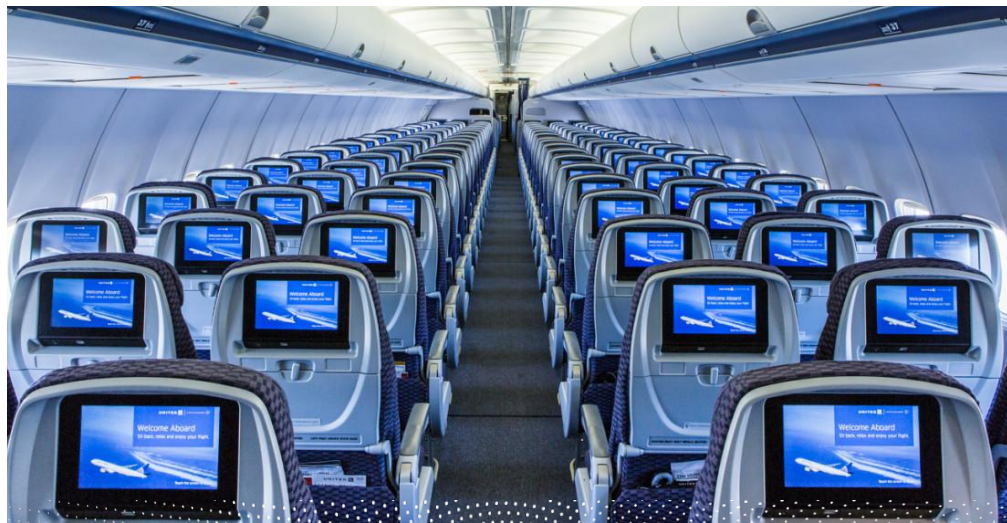
Jet Bridge Wraps

Custom



Jet Bridge Wraps maximize impact through unexpected placement of brand messaging. These outstanding displays leave a lasting impression on passengers as they board or deplane. These wraps can be paired with overheads for total passenger surround.

United In-Flight Entertainment



Specs

In-Flight Screen

8" HD LCD



Reach passengers as they enjoy seatback entertainment on board. Roadblocks play a :30 spot in all classes after the safety video plays and Video on Demand consist of a :15 spot that plays before all videos passengers select onboard with access to all 3 classes.

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Additional offerings



Sponsorship

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



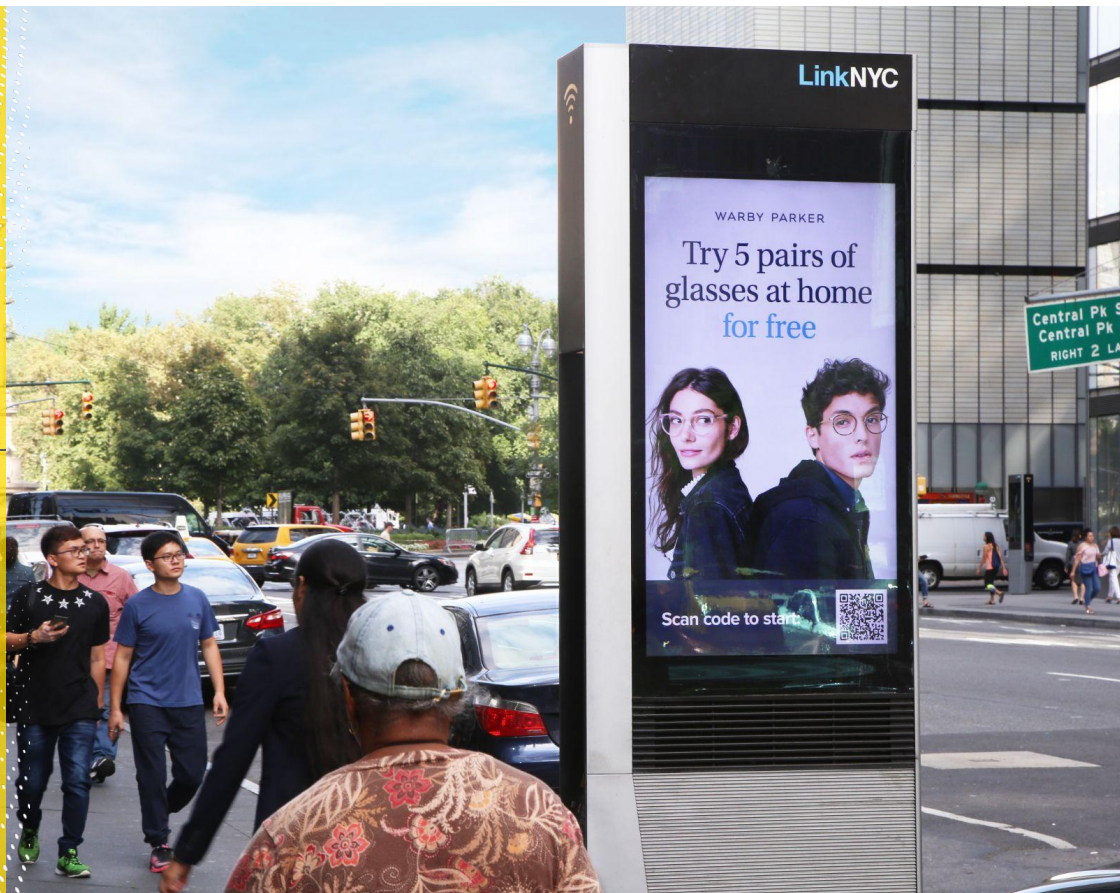
Experiential

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



Attribution

We offer measurement and attribution strategies including case studies, data integrations, and custom research insights.



Intersection's campaign impact measurement solutions deliver actionable metrics that matter most:



Website Visitation



Conversions & Digital Events



Foot Traffic



Brand Awareness



Brand Affinity & Health



CPG/Retail Sales Lift







Script Lift





Custom Data Integrations

Our measurement studies deliver a direct relationship with Intersection's measurement team and best-in-class 3rd party research partners:

Study Type	Research Partner
Website Visitation	KOCHAVA★ StreetMetrics
Conversions & Digital Events	KOCHAVA★ StreetMetrics
Foot Traffic	FOURSQUARE  StreetMetrics
Brand Awareness	 mfour <small>mobile insights in real time®</small>
Brand Affinity & Health	 mfour <small>mobile insights in real time®</small>
CPG / Retail Sales Lift	CATALINA*
Script Lift	 CROSSIX <small>an Intersection's company</small>

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Brand Affinity & Health	 mfour <small>mobile insights in real time™</small>

[Crossix](#), [Catalina](#), [StreetMetrics](#)

Three ways to develop attribution strategies:

1

CLIENT SUPPORT & CASE STUDIES

- Intersection provides case examples on how our media works for client's industry and use case
- While these studies don't measure client specific performance, they can show indicative performance

Ideal for: Smaller Campaigns, Limited Budgets

2

DATA INTEGRATIONS

- Intersection provides full report of ad play logs including timestamps, unit latitude/longitude data for client's use with their existing attribution partner
- Partners can also buy programmatically through a DSP and PlaceExchange

Ideal for: Clients with existing attribution partners or who can also buy via a DSP

3

CUSTOM RESEARCH STUDIES

- Intersection reviews clients needs and creates a comprehensive research study opportunities with a preferred partner
- Intersection coordinates, designs, executes, and analyzes research from partner and presents to advertiser

Ideal for: Large or complex campaigns, comprehensive research, agencies

Pharmaceutical audience segmentation & targeting can accurately pinpoint healthcare consumer audiences

*Crossix connects health, non-health and media data with sources spanning Rx, clinical, claims, consumer, media and more. The Crossix Data Platform covers 90% of people in the US and 99% of HCPs.



Ailments & Conditions

examples: allergies, asthma, diabetes, fibromyalgia, hemophilia, lactose intolerance, migraines, etc.



Medications

examples: allergies, asthma, diabetes, fibromyalgia, hemophilia, lactose intolerance, migraines, etc.



Attributes & Consumption

examples: allergies, asthma, diabetes, fibromyalgia, hemophilia, lactose intolerance, migraines, etc.

Crossix* Audience Segments are HIPAA and NAI-compliant, developed from analysis of the following consumer information variables:





Thank You



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