

Programmatic Media Kit 2026

Washington
cta Blue Line

8:00 AM
O'Hare 8 8 min
UIC-Harold 9 9 min

Get out of the weeds for good.
7thFlr

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 Intersection

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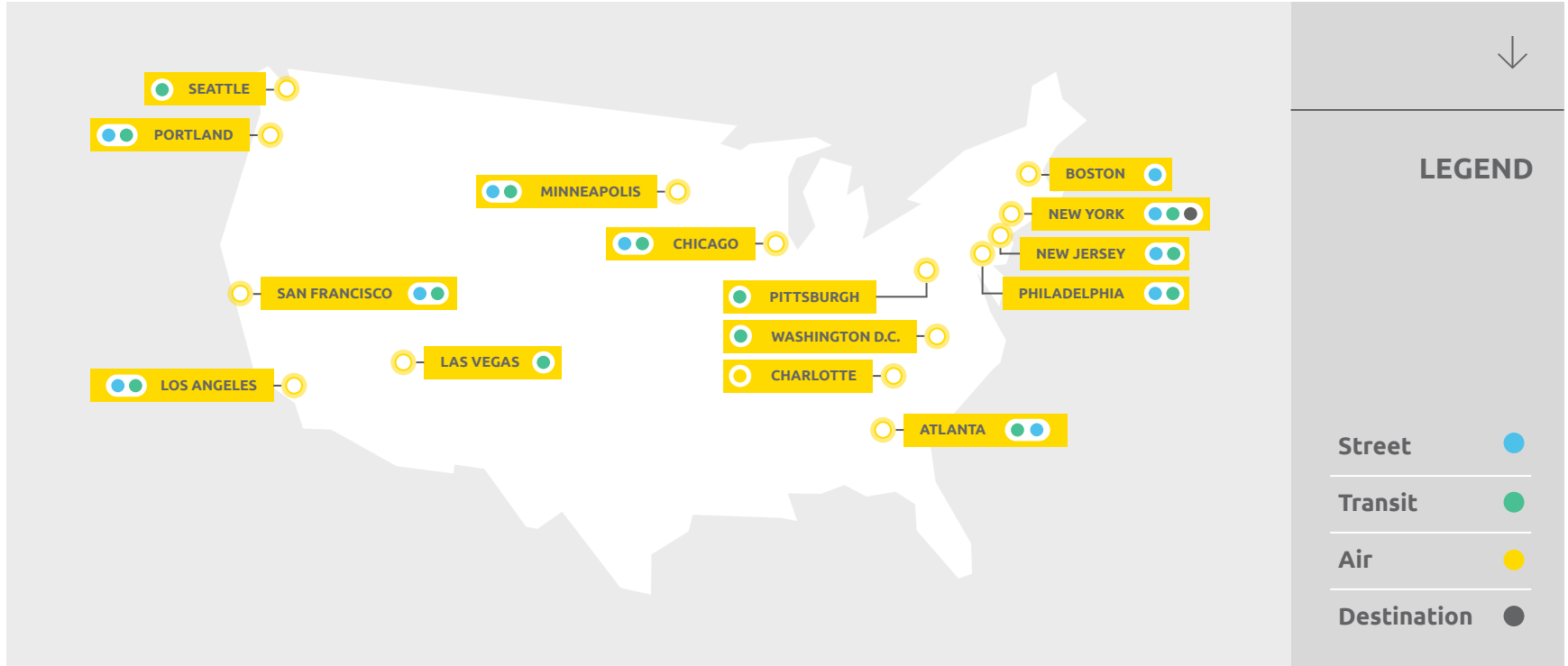
DILWORTH PARK DIGITAL

Reach diverse audiences in America's Top Cities

From New York to LA and everywhere in between, people are on the go, experiencing the best of their cities. Wherever their journey takes them, our media is in high-traffic locations, connecting your brand with the right audience. Whether they're commuting, exploring their neighborhoods, or traveling farther, Intersection meets them there.

With advertising in the country's largest, busiest cities—like New York, Chicago, and Philadelphia—Intersection delivers scale and access to valuable audiences that other media can't match.

Premium products, national scale.



Create positive impact in communities across the country

FUNDING

We've generated more than half a billion dollars of revenue and capital investments for major cities and transit authorities.

CONSUMER AMENITIES



Free, high-speed WiFi + device charging on LinkNYC



Real-time transit information powered by Intersection's tech



Bus and transit shelters (including solar shelters)

RELEVANT CONTENT

News, Weather, Sports, Lifestyle, and Cultural editorial content across growing network of DOOH screens



Maximize your impact: engage urbanites from coast to coast with the precision of programmatic



LARGE SCALE NETWORK

Over 7000 street & transit screens in 17 Top DMAs and providing national coverage.

- LinkNYC - +3800
- Street & Transit - +1700
- Retail & CLT Airport - +100
- RideShare Taxis - 1500



TARGET & MEASURE

Our digital network works for your needs, with audience and POI targeting, media maps, dynamic creative, device ID passback, and POP delivery.

Neustar + Geopath Partner



PREMIUM BRAND SAFE LOCATION

Screens are strategically placed in high density areas, adjacent to some of the largest retail brands, shopping districts, Fortune 500 companies, and key transit hubs - highly visibly to pedestrians and vehicular traffic alike.



The power of Intersection Programmatic

5

SSPs Integrated

47

Networks Enabled

+7000

Displays Enabled

+31m

Daily Average
Auctions

+2.7m

Daily Programmatic
Plays

+17m

Daily Programmatic
Impressions



And we're always improving our offering:



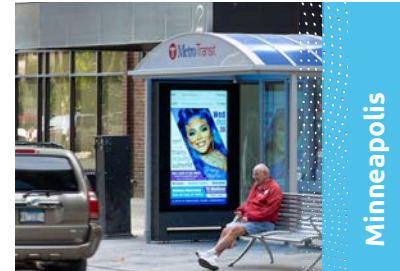
CLT

- 43 digital screens throughout the concourse and baggage claim areas



Atlanta

- Digital Platform & Triptych Expansion
- Video Wall Expansion



Minneapolis

- Minneapolis - Digital Bus Shelters



AMTRAK

- ChargeFuze Kiosks in major transportation hubs nationwide



New York

- WTC Digital Platforms
- 1500 RideShare Taxi Tops (formerly Lyft)
- 4,000 LinkNYC Screens



New Jersey

- NJT Digital Platforms at NY Penn Station, Secaucus, Newark Penn, and Hoboken Hubs
- New Solari Digital Platforms



Philadelphia

- CCD Rail Digital - Dilworth Park
- Amtrak - 30th Street Wall Expansion
- SEPTA - Digital Bus Shelter Expansion



What's New



Taxi Tops

We've added 1,500 Taxi Tops to our portfolio. Paired with LinkNYC, our street digital network is now 5,000 screens strong.



Amtrak Digital

We are expanding our digital presence at Amtrak stations, including new digital platforms at Union Station in Chicago, and a network of 24 multi-market Chargefuzze kiosks.

What's Happening



LinkNYC Upgrades

We're investing \$20MM into our LinkNYC fleet to upgrade hardware and improve the overall appearance.



LinkNYC Measurement

We're introducing new performance marketing solutions for LinkNYC to measure website visitation and in-store traffic, powered by Streetmetrics.



Street Media



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





Taxi Tops

Available in:

✓ **New York City**

Digital Taxi Tops amplify your message across 1,500 screens in New York City, successfully generating reach and recall among key audiences. Mounted on top of New York's iconic yellow cabs, Taxi Tops penetrate commercial corridors, residential neighborhoods, and tourist hotspots with ease.

Specs

Screen Size	12.6" H x 37.8" W
Resolution	384 W x 128 H
Spot Length	8-15 Seconds



LinkNYC

Available in:

✓ **New York City**

LinkNYC is NYC's largest street-level digital network, with 4,000+ screens city-wide that let you target specific locations or audiences, schedule dayparts around commute or retail hours, and swap creative instantly for high-impact, measurable results.

Specs

Screen Size	55"
Resolution	1920 H x 1080 W





LinkPHL

Available in:

Philadelphia

Link brings gigabit Wi-Fi and a host of other public utilities to citizens for free, and is one of the largest digital networks in the world. Two-sided units with 55" displays allow advertisers to reach consumers at-scale.

Specs

Screen Size	55"
Resolution	1920 H x 1080 W



LinkNWK

Available in:

New Jersey

Link brings gigabit Wi-Fi and a host of other public utilities to citizens for free, and is one of the largest digital networks in the world. Two-sided units with 55" displays allow advertisers to reach consumers at-scale.

Specs

Screen Size	55"
Resolution	1920 H x 1080 W



Digital Bus Shelters

Available in:

- ✓ Philadelphia
- ✓ Minneapolis

Located along high-traffic city streets, these 72" displays offer advertisers the opportunity to reach consumers with larger than life, dynamic digital messages.

Specs

Screen Size	72"
Resolution	1680H x 1080W



Digital Urban Panels

Available in:

- ✓ Philadelphia
- ✓ Chicago

Digital Urban Panels are strategically placed in high-traffic neighborhoods, making them ideal for reaching people on the go. They support static ad creatives and offer a robust library of dynamic capabilities.

Specs

Screen Size	55"
Resolution	960 H x 1920 W



Vertical Digital Urban Panels

Available in:

Chicago

75" Vertical Digital Urban Panels are strategically placed along busy streets in the Chicago Loop. This media is ideal for reaching audiences on-the-go with larger than life messaging at street level.

Specs

Screen Size

75"

Resolution

3240 H x 2160 W

Interactive Transit Kiosks

Interactive Transit Kiosks connect commuters to valuable information while engaging them with custom-branded experiences. Featuring premium HD digital displays, they provide real-time transit updates, commuter mapping, and directions. Touch-enabled advertising enhances interaction, and full kiosk branding options offer additional visibility.



SIZE A



SIZE B

Specs

Size A (default)	1440H x 1080W
Size B (interaction)	270H x 1080W
Animation	Full

Available in:

 Boston  Los Angeles  New Jersey  Philadelphia  Chicago  New York  Las Vegas



Dilworth Park LED Wall

With both north and south faces, Dilworth LED Wall ads are visible to pedestrian and vehicular traffic in the surrounding area. Dilworth Park is multipurpose public space and also serves as a convergence point for the three busiest SEPTA stations on their respective lines – Suburban, 15th Street, and City Hall.

Specs

Screens	2
Spot Length	7.5 Seconds
Loop	150s. 8 Advertiser, 2 CCD, 10 Civic
Screen Size	157"
Resolution	576 W x 832 H
Power Down	10pm (N) & 8pm (S)



Rail Media



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





ATL Digital Platform



MSP Digital Platform

Rail Displays

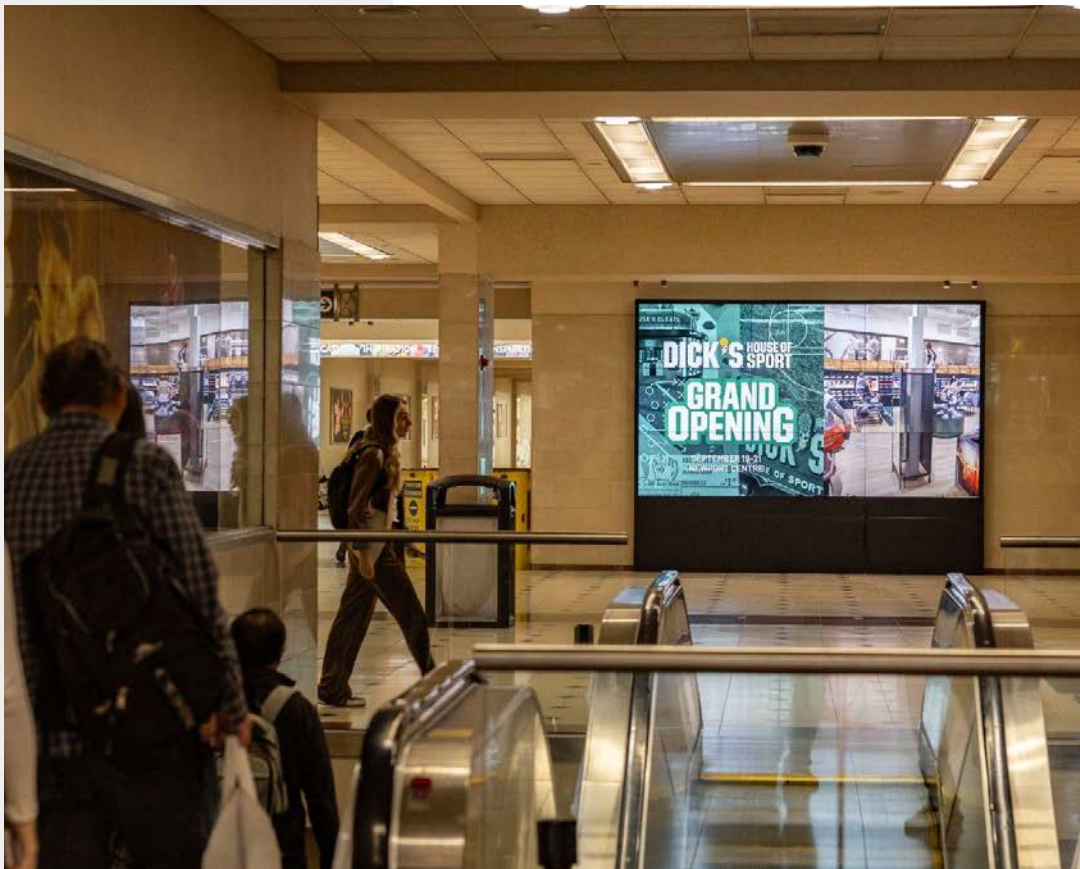
Available in:

- ✓ Atlanta
- ✓ Chicago
- ✓ Los Angeles
- ✓ New Jersey
- ✓ Minneapolis
- ✓ Philadelphia
- ✓ San Francisco
- ✓ Seattle

Specs

Screen Size	Vaires
Ad Duration	15 seconds
Resolution	1920W x 1080H, 1080W x 1920H, 2160W x 3840H





Video Walls

Available in:

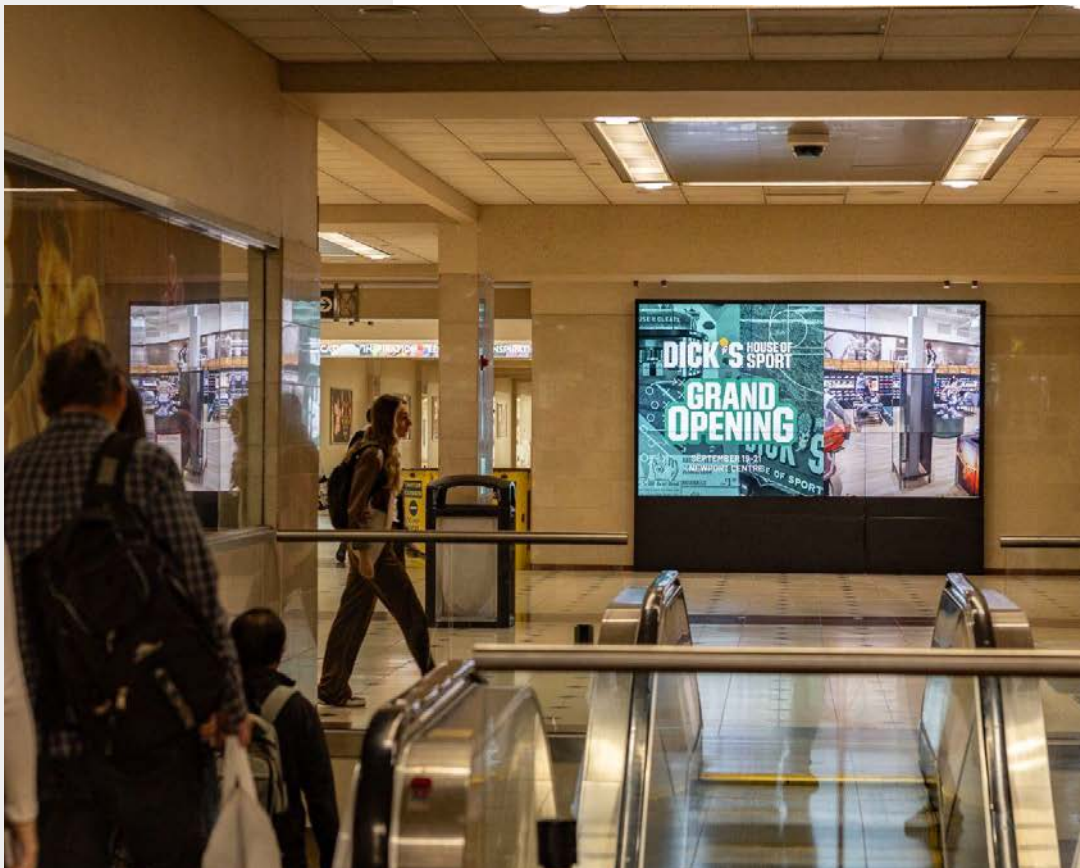
- ✓ Atlanta
- ✓ Chicago
- ✓ Los Angeles
- ✓ Philadelphia
- ✓ New Jersey
- ✓ San Francisco
- ✓ New York

Video Walls display premium, relevant content and provide advertisers with a large-format digital asset to reach a captive commuter audience.

Specs

Screen Size	Varies
Frame Rate	30 FPS
Resolution	Varies
Spot Length	7.5 Seconds





Amtrak Rail Displays

Available in:

- ✓ New York
- ✓ Philadelphia
- ✓ Washington, DC
- ✓ Wilmington
- ✓ Chicago

Place your ad on screens where consumer engagement is high in the heart of the Amtrak waiting area. These premium digital screens draw consistent attention from commuters.

Specs

Screen Size	70"
Ad Duration	15 Seconds
Resolution	Varies





New York Penn Station Video Wall

A large-format digital focal point delivering bold, cinematic visibility in one of the highest-traffic zones of Penn Station. Perfect for brand moments that demand attention.

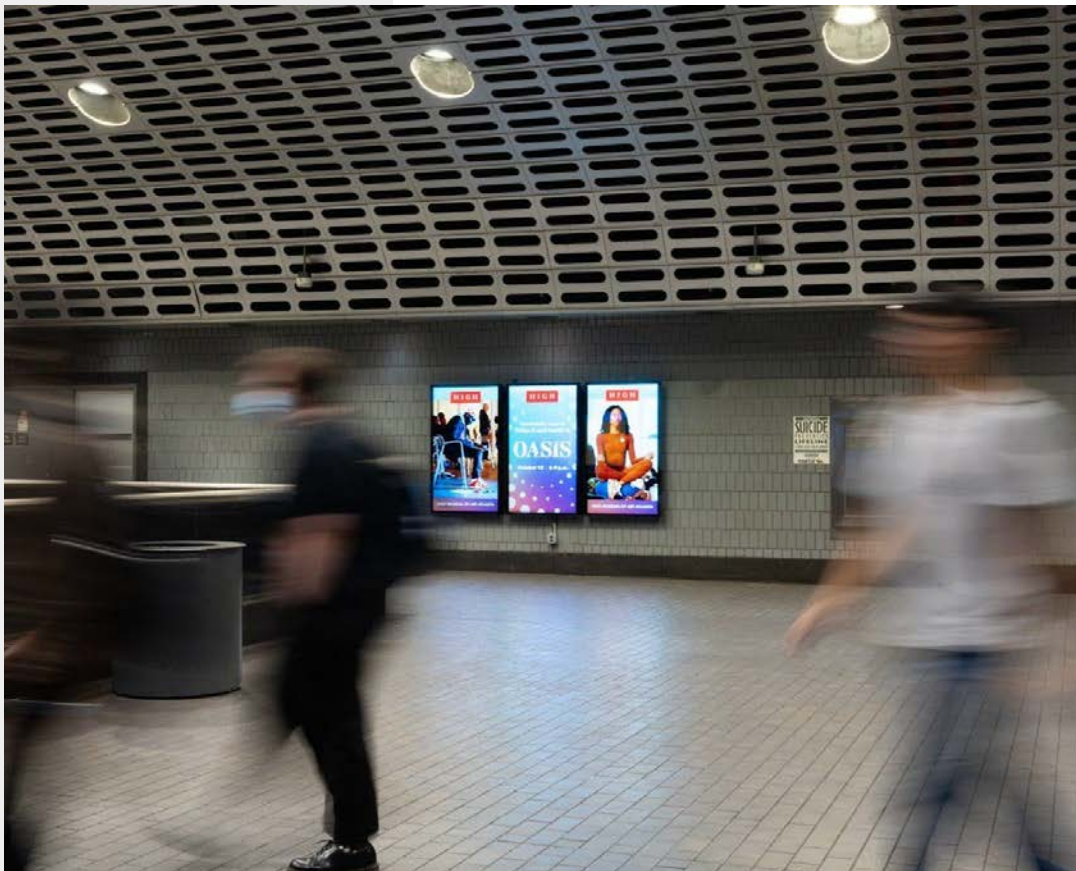
Specs

Screen Size ~ 444" W x 84 H

Ad Dimension 7168 W x 1296 H

File Type jpeg/png/mp4
/mov

Dynamic Content Yes



Triptych Digital Platform

Atlanta Triptych Digital Platforms are a series of 3 equidistant 65", adjacent screens that render image and video content as a seemingly single, larger screen canvas.

Specs

Dimensions	(3) 1920 H x 1080 W
Frame Rate	30 FPS
Spot Length	15 Seconds
Paid Spots	10
Loop	150 Seconds



Charge FUZE Kiosks

Available in:

- ✓ Las Vegas
- ✓ Philadelphia
- ✓ New York
- ✓ Wilmington
- ✓ Chicago
- ✓ Lancaster
- ✓ Providence
- ✓ Richmond
- ✓ Baltimore
- ✓ Lorton

ChargeFUZE kiosks provide consumers with convenient, on-the-go mobile charging. Through a network saturation, your brand can deliver true value and convenience to customers along their transit route.

Specs

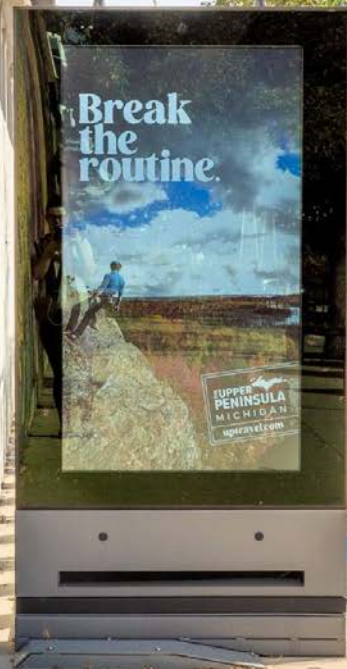
Resolution 1620 H x 1080 W

Accepted Formats Static & Video



Expand your reach with Digital Kiosks at bikeshare locations

Leverage the flexibility of our digital network, now expanded into top residential neighborhoods at bikeshare locations, giving Intersection digital coverage in all of the most desirable areas of Chicago.





Divvy Bikeshare Digital Kiosks

Located within bustling neighborhoods, these 65" displays offer advertisers the opportunity to reach consumers with larger than life, dynamic digital messages. 7.5 second spot, 12 available spots on a rotation.

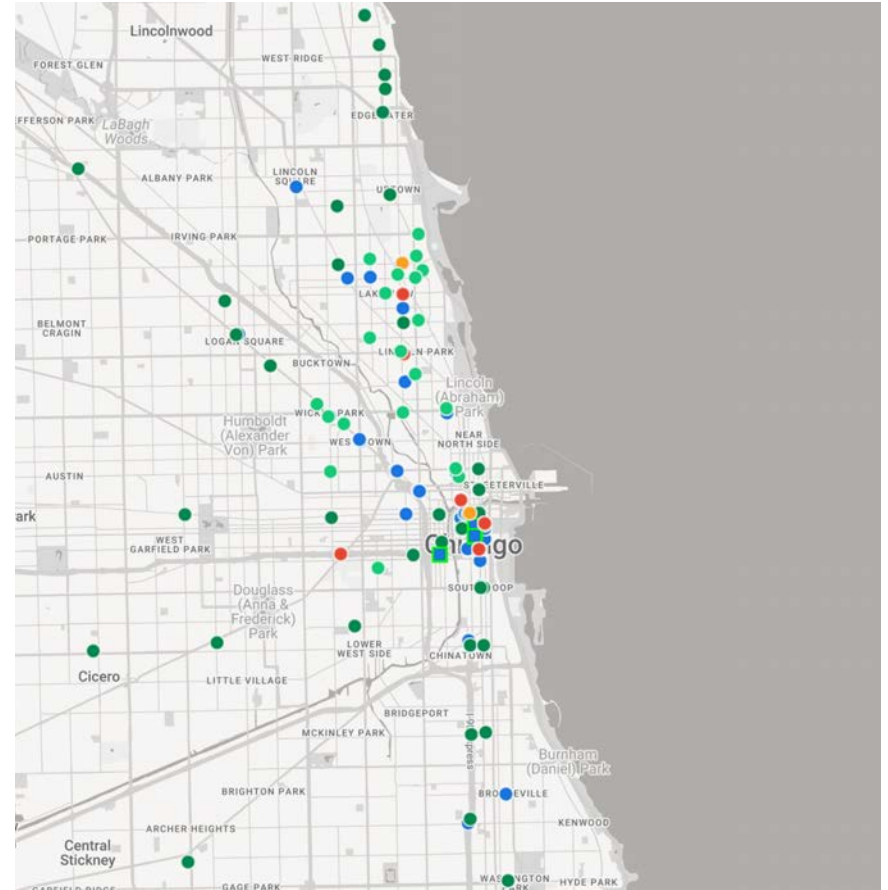
Specs

Screen Size	65"
Resolution	2160 x 3240

Pair Digital Kiosks with our existing digital network to harness the power of **450+ flexible screens** citywide.

Legend

Digital Kiosk	●
Interactive Transit Kiosk	●
Digital Video Wall	●
VDUP, DUP	●
Digital Platform	●



Destination Media



Media opportunities in private districts, real estate developments, and retail centers.



Hudson Yards, NYC

Hudson Yards is the single largest private real estate development in the history of the United States. Changing the face of New York City, this project brings thousands of new amenities and experiences—along with top stores, restaurants and businesses—to NYC residents, employees and tourists.

Tap into advertising opportunities at Hudson Yards with Intersection—the only partner bringing unique digital products into this brand new space.





Note: media formats are sold as a package and not as individual units

Digital Kiosks Exterior

Kiosks located throughout Hudson Yards will enable wayfinding and interactivity with retail information.

Outdoor locations selected to maximize exposure amongst tourists, shoppers and tenants alike, and represent the only media on The Highline.

Specs

Resolution	1080 W x 1920 H (portrait)
Frame Rate	30 FPS
Spot Length	15 Seconds

HUDSON YARDS



Note: media formats are sold as a package and not as individual units

HUDSON YARDS

Digital Kiosks Interior

Placed strategically through retail and office spaces, these touch-enabled units provide wayfinding and interactivity and allow consumers to engage with custom branded experiences. Indoor locations selected to maximize exposure amongst shoppers and tenants.

Specs

Resolution	2160w x 2880h (portrait)
Frame Rate	30 FPS
Spot Length	15 Seconds



Note: media formats are sold as a package and not as individual units

South East Large Format Digital Walls

Make an impact with two 113.39" x 272.13" digital walls located at the SE entrance of Hudson Yards. Creative is synced across these two screens and must be delivered as one file. Static, dynamic, animated or full-motion video creative will capture consumers' attention as soon as they enter.

HUDSON YARDS

Specs

Resolution	(2) 1152w x 3456h
Frame Rate	30 FPS
Spot Length	15 Seconds



North East Large Format Digital Wall

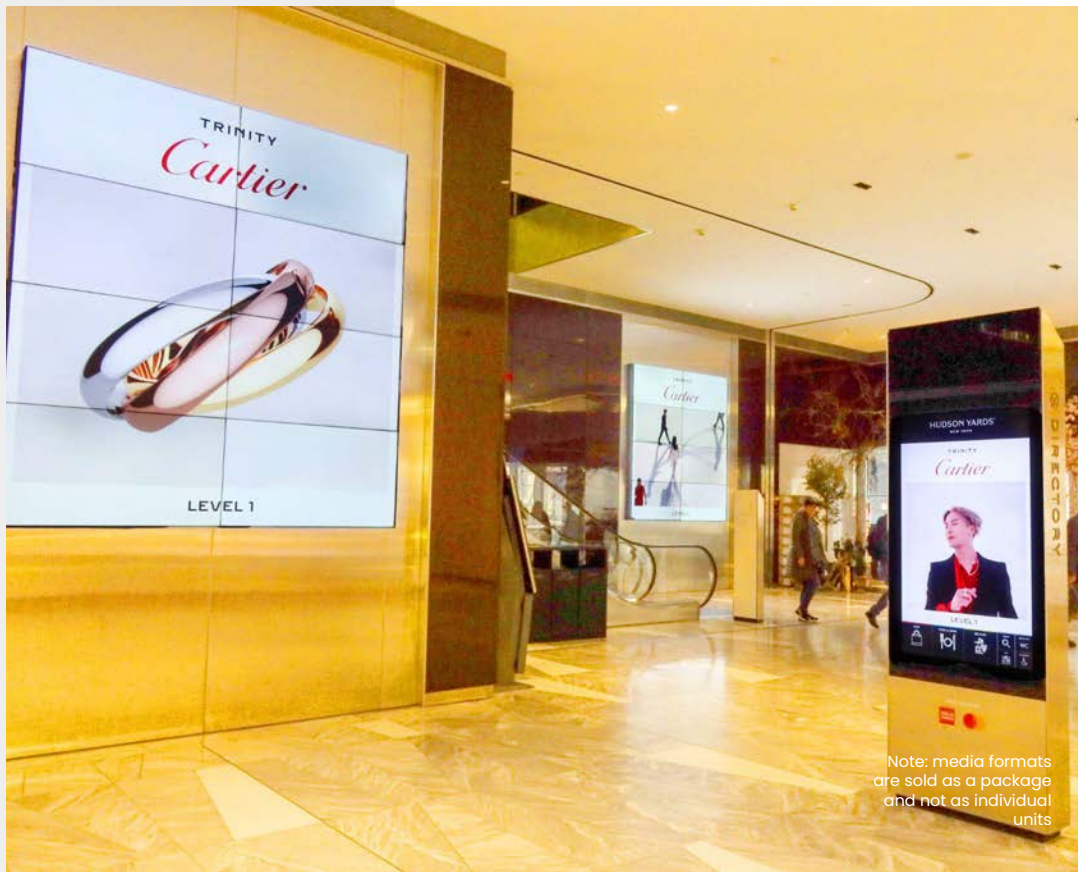
This 176.38" x 382.68" digital wall located at the NE entrance of Hudson Yards will deliver static, dynamic, animated or full-motion video creative.

Specs

Resolution	288 W x 1792 H
Frame Rate	30 FPS
Spot Length	15 Seconds

HUDSON YARDS





Note: media formats are sold as a package and not as individual units

HUDSON YARDS

Digital Walls

Placed in high-traffic corridors, these five units will increase branding opportunities throughout Hudson Yards.

Specs

Location	Resolution
SE & SW	3840 W x 4320 H
NW	3840 W x 2160 H
Concierge	5760 W x 2160 H
Frame Rate	30 FPS
Spot Length	15 Seconds

The Grand, LA

The Frank Gehry-designed destination for dining, hospitality, and living in the heart of DTLA.

The Grand also represents the culmination of Frank Gehry's storied career — the only place in the world where two of his greatest architectural designs face each other from across the street.

The Grand sets a new benchmark for shopping and dining in the city's most sought-after neighborhood. The Grand offers visitors and DTLA residents fresh and unique experiences, and take our place as a new landmark that truly celebrates the best of LA.



Indoor and Outdoor Kiosks

Digital Kiosks offer localized content and real-time information, centered around vivid digital advertising.

Connecting all levels of The Grand's public access points, including lower valet, parking levels, and upper levels, designed for high visibility

Specs

Resolution	1080W x 1440H
Ad Duration	15 Seconds



Image for illustrative purposes



Digital Display

Elevator Digital Displays deliver digital advertising content throughout The Grand's many elevator banks.

Specs

Resolution	1080W x 1920H
Ad Duration	15 Seconds



Image for illustrative purposes



11th & Market Curved Digital Bulletin

Center City Philadelphia is a premier destination for shopping, dining, and entertainment. Capture the attention of locals and visitors alike with Curved Digital Bulletins visible from every angle of the bustling intersections.

Specs

Screen Size	40' W x 30' H'
Resolution	3840 W x 2160 H
Spot Length	15 Seconds





10th & Market Digital Bulletin

Center City Philadelphia is a vibrant hub of activity. Amplify your brand with flexible digital messaging on Digital Bulletins positioned at prominent corners throughout the city center.

Specs

Screen Size	40' W x 30 H'
Resolution	3840 W x 2160 H
Spot Length	15 Seconds



Image for illustrative purposes



9th & Market Digital Bulletin

Center City Philadelphia is a vibrant hub of activity. Amplify your brand with flexible digital messaging on Digital Bulletins positioned at prominent corners throughout the city center.

Specs

Screen Size	40' W x 30' H'
Resolution	3840 W x 2160 H
Spot Length	15 Seconds





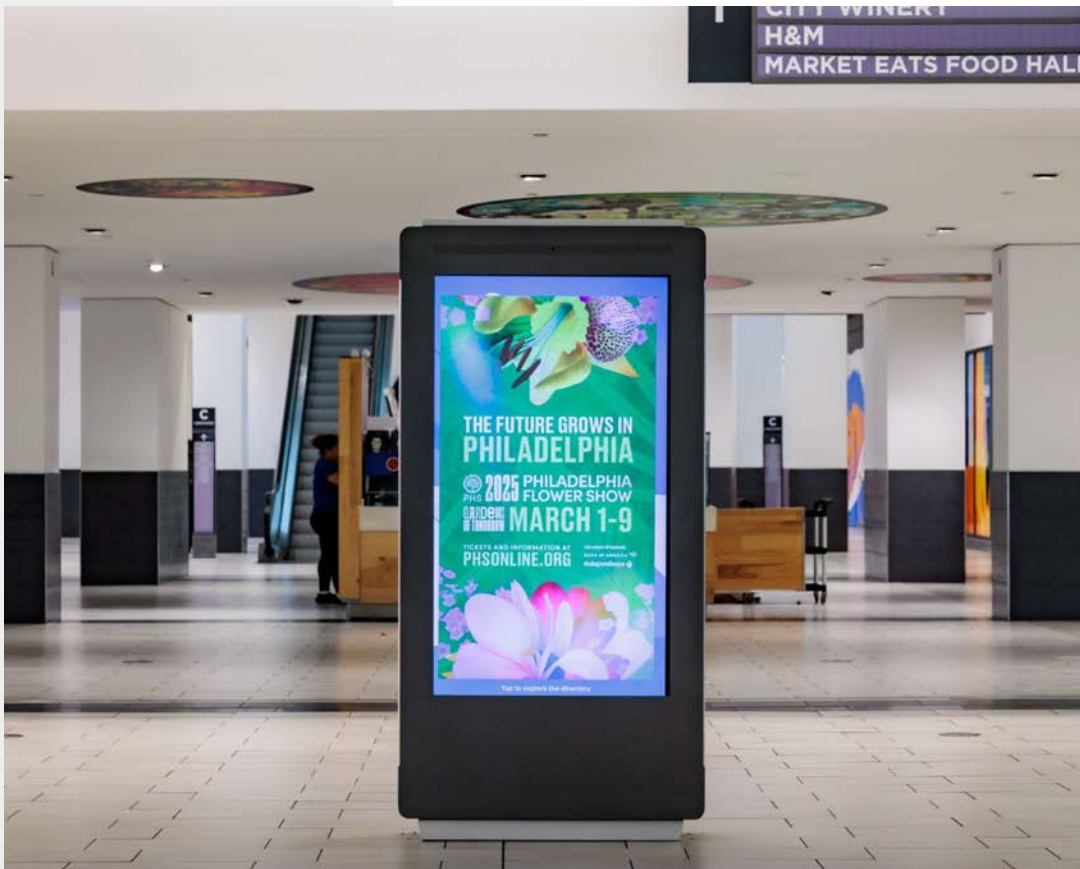
9th & Market Curved Digital Bulletin

Center City Philadelphia is a premier destination for shopping, dining, and entertainment. Capture the attention of locals and visitors alike with Curved Digital Bulletins visible from every angle of the bustling intersections.

Specs

Screen Size	42.5' W x 13.4 H'
Resolution	3840 W x 2160 H
Spot Length	15 Seconds





Fashion District Digital Interior Kiosk

Fashion District Philadelphia is a premiere shopping and entertainment destination, spanning three blocks of East Market Street. Reach diverse audiences and capture the attention of shoppers, commuters, and tourists with targeted digital kiosks inside the mall.

Specs

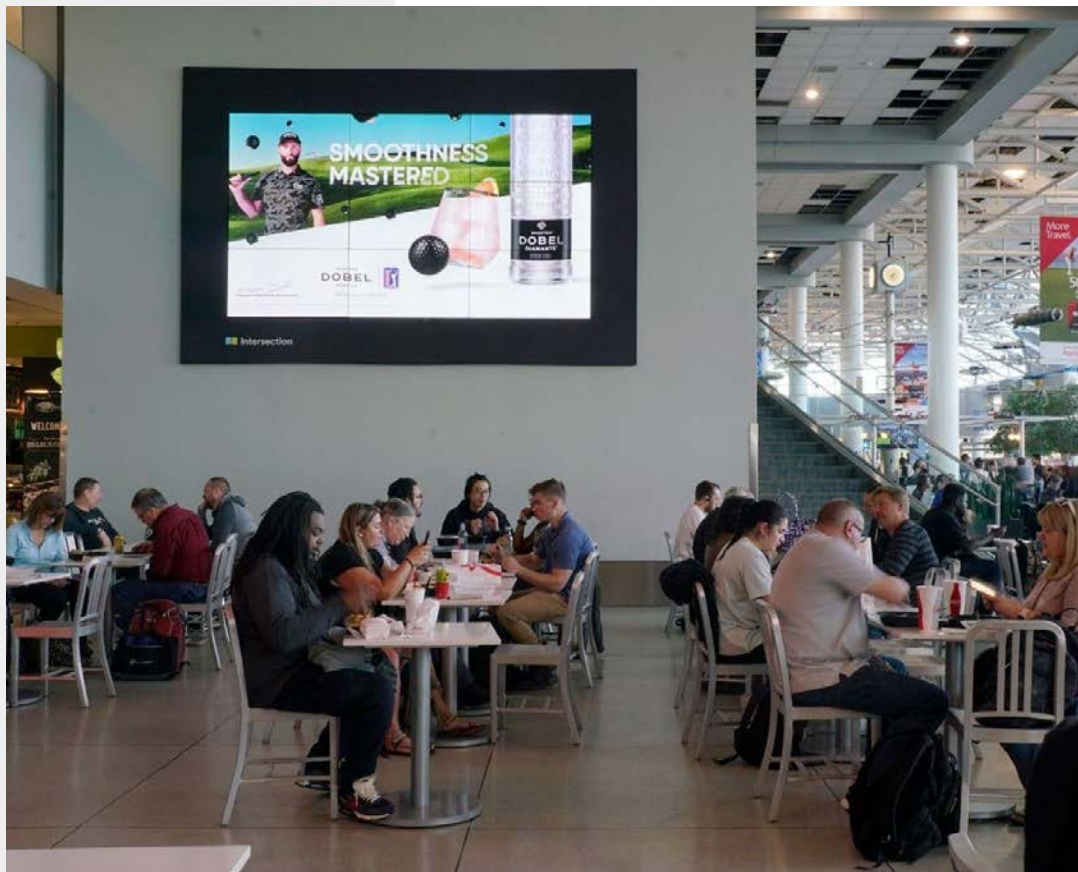
Screen Size	65"
Resolution	1920 H x 1080 W
Spot Length	15 Seconds



Charlotte Douglas International Airport Media

From the moment consumers enter the airport through the duration of their flights, Intersection can deliver powerful messaging via traditional and digital formats. Intersection reaches a national audience of air travelers through our exclusive media rights at Charlotte Douglas International Airport.





Atrium Digital Network

CLT's main atrium, connecting all concourses, is a central area where travelers spend time dining and shopping. The Atrium Digital Network screens are the largest at the airport, engaging travelers through vivid imagery. The Atrium Digital Network has full-motion video and dynamic capabilities.

Specs

Atrium Digital (2)

164.5" Display



Concourse Digital Screens

This network of (28) digital LCD screens, located in concourses A, B, and C at CLT, catches the eyes of a captive audience and is a turnkey brand solution for advertisers at the airport. The vibrant screens deliver :10s spots that have full motion video and dynamic capabilities

Specs

Digital Screens	72"
Video Wall	129"





Baggage Claim Digital Network

These bold 75" LCD Digital Displays grab the attention of passengers as they wait for their luggage. Placed on top of the baggage belts, units can not be missed. These vivid displays have full motion video and dynamic capabilities.

Specs

Digital Screens	75" HD LCD
	72" HD LCD

Creative Executions





Display



Video



Dynamic

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