The Programmatic Playbook: National Scale, Human Connection



Intersection

At Intersection, our programmatic network reaches more than

38M

People across 10 markets - including 8 of the top 10 DMAs - every single week.

That's roughly the combined monthly US digital audience of Wired, The New Yorker, & Bon Appétit.

Sources: Geopath, Reveal, Streetmetrics. PerView, Condé Nast Official Media Kits 2025 (Comscore Multi-Platform)



We deliver the journey, not just the screens, providing a 360° view of the modern consumer's day.

The Connected Urbanite

High-earning professionals and early adopters concentrated in the top 12 DMAs.

The Active Consumer

Mobile decision-makers moving through the daily journey—not sitting at home.

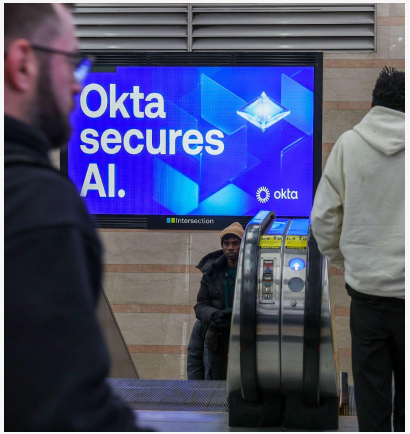
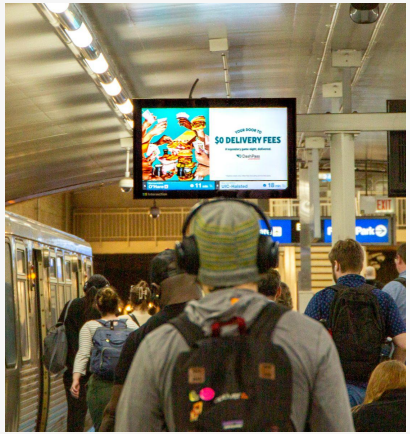
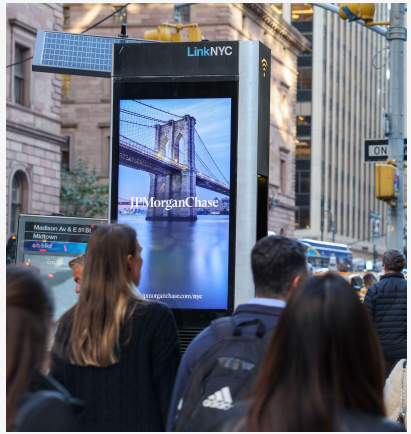
The Intent-Driven Buyer

Audiences in "active mode" who are 2.5x more likely to take action on the path to purchase.



Source: Nielsen OOH Advertising Study / OAAA Digital OOH Engagement Report.

Where massive impact meets street-level precision,

Large Format		Pedestrian Sized	
Transit	Outdoor & Retail	Transit	Outdoor & Retail
			

And national scale delivers regional relevance.

		Core Markets	Inventory Spotlight	The Regional Advantage
	**Northeast Corridor**	New York, Philadelphia, Washington DC, Boston	LinkNYC, Amtrak, PHL Digital Shelters, NJ Transit, PHL Digital Bulletins	We reach 21MM+ people across the Northeast Corridor, a powerhouse region home to 1 in 6 Americans and the engine of 20% of the U.S. GDP.
	**Connector Gateways**	Chicago, Minneapolis, Charlotte, Atlanta	CTA DUPs, Divvy Kiosks, MSP Digital Bus Shelters, Airport Video Walls	High-frequency urban touchpoints in the heart of major commerce hubs.
	**West Coast**	San Francisco, Las Vegas, Los Angeles, Seattle	SF, SEA, and LA Transit, The Grand LA	Elite tech & tourism audiences with premium large-format and interactive assets.

Universal Access:
One network, every DSP.

100% Programmatic Connectivity Across the Entire US Market.

5 Supply–Side Platforms

PLACE EXCHANGE by Broadsign

Broadsign Reach

VIOOH

PERION

vistar media

Over 50 Demand-Side Platforms including

OOH SPECIALISTS

AdQuick

OutMoove by Broadsign

PERION

vistar media

ADOMNI

NEPTUNE RETAIL SOLUTIONS

TALON

TheNeuron

displayce

OMNICHANNEL PLATFORMS

theTradeDesk

Display & Video 360

yahoo!

nexxen

VIANT.

Basis

StackAdapt

PULSEPOINT

deepintent

GroundTruth

Access our national network through buying protocols that fit your strategy.



Open Exchange (OX)

Commitment Free Planning
Unlimited access to all available Large Format and "Human Scale" inventory in real-time.

Best for exploration and testing
all available options and identifying key locations and venue types.



Private Marketplace (PMP)

Curated, Preferential Access
Optimized rates, locations, and formats both always-on and flighted.

Best for strategic activation with the full flexibility of programmatic pacing and reporting.



Programmatic Guaranteed (PG)

No Risk, All Reward
Guaranteed delivery across any combination of screens across Intersection.

Best for high-stakes activations
and/or high share-of-voice executions where every impression must deliver.

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

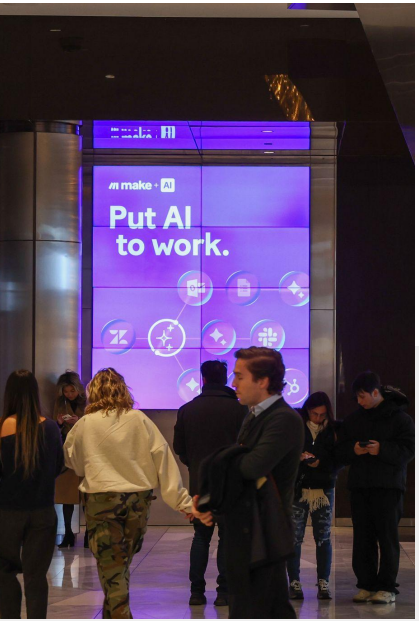
	Intersection Benchmark	Preferred Partner
Website Visitation	+217%	StreetMetrics
Foot Traffic	+230%	StreetMetrics
Brand Awareness	+52%	StreetMetrics
Conversions & Digital Events		StreetMetrics, mfour
Brand Affinity & Health		StreetMetrics, mfour
Script Lift		CROSSIX a Veeva company
Custom Data Integrations		

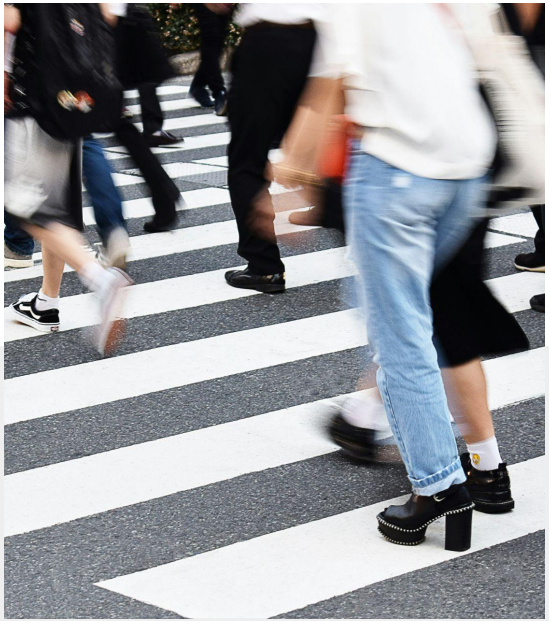
*Some restrictions apply including minimum impression or spend. Additional partners include Kochava, Reveal Mobile, and Foursquare.

Source: StreetMetrics & MFour Q1 2026

The Impact Buy

Large-Format Transit, Outdoor, & Retail Inventory







Large-Format Transit Inventory

In the transit environment, Large Format media doesn't just compete for attention, it defines the space. By leveraging these formats in massive hubs, brands become a landmark in the daily journey.



Visibility:
Commanding attention with high-impact placements across major transit hubs.

Reach:
Connecting brands to millions of daily commuters in key urban corridors.

Amtrak Penn Station Video Wall NYC

6.4M

Monthly Impressions

Resolution	7168 W x 1296 H
Screen Size	444” W x 84”H

Source: PerView



Penn Station NJ TRANSIT Video Wall

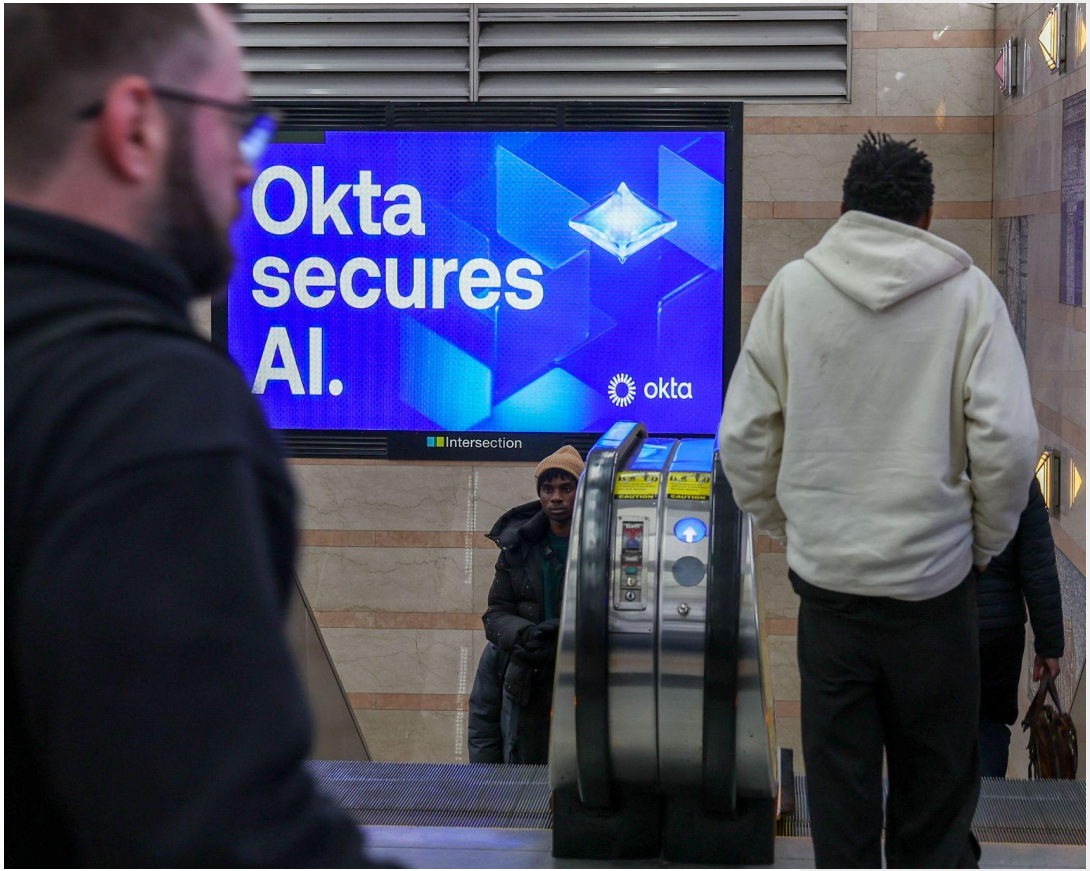
NYC

11.7M

Monthly Impressions

Resolution	800 W x 480 H
Screen Size	120” W x 72” H

Source: PerView



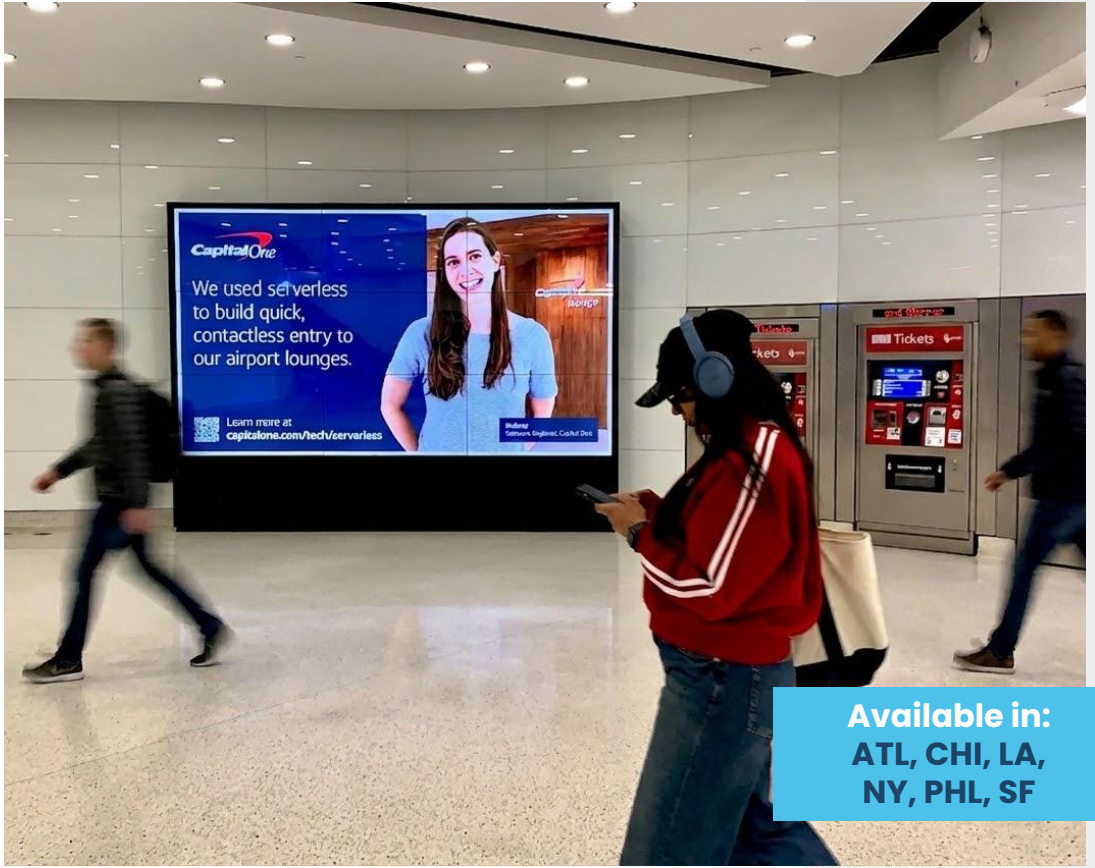
Transit Video Walls

82.1M

Monthly Impressions

NY, PHL, CHI	**Resolution**	3840W x 2160H
	Screen Size	143” W x 80.5”
ATL, SF	**Resolution**	5760W x 3240H
	Screen Size	143” W x 80.5”

Source: PerView



Available in: ATL, CHI, LA, NY, PHL, SF

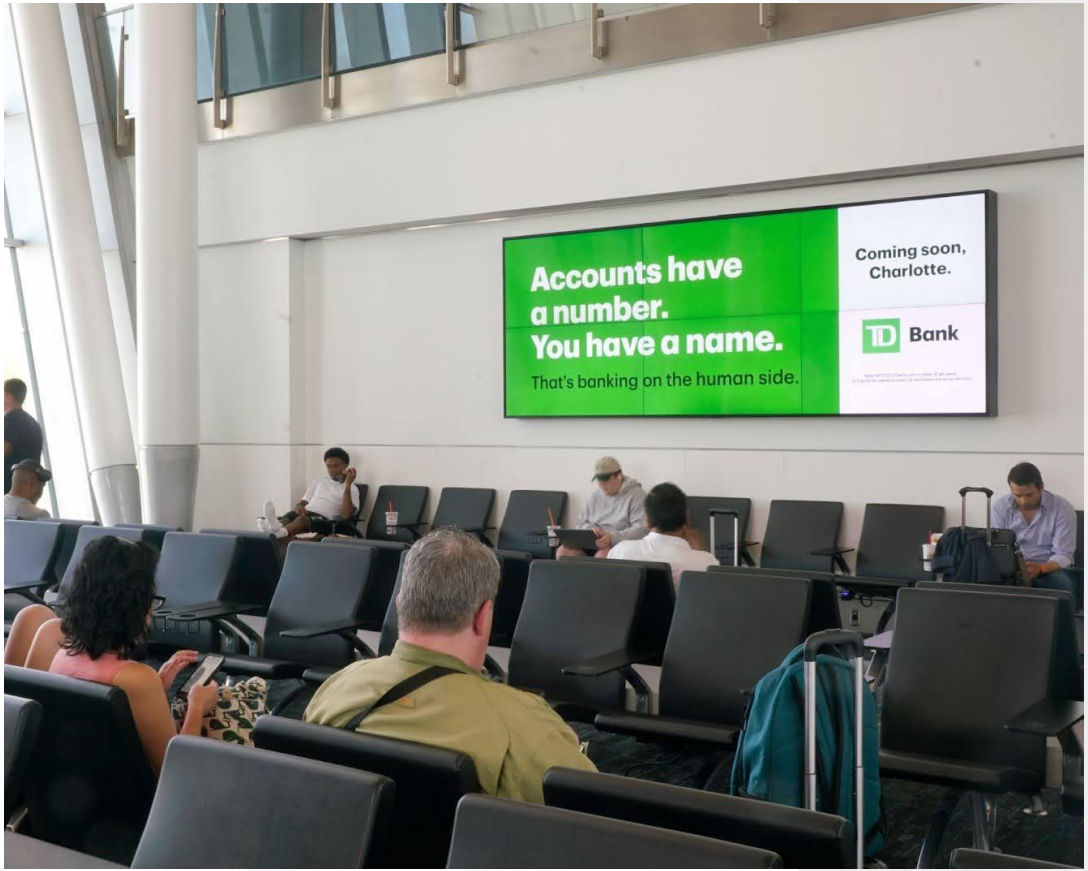
Concourse Digital
CLT

1.5M

Monthly Impressions

Resolution	1920 W x 720 H
Screen Size	1920 W x 720 H, 129”

Source: PerView



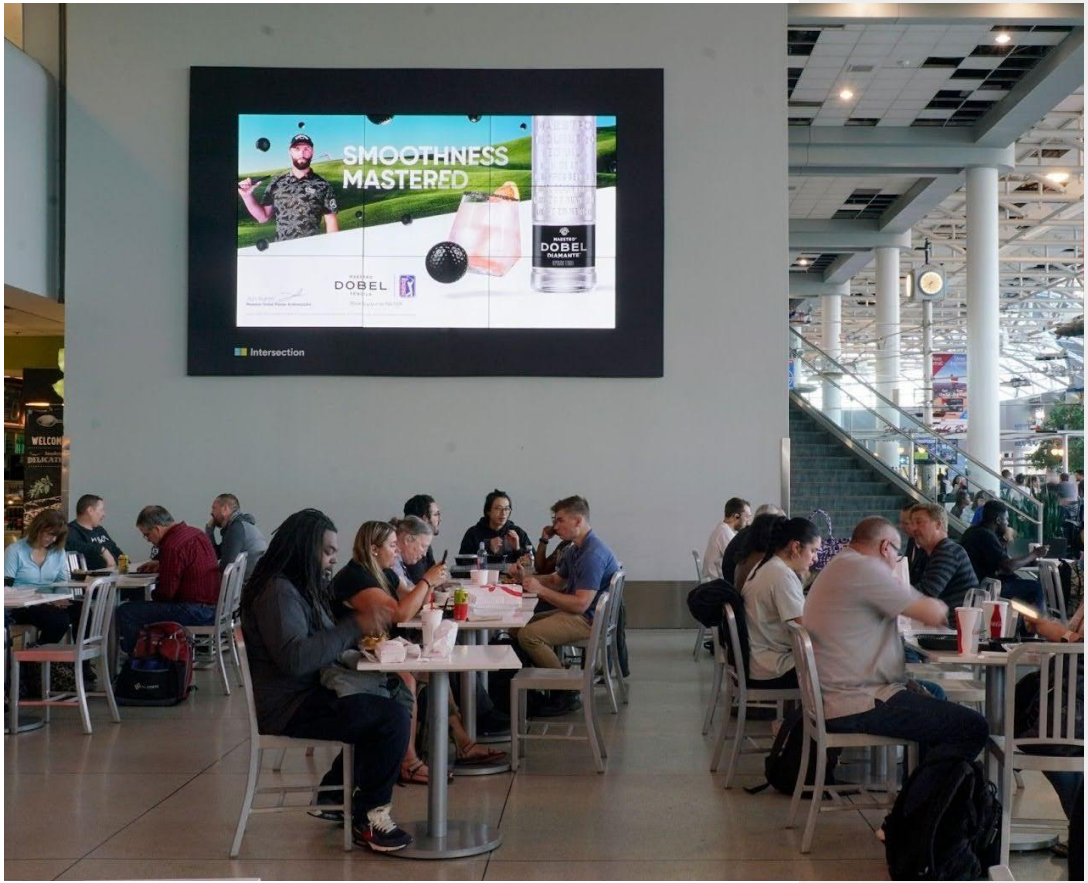
Atrium Digital Network

CLT

3.0M

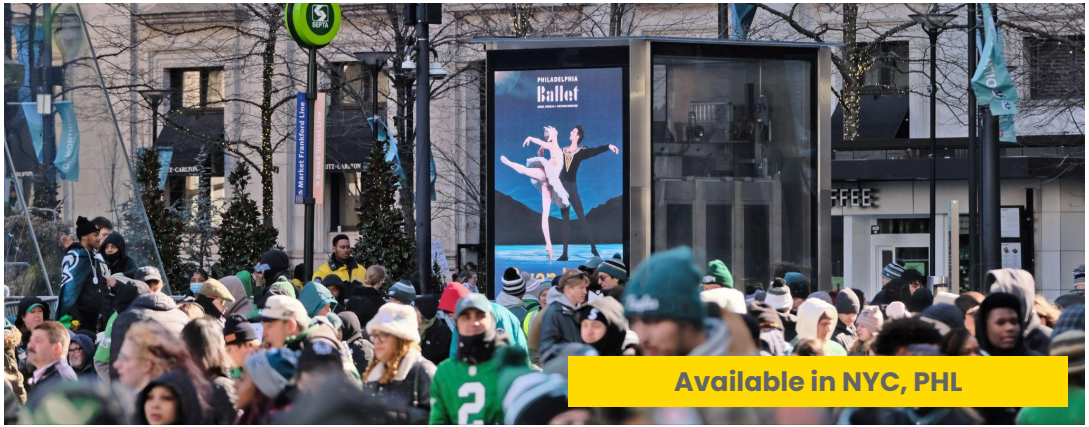
Monthly Impressions

Resolution	1920 W x 1080 H
Screen Size	164.5”



Large-Format Outdoor & Retail Inventory

Large-format media is designed to own the visual landscape of a city. These displays provide an unmissable canvas that drives brand recognition at the widest possible scale.



Dominance:
Establishing authority at iconic urban intersections.

Activation:
Engaging consumers during critical purchase transitions.

Center City Digital Bulletins
PHL

30.6M

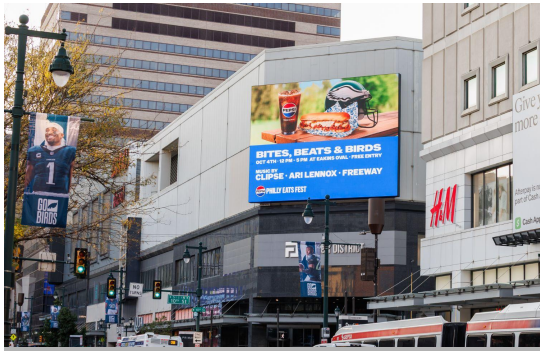
Monthly Impressions



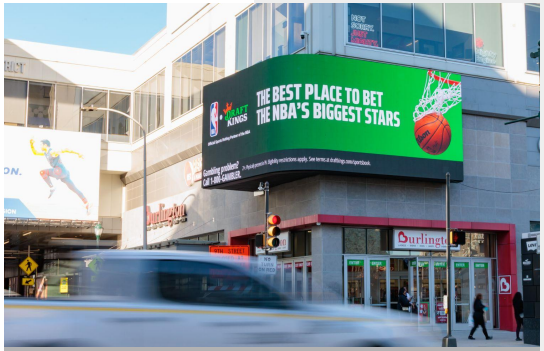
11th & Market S/WF
1824 W x 1368 H, 40’ W x 30’ H



9th & Market EF
1824 W x 972 H, 40’ W X 21’ 3” H



10th & Market S/EF
1824 W x 1368 H, 40’ W x 30’ H



9th & Market S/WF
1944 W x 612 H, 42.5’ W X 13.4’ H

Source: PerView

Dilworth Park Video Wall

PHL

84.1M

Monthly Impressions

Resolution	576 W x 832 H
Screen Size	157”

Source: PerView



Hudson Yard LED Video Wall
NYC

985k

Monthly Impressions

Resolution	672 W x 1248 H
Screen Size	5’9” W x 10’8” H

Source: PerView



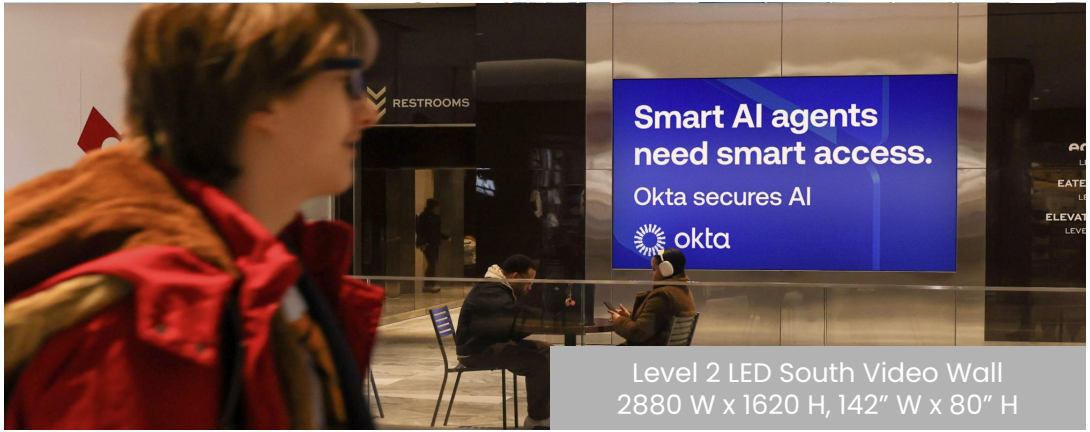
Hudson Yards Interior Walls
NYC

29.6M

Monthly Impressions



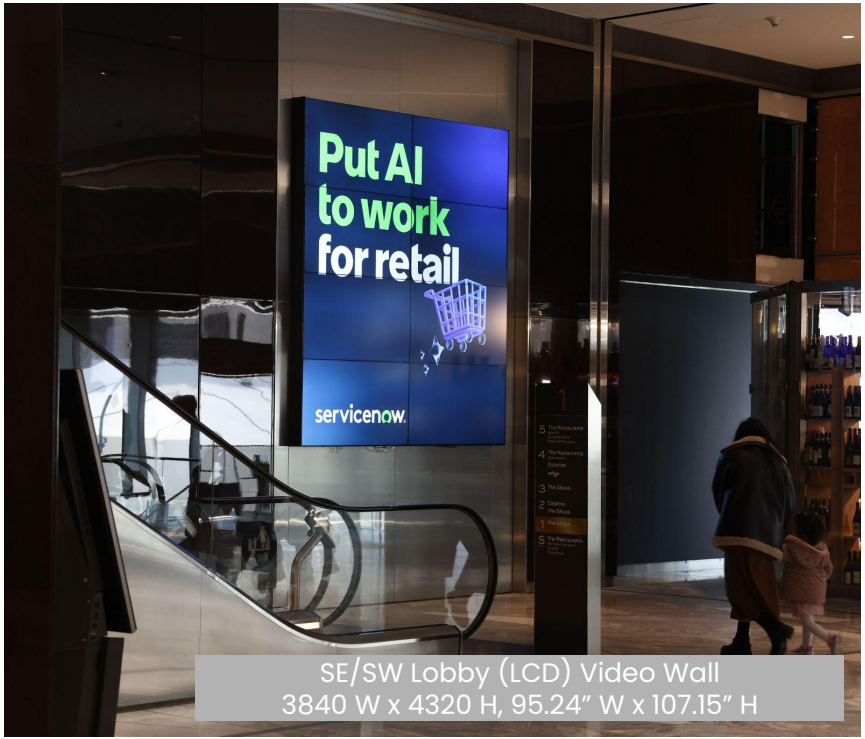
Concierge Video Walls
5760 W x 2160 H, 142.87” W x 53.57” H



Level 2 LED South Video Wall
2880 W x 1620 H, 142” W x 80” H

Source: PerView

Hudson Yards Interior Walls



SE/SW Lobby (LCD) Video Wall
3840 W x 4320 H, 95.24” W x 107.15” H

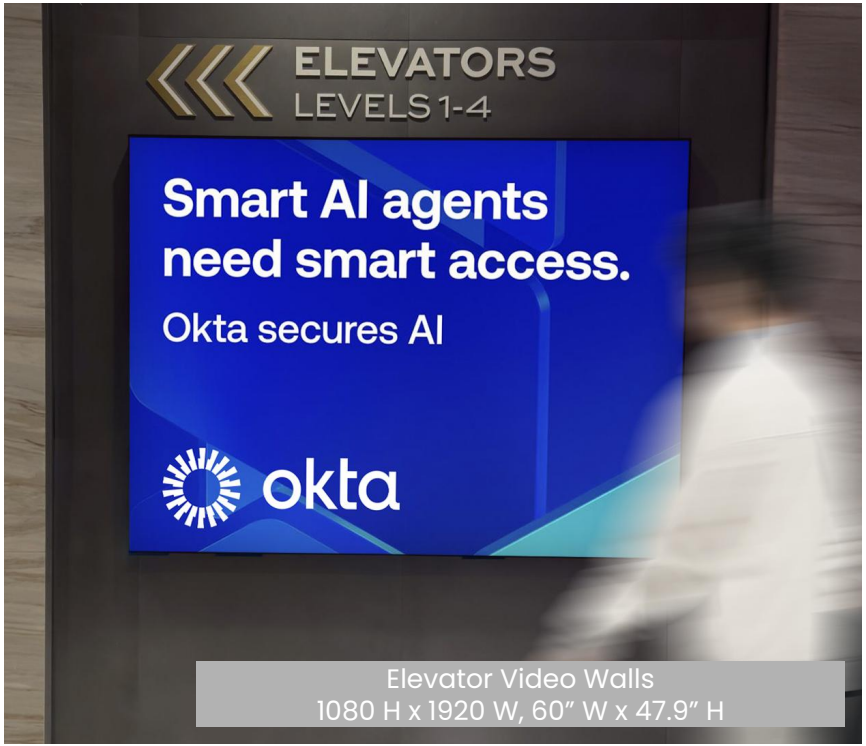


NW Lobby Video Wall
3840 W x 2160 H, 142.87” W x 80.36” H

Hudson Yards Interior Walls



Elevator Screens
2160 W x 3840 H, 27” W x 47.9” H



Elevator Video Walls
1080 H x 1920 W, 60” W x 47.9” H

The Scalable Core

Pedestrian-Sized Transit & Outdoor Inventory

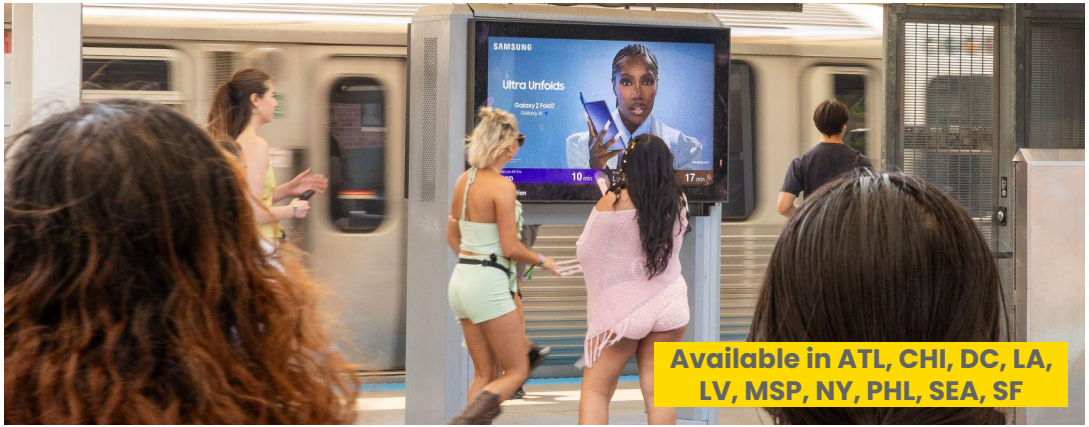






Pedestrian Sized Transit Inventory

Transit platforms reach focused audiences during extended periods of transition. This environment effectively engages high-earning professionals and early adopters on mass rail.



Available in ATL, CHI, DC, LA, LV, MSP, NY, PHL, SEA, SF

Connection:
Facilitating deeper storytelling during extended waits.

Composition:
Accessing professional audiences via commuter rail

Amtrak Penn Station Digital Marquees

NYC

69.7M

Monthly Impressions

Resolution Options	Full Screen: 1680 W x 270 H Mirrored: 480 W x 270 H
Screen Size	82.68” W x 13.27” H



Full Screen



Mirrored

Source: PerView

Horizontal Digital Platforms

1.4B

Monthly Impressions

PHL, CHI, NJ	**Resolution**	1920W x 960H
	Screen Size	55”
MSP	**Resolution**	1920W x 1080H
	Screen Size	55”
NJ	**Resolution**	1280 W x 768
	Screen Size	35” x 20”

Source: PerView



Available in:
CHI, MSP, NY, PHL

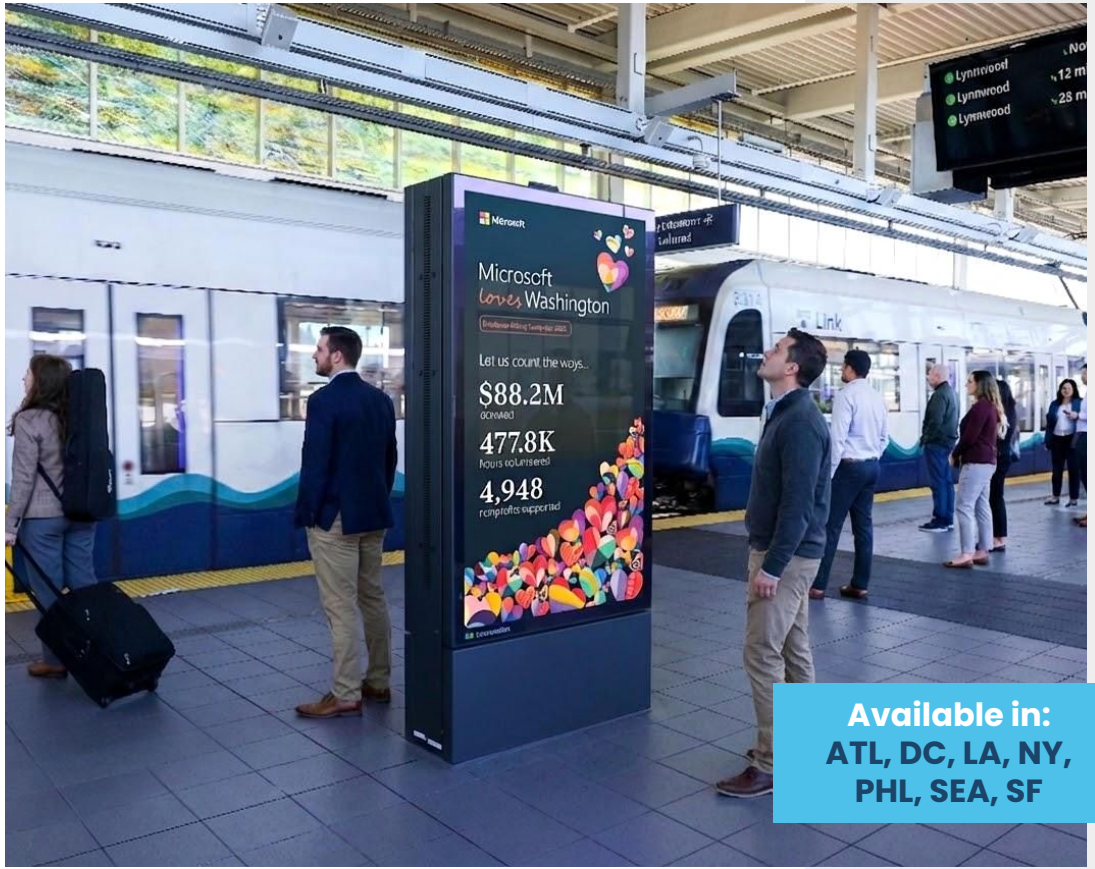
Vertical Digital Platforms

803M

Monthly Impressions

Resolution	2160 W x 3240 H, 1080 W x 1920 H, 2160 W x 2880 H
Screen Size	75”, 55”

Source: PerView



Available in:
ATL, DC, LA, NY, PHL, SEA, SF

Transit Kiosks

429M

Monthly Impressions

Resolution	1080 W x 1440 H
Screen Size	55”

Source: PerView



Available in:
CHI, LA, NY, PHL

Triptych Digital Platforms Atlanta

35.9M

Monthly Impressions

Resolution	(3) 1080 W x 1920 H
Screen Size	65”

Source: PerView



Charging Kiosks
Las Vegas

12.0M

Monthly Impressions

Resolution	1080 W x 1620 H
Screen Size	43”

Source: PerView



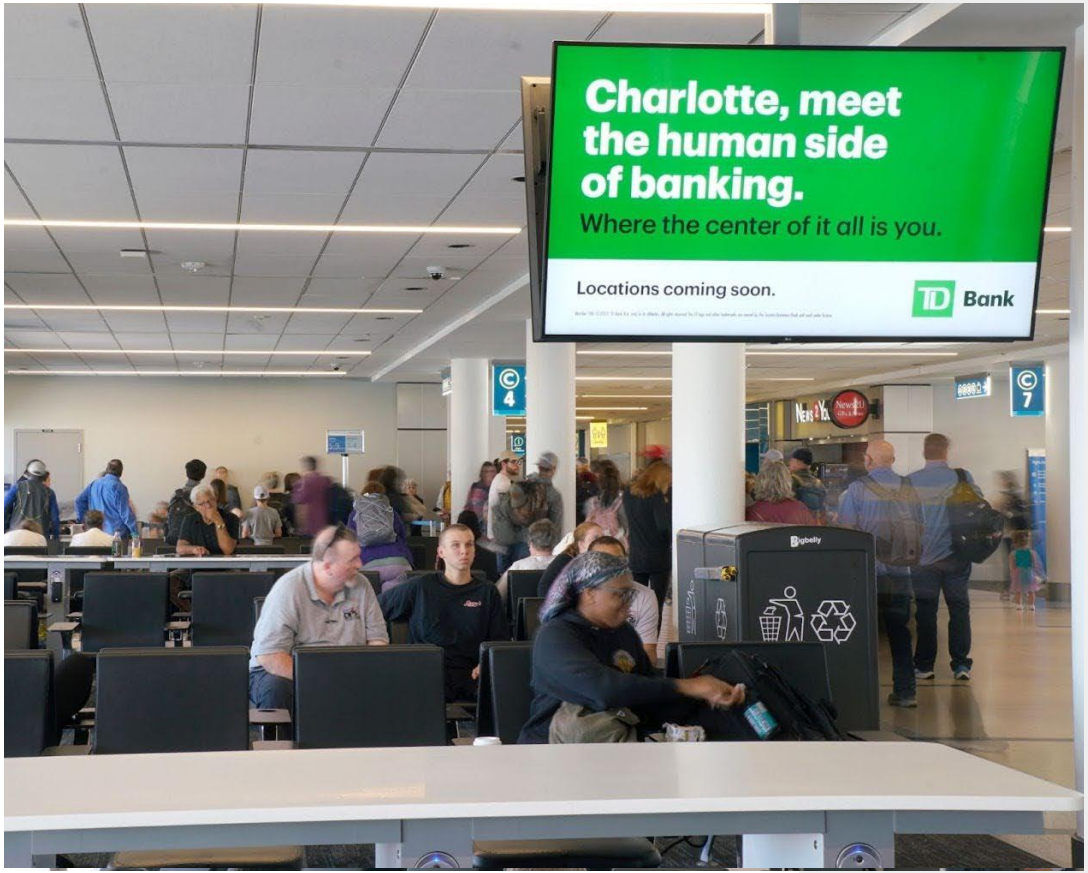
Concourse Digital
CLT

39.8M

Monthly Impressions

Resolution	1920 W x 1080 H,
Screen Size	72”

Source: PerView



Baggage Claim Digital
CLT

12.2M

Monthly Impressions

Resolution	1920 W x 1080 H
Screen Size	66” W x 39 1/2” H, 66.24” W x 37.81” H

Source: PerView



Pedestrian Sized Outdoor Inventory

Pedestrian sized media offers engagement at a human scale, providing a high-frequency touchpoint that integrates seamlessly into the routines of the modern consumer.



Available in BOS, CHI, LA, LV, MSP, NY, PHL, SF, SEA,

Immersion:
Building trust through constant neighborhood visibility.

Persistence:
Reinforcing messages during routine local travel.

LinkNYC

6.4B

Monthly Impressions

Resolution	1080 W x 1920 H
Screen Size	27” W x 47.5” H

Source: PerView



Available in:
NY, PHL

Digital Bus Shelters

175M

Monthly Impressions

PHL Resolution	1080W x 1620H
PHL Screen Size	72”
MSP Resolution	2160W x 3240H
MSP Screen Size	75”

Source: PerView



Available in: MSP, PHL

Digital Urban Panels

266M

Monthly Impressions

Resolution	1920 W x 960 H
Screen Size	55”

Source: PerView



Available in:
CHI, PHL

Vertical Digital Urban Panels

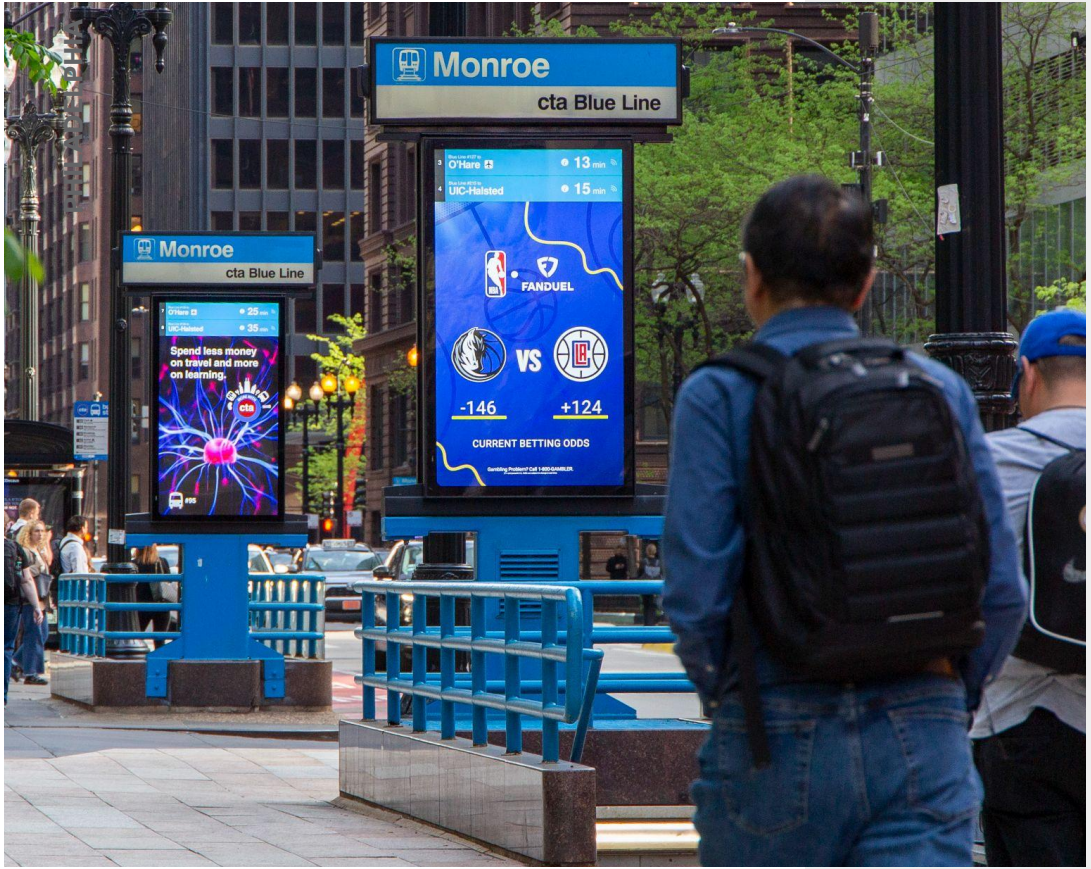
CHI

25.5M

Monthly Impressions

Resolution	2160 W x 3240 H
Screen Size	75″

Source: PerView



Digital Bikeshare Kiosks

CHI

10.4M

Monthly Impressions

Resolution	2160 W x 3840 H
Screen Size	65”

Source: PerView



Interactive Street Kiosks

BOS

2.2M

Monthly Impressions

Resolution	1080 W x 1440 H
Screen Size	44" x 33"

Source: PerView



Pedestrian Sized Retail Inventory

Placing brands in elite retail and tourism destinations captures high-intent consumers. IIt offers strategic positioning for brands seeking high-value associations.



Alignment:
Associating with luxury and innovation centers.

Proximity:
Influencing choice at the commercial transaction.

Hudson Yards Interior Kiosks
NYC

180M

Monthly Impressions

Resolution	2160 W x 2880 H
Screen Size	26″ W x 47″ H

Source: PerView



Hudson Yards Exterior Kiosks

NYC

56.5M

Monthly Impressions

Resolution	1080 W x 1920 H
Screen Size	26″ W x 47″ H

Source: PerView



The Grand Digital Kiosks
LA

32.4M

Monthly Impressions

Resolution	1080 W x 1920 H
Screen Size	44" x 33"

Source: PerView



Contact Us

470 Park Ave South
10th Floor
New York, NY 10016
intersection.com

Intersection



MAID Passback:
How It Works

Ad Exposure

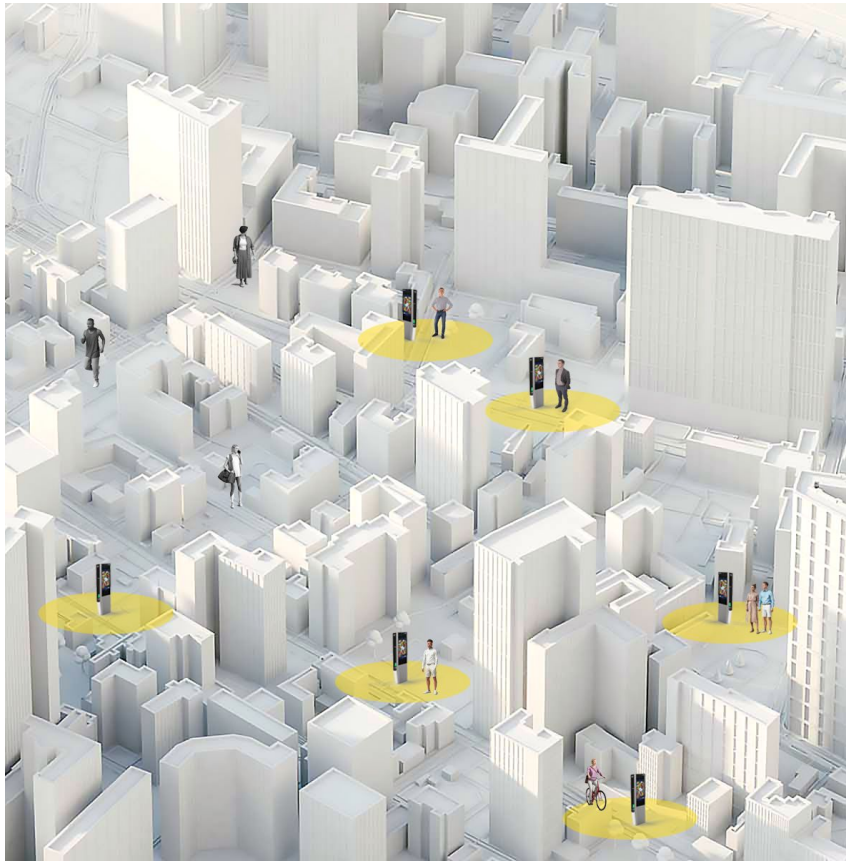
As a campaign delivers impressions during its campaign, timestamped lat/long ad play data is matched to 3rd party device ID location data

MAID Collection

Exposed device IDs are then collected and stored securely for later passback

MAID Passback

Device IDs are transmitted to advertising partner on a scheduled cadence via secure S3 bucket (or) via SSP/DSP

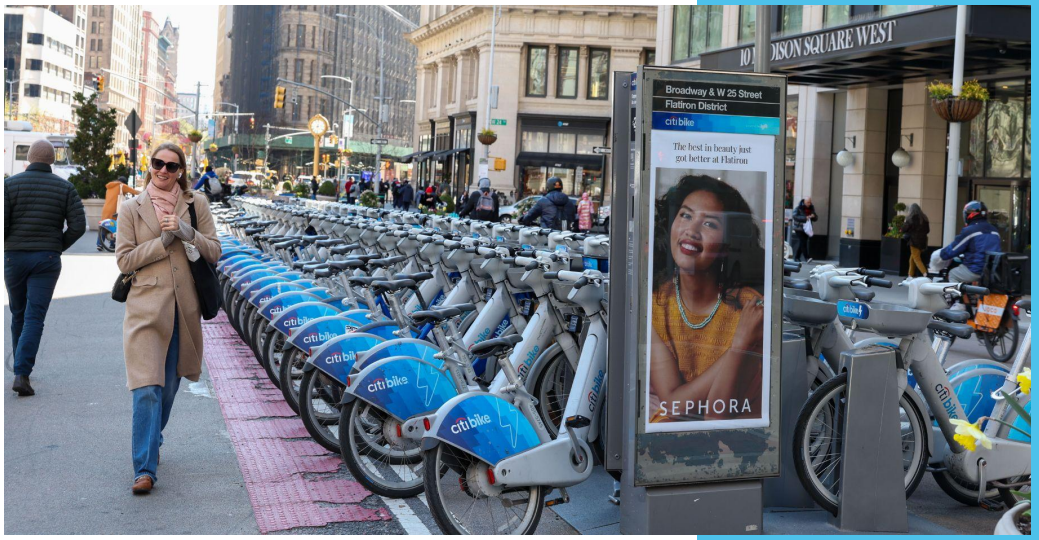


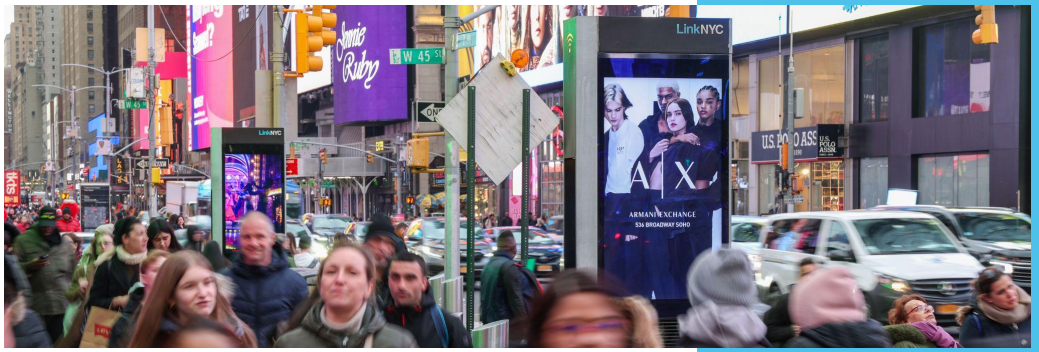
Attribution Benchmarks

Footfall Median Lift

+230%

Intersection Media Delivers Consistent Foot Traffic Lift for Advertisers Nationwide.





Intersection

Source: StreetMetrics Q| 2026

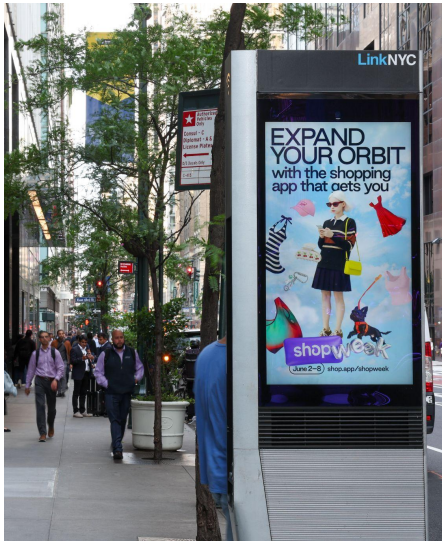
Attribution Benchmarks

Web Traffic Median Lift

+217%

From Impressions to Interactions, Intersection has Proven Effective Gains in Web Traffic Lift Nationwide.

Intersection







Source: StreetMetrics Q| 2026

LinkNYC Benchmarks

LinkNYC: Built to Capture Attention. Proven to Boost Results.

Footfall

Median Lift:
137%

Median Visitation Rate:
.50%

Source: StreetMetrics

Web Traffic

Median Lift:
121%

Median Visitation Rate:
.45%

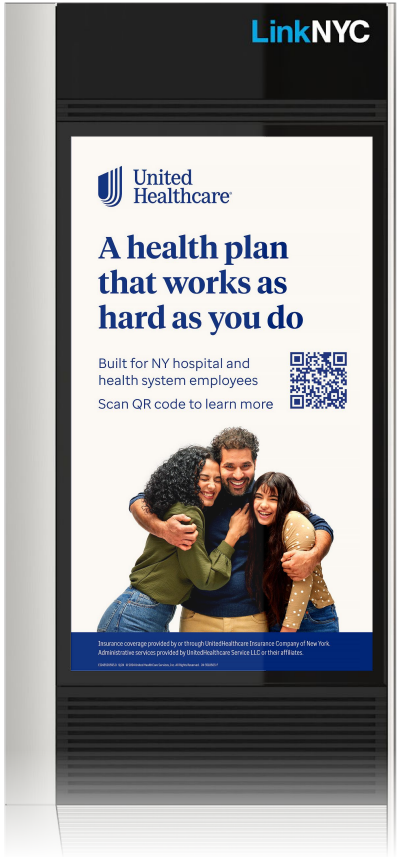
Source: StreetMetrics

Brand Awareness

Average Lift:
52%

Average Response Rate:
39%

Source: MFour



Source: Q1 2026