



Atlanta 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 Atlanta

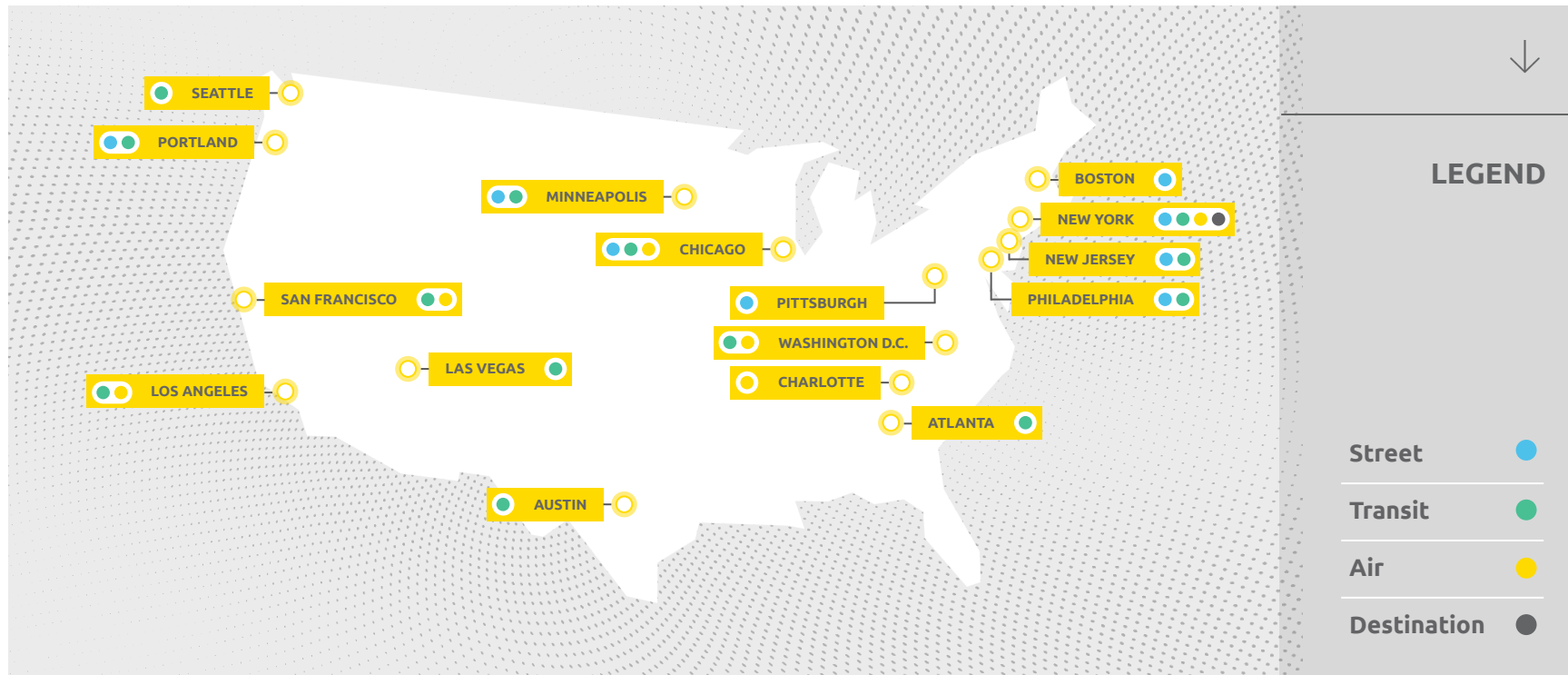
The most comprehensive and targeted media solutions in Atlanta

- Media positioned to reach and target the Atlanta Metro area across Clayton, Fulton, and DeKalb counties.
- MARTA makes up 95% of all transit trips taken in the greater Atlanta region.
- Our coverage presents an exciting opportunity for brands to reach sports enthusiasts, students, entrepreneurs, and professionals as they travel throughout their day

Source: Geopath measured and internal estimates & MARTA



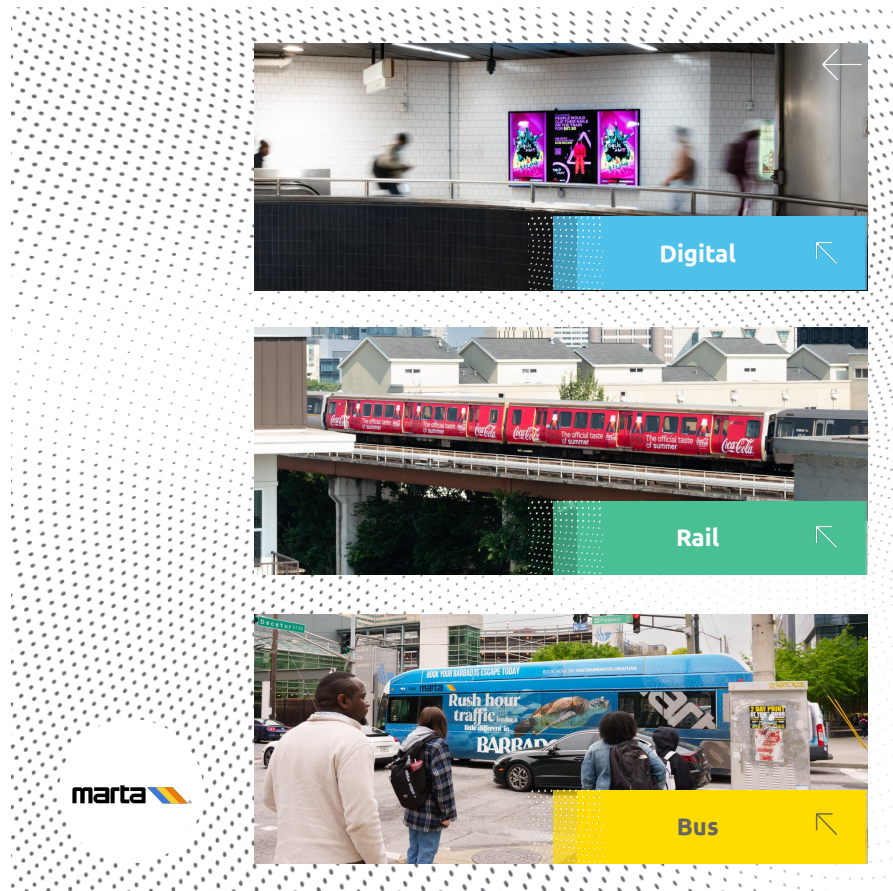
Premium products, national scale.



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

MARTA is Atlanta's public transportation corporation. It's committed to improving Atlanta's transit and moving billions of people throughout Atlanta and the surrounding cities one trip at a time.

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.



MARTA

Eighth largest transit authority in the US

- More than 550 buses provide service on 101 routes and MARTA's rail system includes 338+ rail cars that carry passengers to 38 stations systemwide.
- MARTA provides service to the Atlanta Metro area and moves over 500,000 people each week.

Source: MARTA 2023



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Products



Bus Media



Product overview

With the largest bus network in the U.S., Intersection delivers unbeatable, eye-level coverage in the heart of the country's largest cities and DMAs.





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.

Bus Wraps

Specs

Bus Wraps

Custom Install



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.

Bus Ultra Super Kings

Specs

Ultra Super Kings

Custom Install

Bus Fullbacks



Specs

Bus Fullbacks

Varies



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 Atlanta traffic.

Bus Kings



Specs

Bus Kings

30"H x 144"W



Bus Kings successfully reach pedestrians throughout urban areas and beyond. A high reach format, this media quickly builds awareness for your ad amongst key audiences.

Bus Queens



Specs

Queen

30"H x 88"W



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

Bus Tails

Specs

Tails	14" H x 70" W
	20" H x 83" W



20" H x 83" W



14" H x 70" W



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



Paired with Bus Kings,
Headliners create
top-of-mind awareness
and amplify advertising
impact on Atlanta streets.

Bus Headliners

Specs

Bus Headliners

9"H x 288"W



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

Bus Interior Cards

Specs

Bus Interior Cards

11" H x 28" W

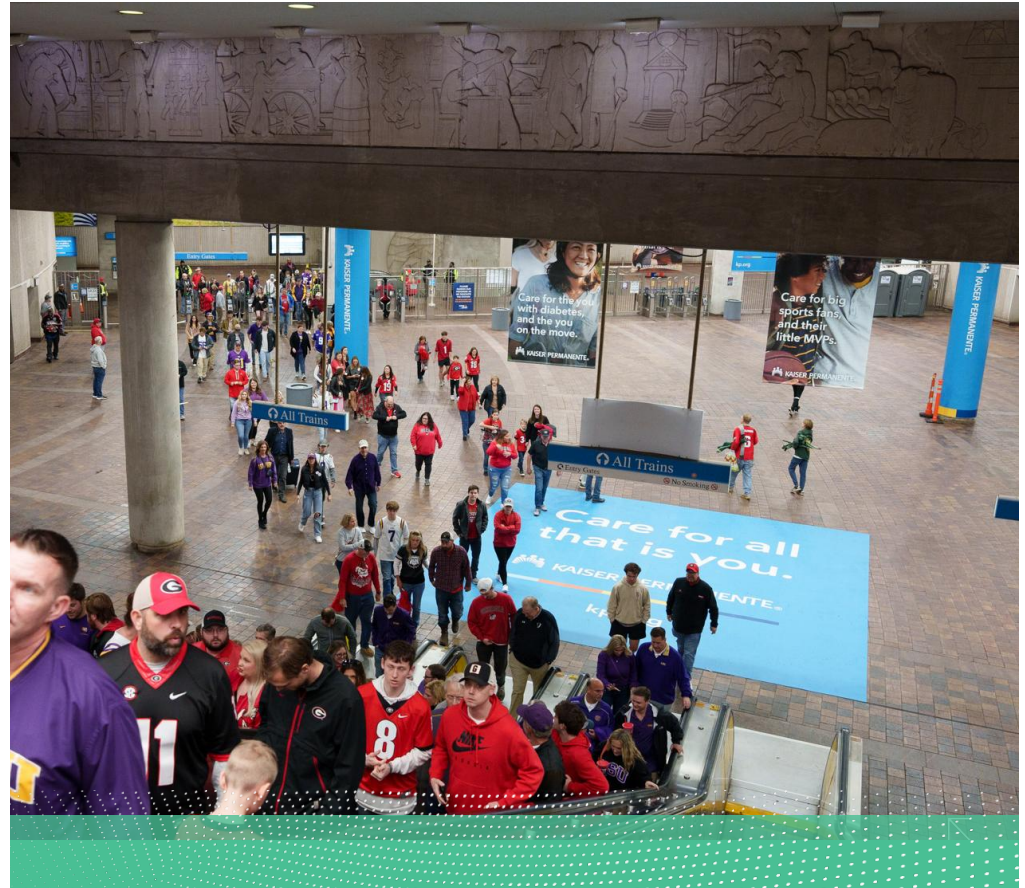
11" H x 56" W

Rail Media



Product overview

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





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.

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

Station Dominations

Specs

Station Domination

Custom Install



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.

Train Wrap

Specs

Train Wraps

Custom Install

Wild Wrap Train

Specs

Wild Wrap

39"H x 240"W



Wild Wraps are located between the doors on the bottom half of the car, catching commuters' attention as they step onto the train. With 4 panels on each vehicle revealing 2 panels per side, this highly visible media format attracts the eye immediately.



Full Wrap Streetcar advertising covers the entire exterior of a train car. These huge ads provide the space for larger-than-life creative, turning heads as vehicle roll through bustling downtown Atlanta.

Streetcar Wrap

Specs

Streetcar Wrap

Custom Install

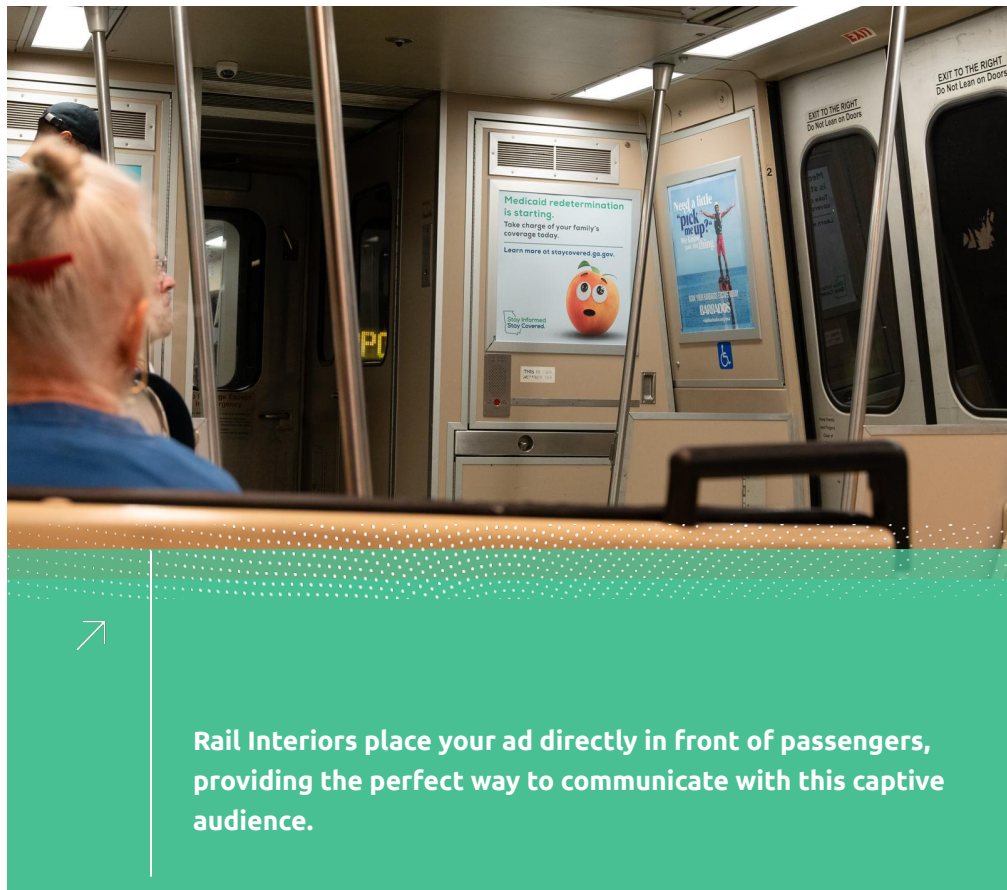
Rail Interior Cards

Specs

Interior Rail Cards	22"H x 21"W
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	33"H x 33"W
--	-------------

	35.75"H x 39.75"W
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Rail Interiors place your ad directly in front of passengers, providing the perfect way to communicate with this captive audience.



Capture passengers where there are no distractions and share your message without interruption. Own all of the interior media, and the riding experience.

Interior Brand Trains

Specs

Train Wraps

Custom Install

Interior Brand Train with Ceiling Wrap

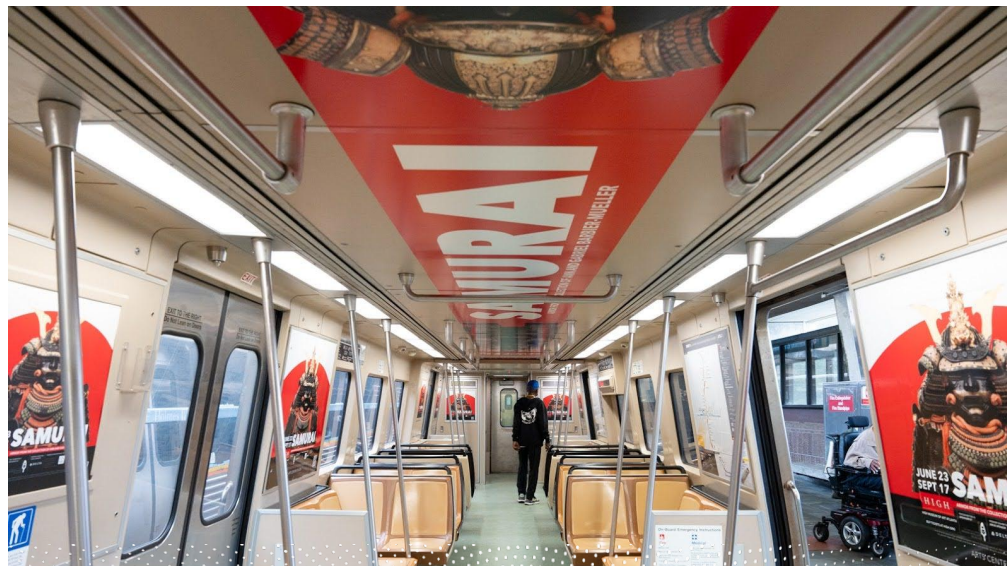
Specs

Interior Rail Cards	22"H x 21"W
---------------------	-------------

33"H x 33"W

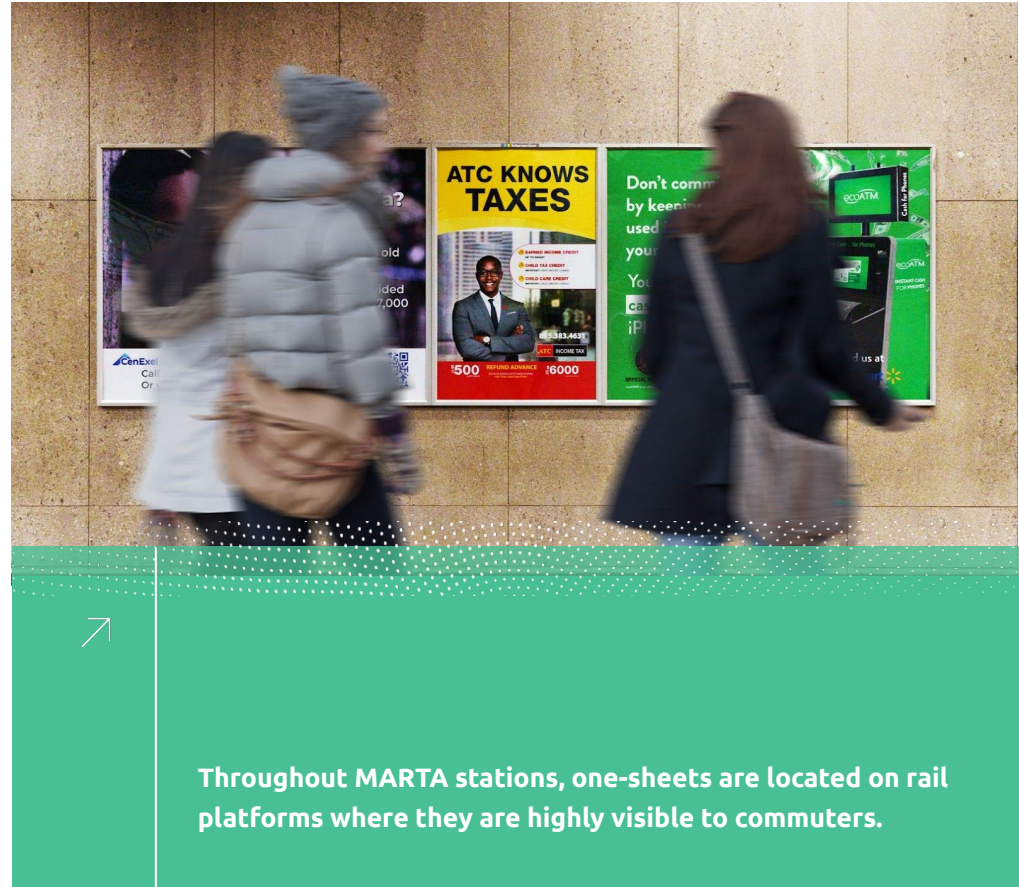
35.75"H x 39.75"W

Ceiling Wrap	Custom Install
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Captivate Atlanta 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.

One-Sheets



Specs

One Sheets

46"H X 30"W


Throughout MARTA stations, one-sheets are located on rail platforms where they are highly visible to commuters.

Two-Sheets

Specs

Two-Sheets

46"H X 60"W



Medical Center N8

LOOK FOR
COMPREHENSIVE
HEART CARE
LOOK TO
NORTHSIDE
HOSPITAL

LOOK FORWARD
TO MATERNITY
EXPERTISE
LOOK TO
NORTHSIDE
HOSPITAL

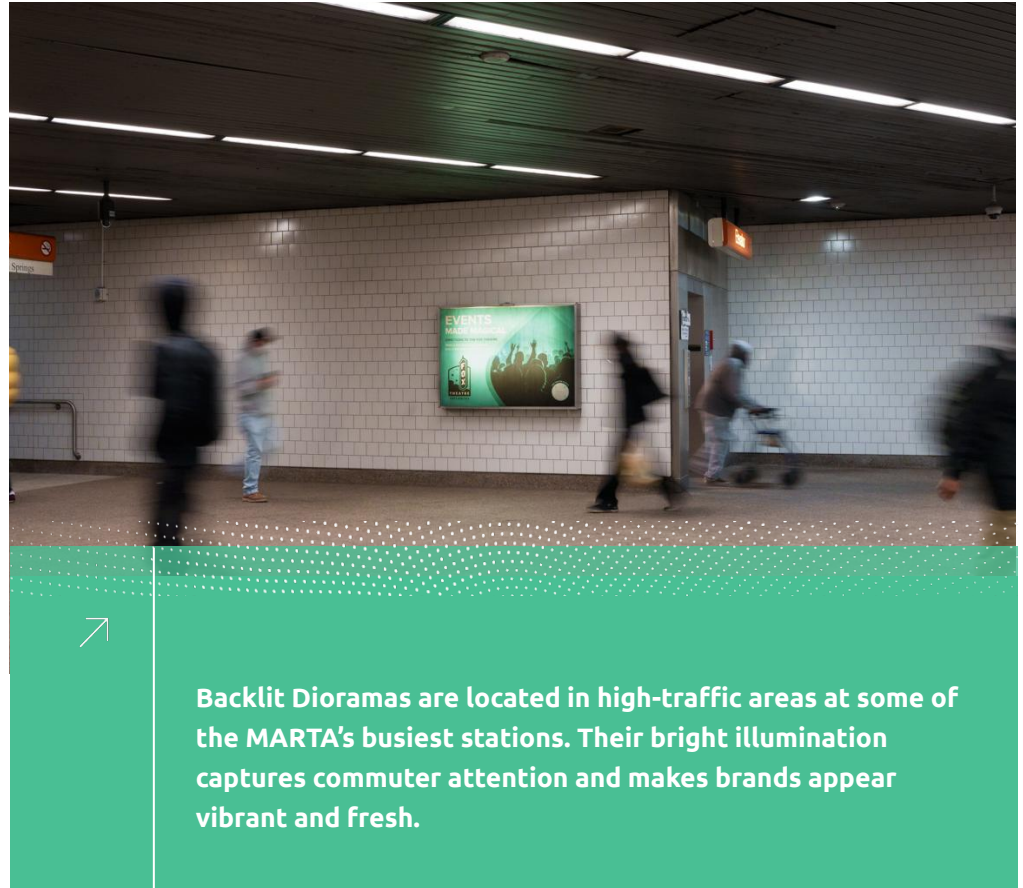
With an extended dwell time while waiting for trains, platform media formats give your brand quality time with key consumers, in all the right locations.

Backlit Dioramas

Specs

Backlit Dioramas

43"H X 62"W



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

GWCC/CNN Video Wall

Specs

Dimensions	3240H x 5760W
Frame Rate	30 FPS
Spot Length	7.5 Seconds
Paid Spots	12
Loop	90 Seconds



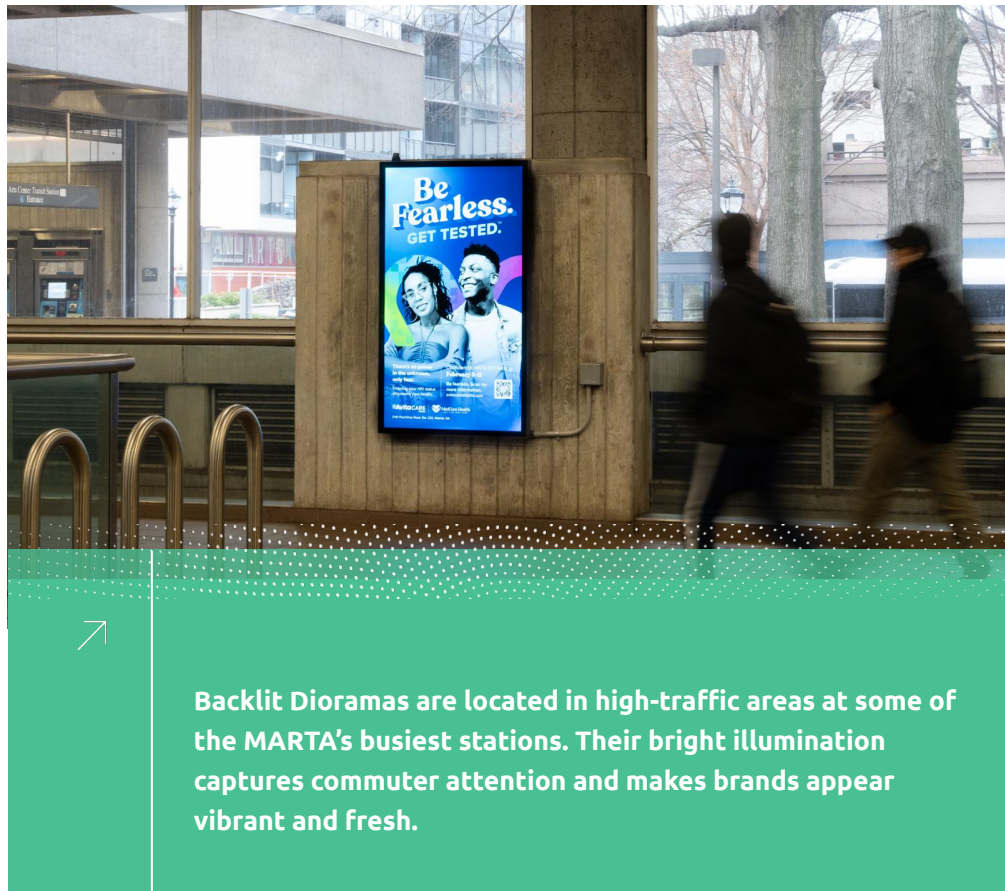
Generate massive reach with the large-format video wall at GWCC/CNN Station, positioned between Mercedes Benz Stadium and State Farm Arena.

The video wall is located on the concourse level, directly above ticketing machines to draw the attention of commuters passing by and those stopping to purchase fares.

Digital Platform & Station

Specs

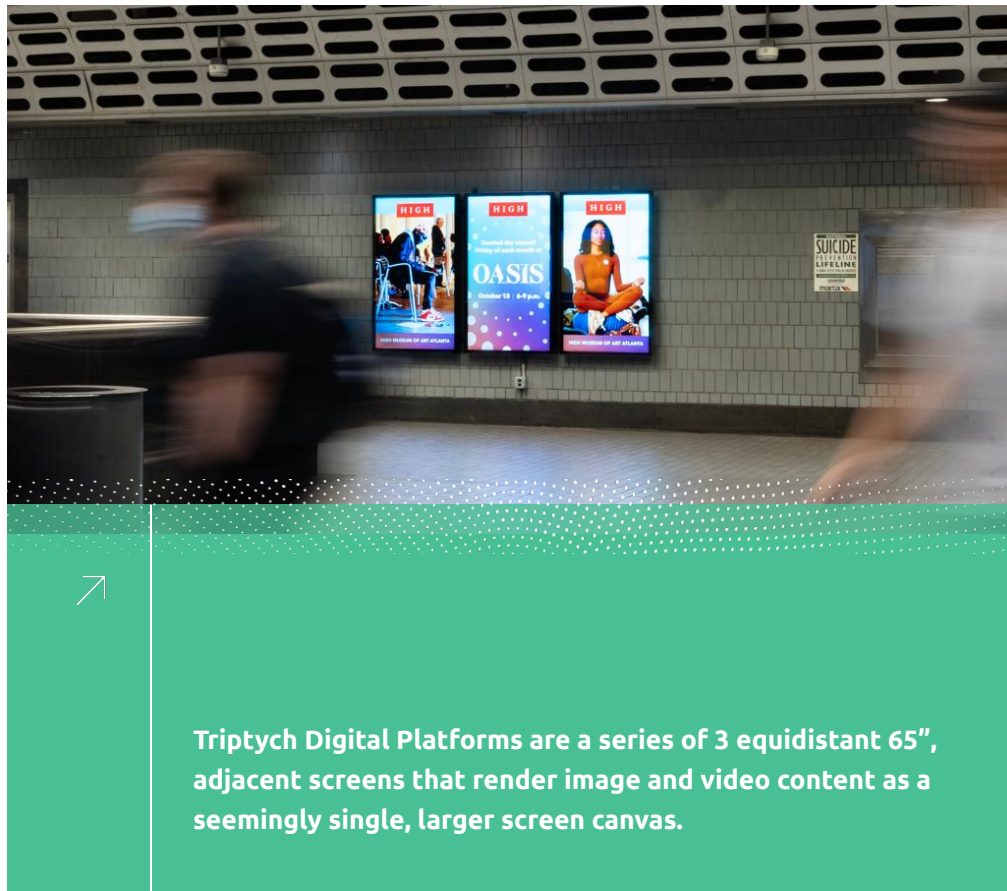
Dimensions	1920H x 1080W
Frame Rate	30 FPS
Spot Length	15 Seconds
Paid Spots	8
Loop	90 Seconds



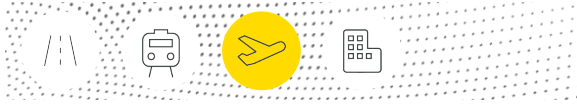
Triptych Digital Platform

Specs

Dimensions	(3)1920H x 1080W
Frame Rate	30 FPS
Spot Length	15 Seconds
Paid Spots	8
Loop	90 Seconds



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.

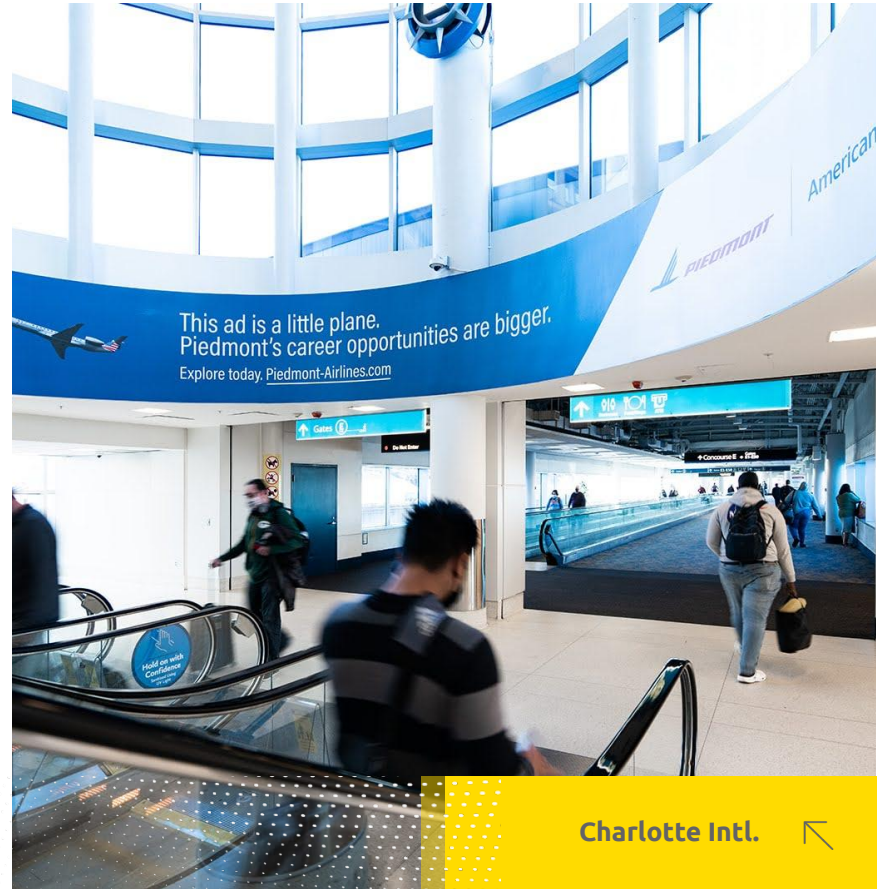


Reaching a national audience of air travelers with Intersection

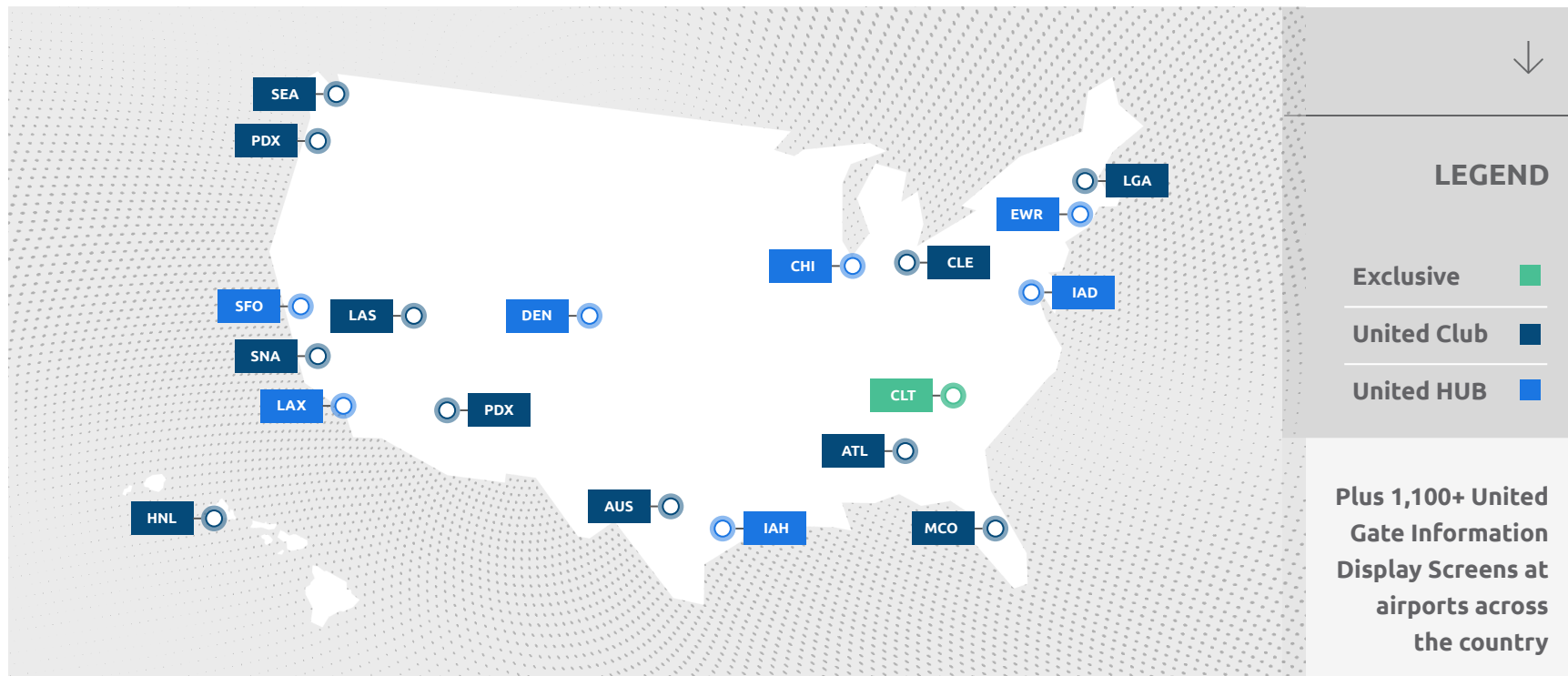
Intersection reaches over 180 million national airline passengers annually, with exclusive media rights at Charlotte Douglas International Airport and an exclusive partnership with United.

EXCLUSIVE AIRPORT

AIRLINE PARTNERSHIP



Premium products, national scale.

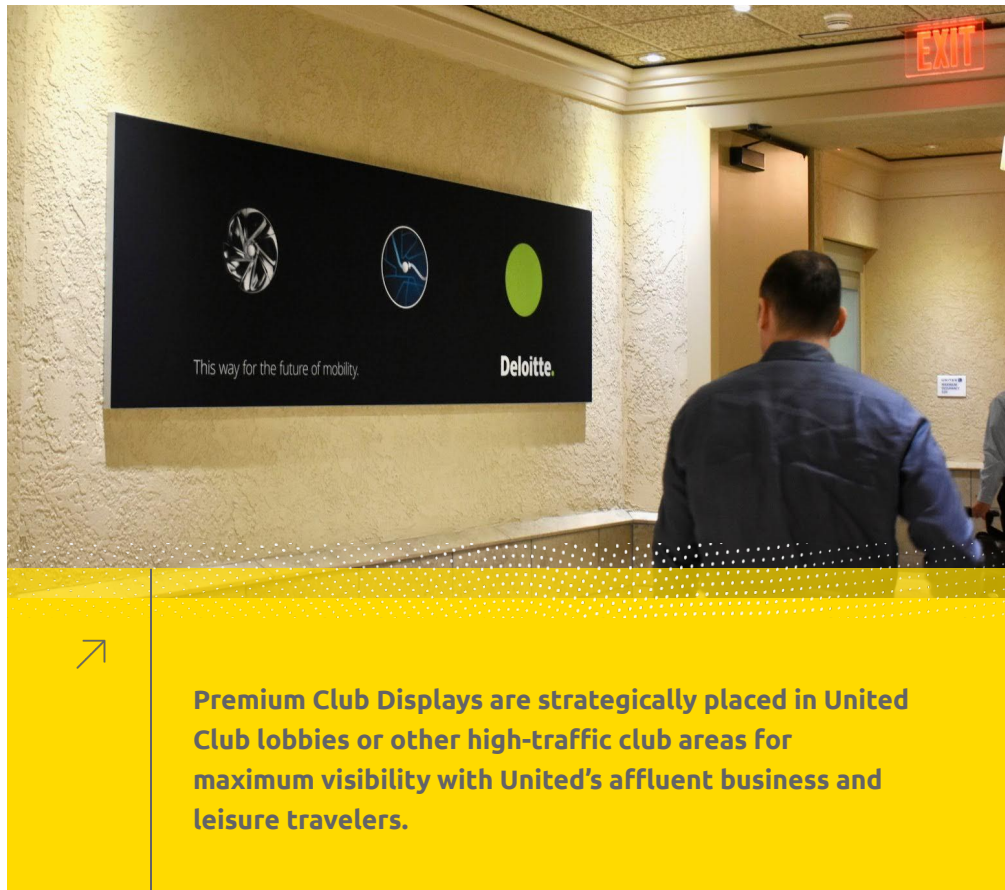


United Premium Club Display

Specs

Ad Space

3'H x 10'W



United Club Digital Display

Specs

United Club Digital

42-55" HD LCD



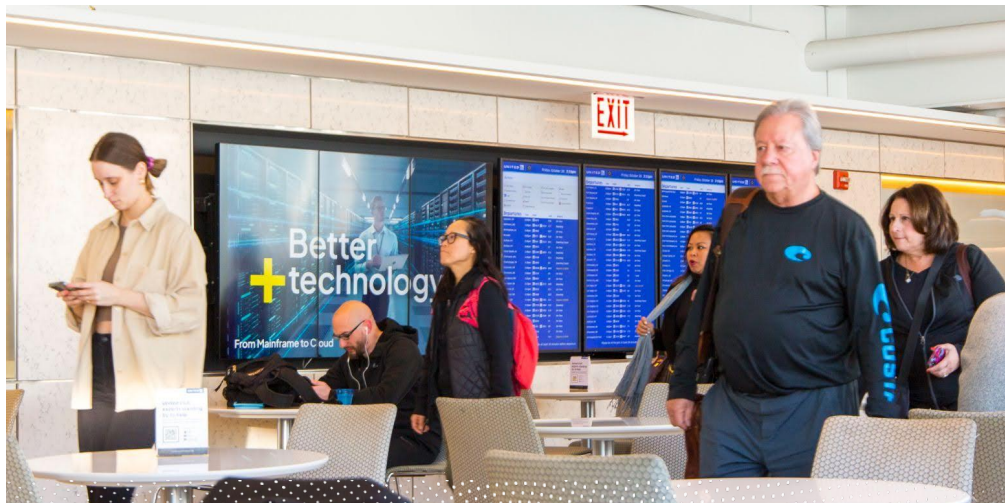
United Club Digital screens have full-motion capabilities and provide excellent brand exposure as club members constantly check the screens for destination information, weather, news, etc.

United Club Video Walls

Specs

Club Video Walls

86-100" HD LCD



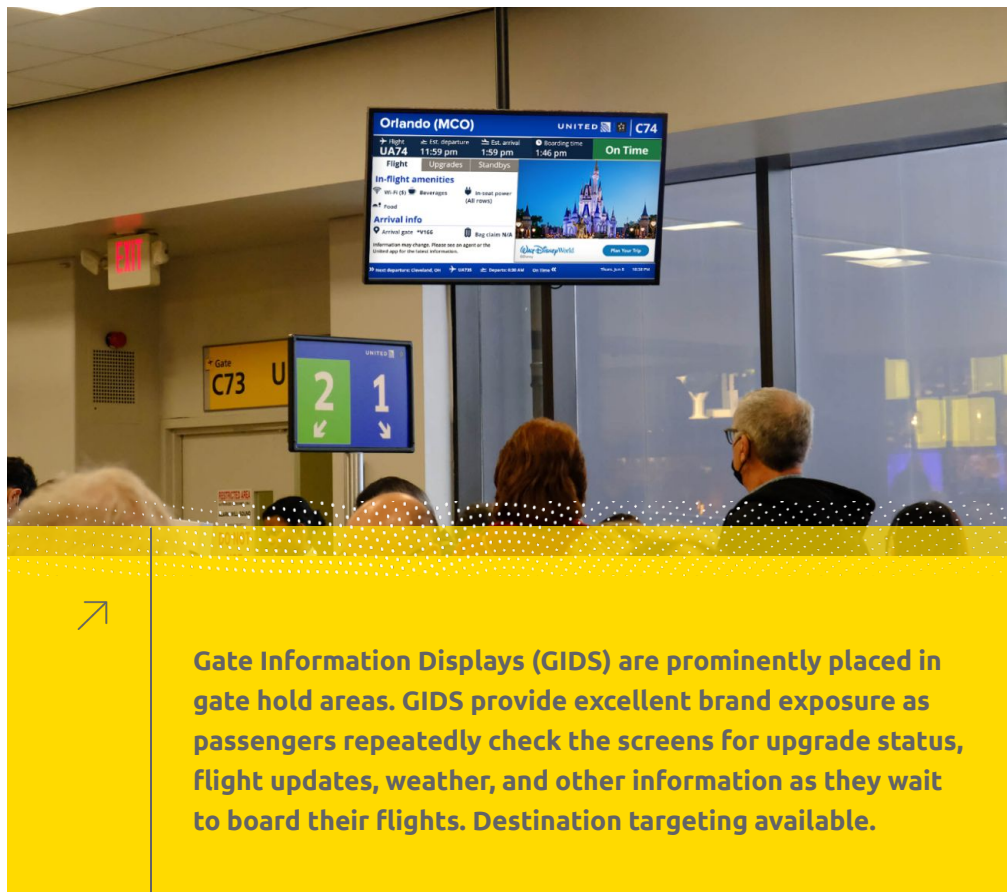
Capture consumer attention with the largest United Club digital assets in the U.S.

- 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.

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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.



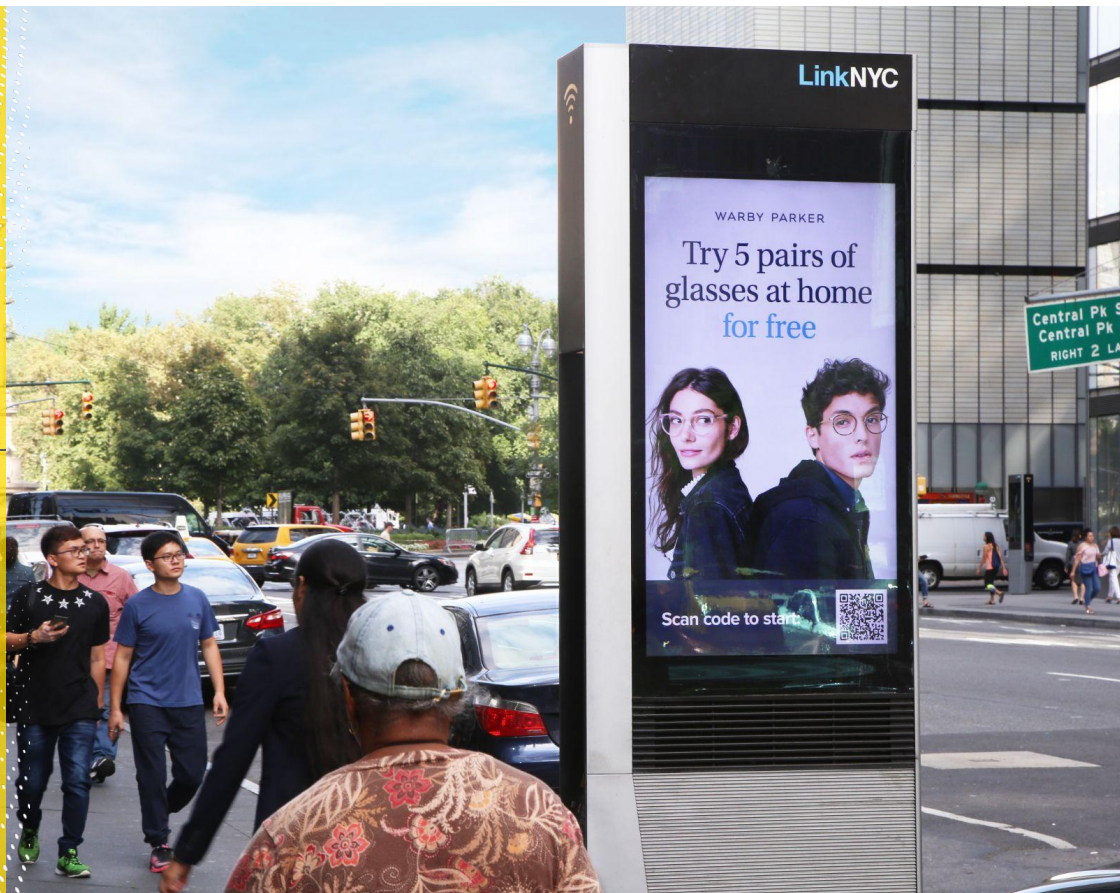
Experiential

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 Awareness	 mfour <small>mobile insights in real time™</small>
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:

SHOPPING
BEHAVIOR

GEOGRAPHY

HOME
OWNERSHIP

AUTO
OWNERSHIP

HOBBIES



Thank You



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