Atlanta Media Kit 2026

Intersection

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MARTA BUS WRAP

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.

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, DeKalb and Cobb 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. Its mission is to move Atlanta by providing safe, reliable and affordable public transportation that connects people around the city, one trip at a time. CobbLinc is the public transit system connecting riders to key destinations throughout Cobb County.

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 U.S.

MARTA plays a vital role in keeping Atlanta connected and moving

- 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

CobbLinc
Extensive coverage throughout Cobb County

CobbLinc bus routes and shelters connect suburbanites to key areas throughout Metro Atlanta

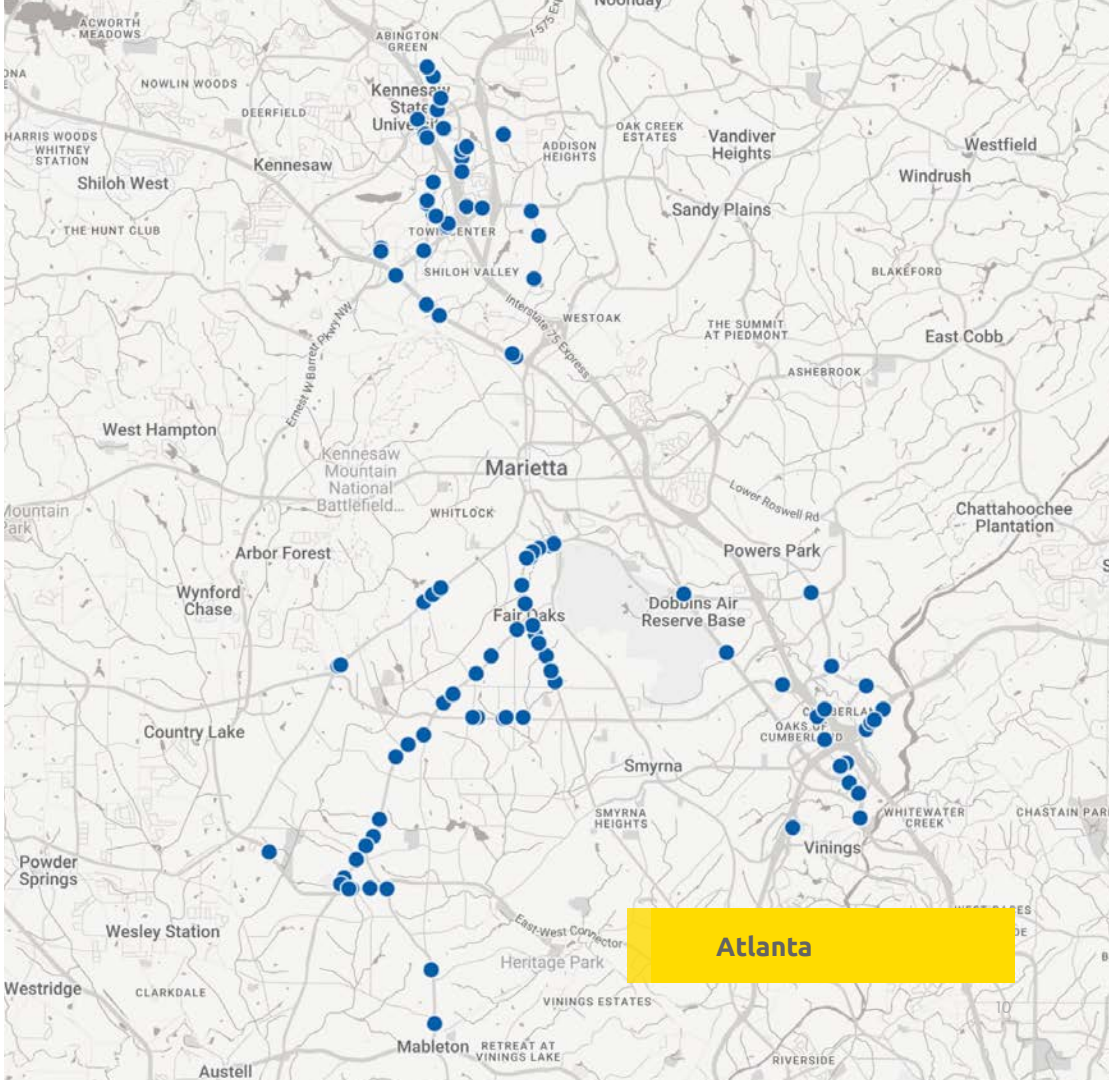
- CobbLinc busses operate on 14 routes covering 210 square miles with 101 bus shelters
- Over 993,000 unlinked passenger trips provided annually
- Provides access to Truist Park, the Atlanta Braves Stadium and coverage in various areas - Marietta, Cumberland, East Cobb, West Cobb, North Cobb and downtown Atlanta

Source: CobbLinc

Street Media

With static and dynamic digital formats, Intersection's street-level media is strategically placed throughout a consumer's daily route. Bus Shelter creative and messaging is always prominent, eye catching, and on-target.

Atlanta
CobbLinc Bus Shelters



Legend

Bus Shelters

Bus Shelter

Oversized CobbLinc Bus Shelter ads in Atlanta command attention from pedestrians, commuters, and passing drivers, making a bold impact in high-traffic areas.

Specs

Bus Shelter	68.75” H x 48” W

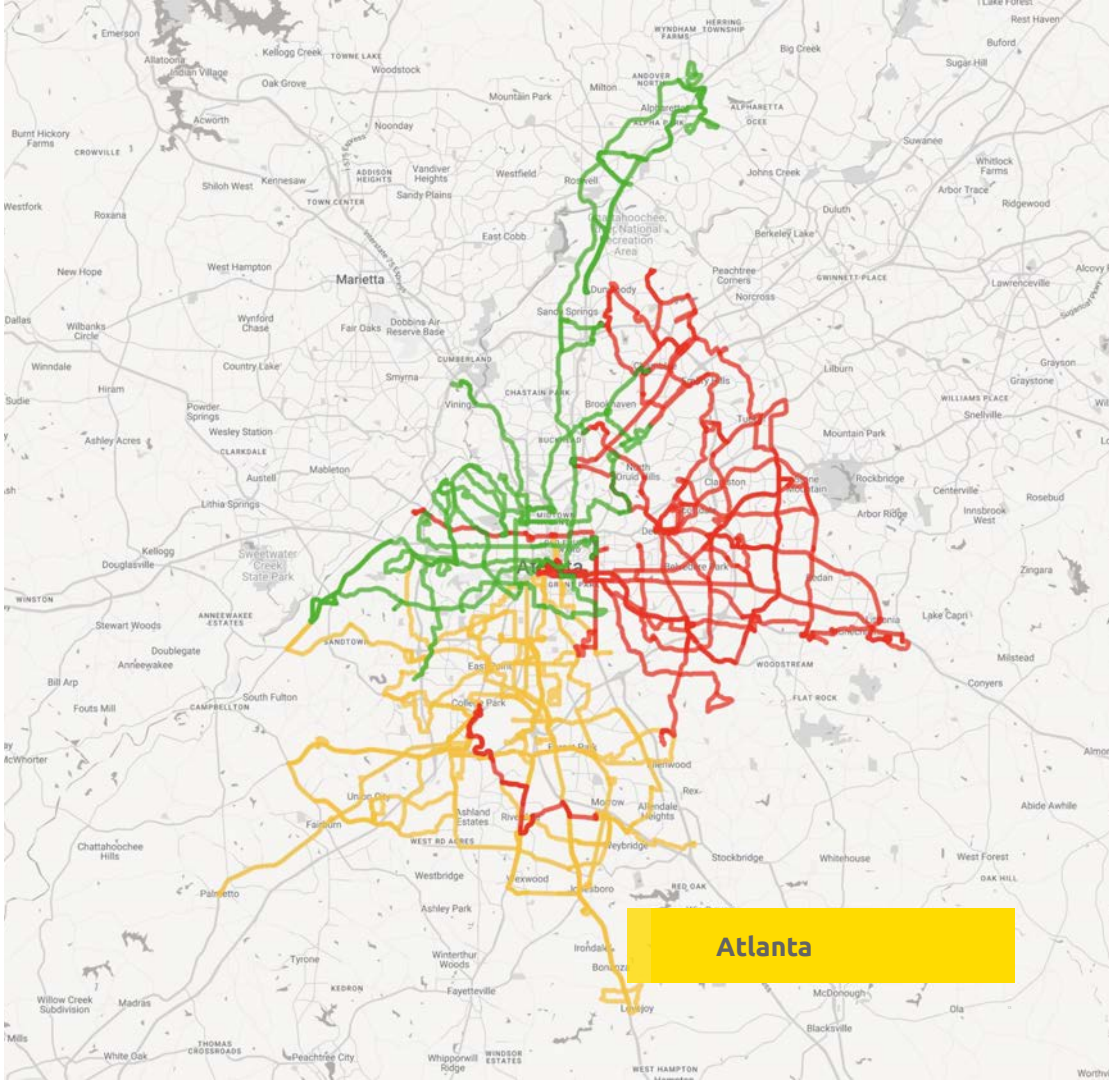
Bus Media

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.

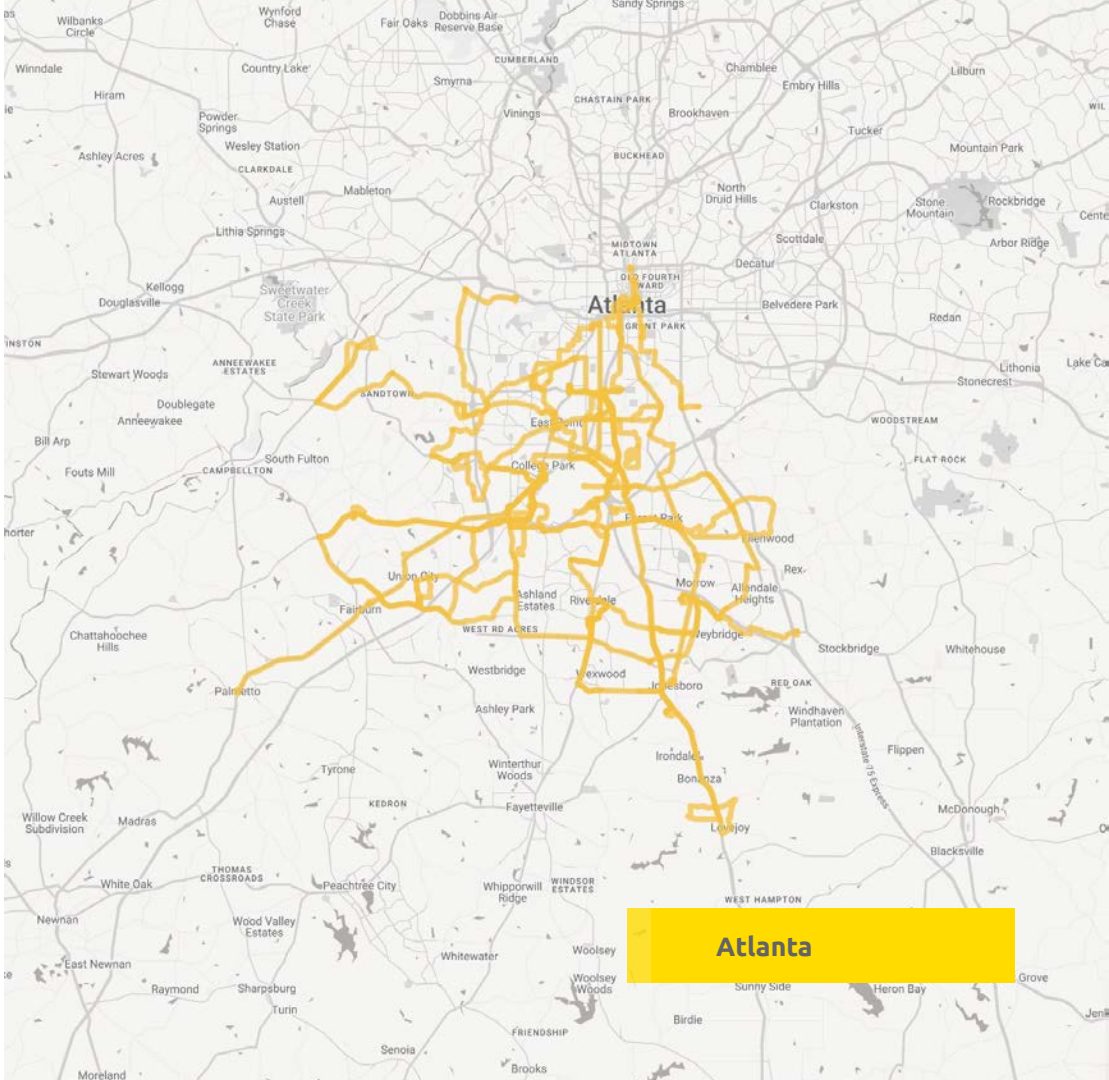
Atlanta
MARTA Bus

Legend

- Hamilton Garage
- Laredo Garage
- Perry Garage



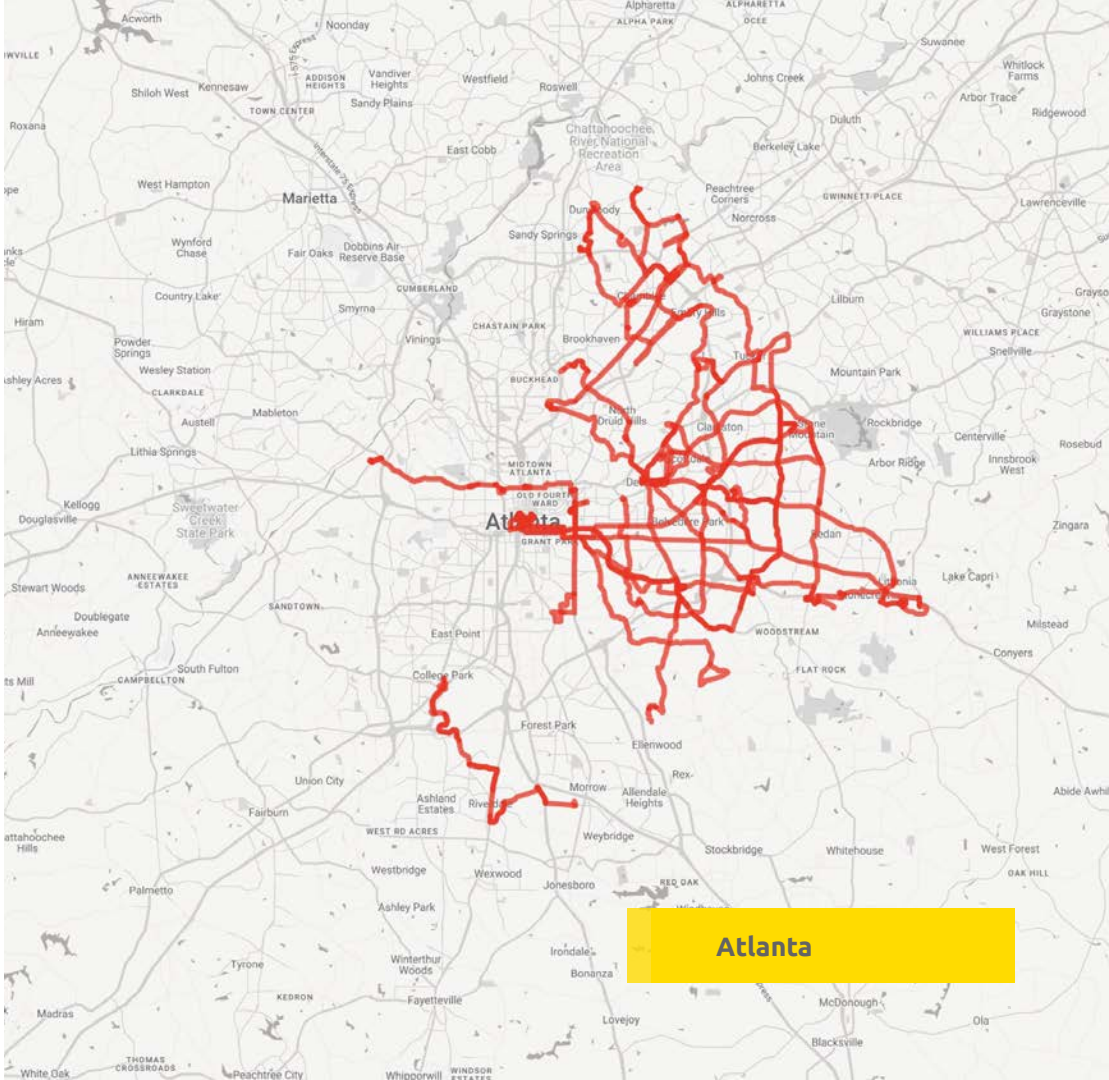
Atlanta
MARTA Bus



Legend

Hamilton Garage

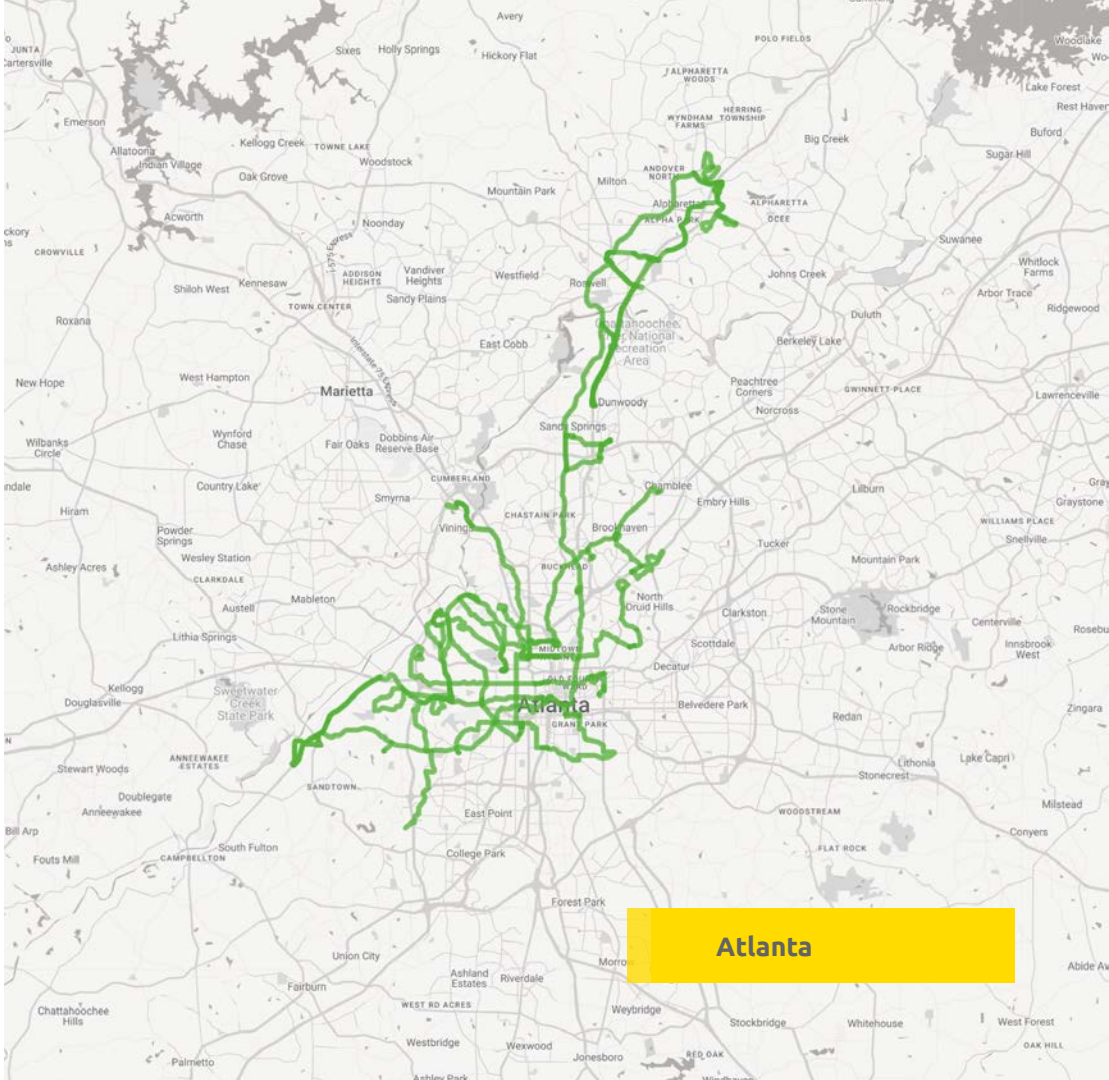
Atlanta
MARTA Bus



Legend

Laredo Garage

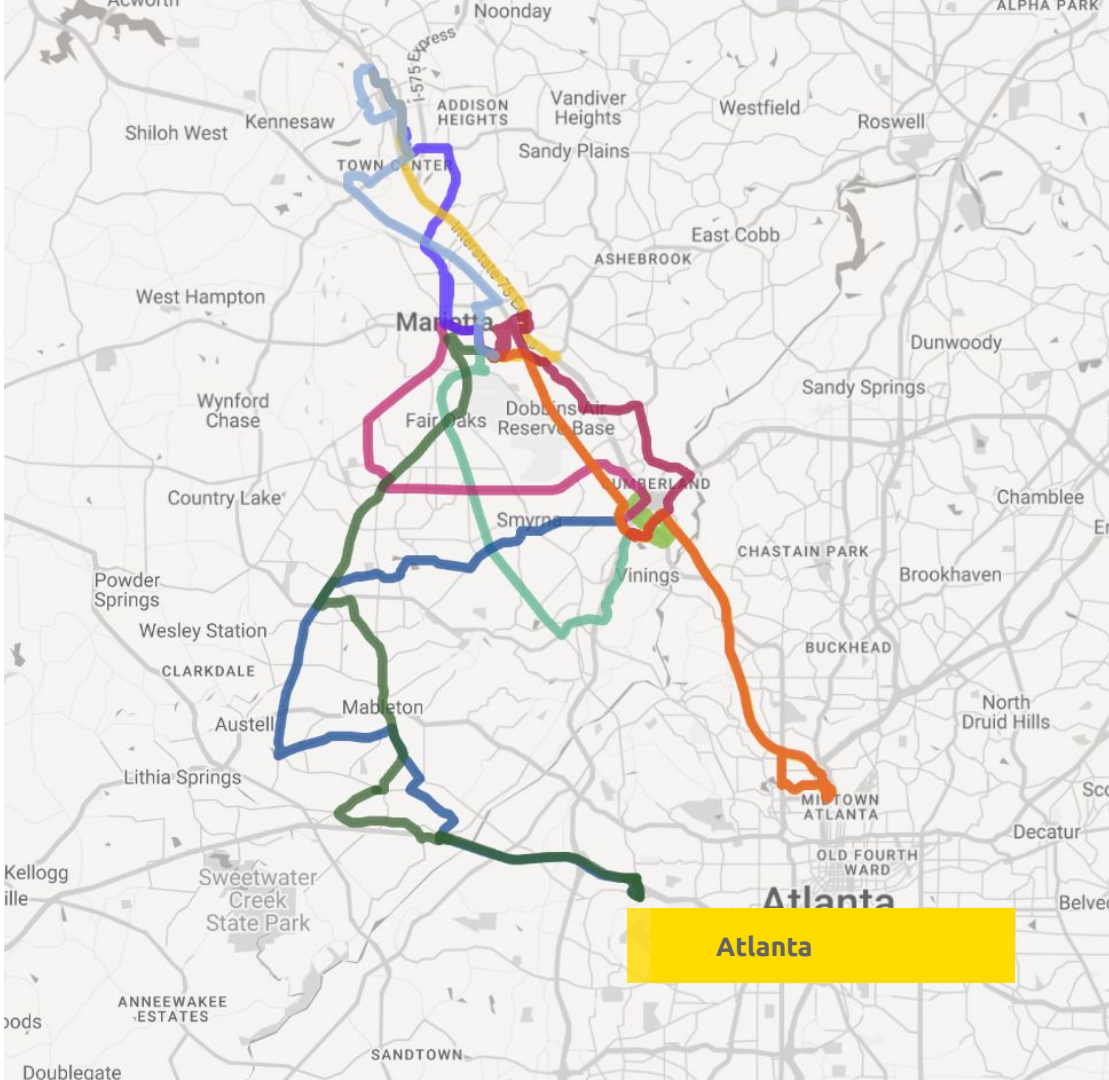
Atlanta
MARTA Bus



Legend

Perry Garage

Atlanta
CobbLinc



Atlanta

Legend

Bus Routes

Bus Wraps

Atlanta 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.

Specs

Bus Wrap	Custom Install

Bus Super Kings

Bus Super Kings successfully reach pedestrians and commuters on busy Atlanta streets with virtually wheel-to-wheel branding.

Specs

Super King	30” H x 225” W

Bus Ultra Super Kings

Atlanta MARTA 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..

Specs

Bus Ultra Super King	Custom Install

Bus Ultra Super Kings

Atlanta CobbLinc 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. Offered both streetside and curbside.

Specs

Bus Ultra Super King	Custom Install

Bus Fullbacks

Atlanta 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.

Specs

Bus Fullbacks	Custom Install

Bus Kings

Atlanta 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.

Specs

Bus Kings	30” H x 144” W

Bus Queens

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

Specs	
Bus Queens	30” H x 88” W

Bus Tails

Atlanta 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.

Specs

Tails	14” H x 58” W

Bus Headliners

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

Specs

Bus Headliners	9” H x 288” W

Bus Headlights

Atlanta Headlight displays establish your brand awareness citywide, both coming and going.

Specs

Bus Headlights	20” H x 48” W

Bus Interior Cards

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

Specs

Bus Interior Cards	11” H x 28” W

Bus Interior Cards

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

Specs

Bus Interior Cards	11” H x 56” W

Brand Bus

Atlanta Brand Buses allow one advertiser to dominate the interior space with multiple messages, a variety of creative executions, or impactful repetition.

Specs	
Bus Interior Car Cards	Varies

Paratransit Brand Bus

Paratransit media successfully reaches pedestrians while serving medical centers, senior/handicap living communities, shopping districts and other key neighborhoods throughout metro Atlanta.

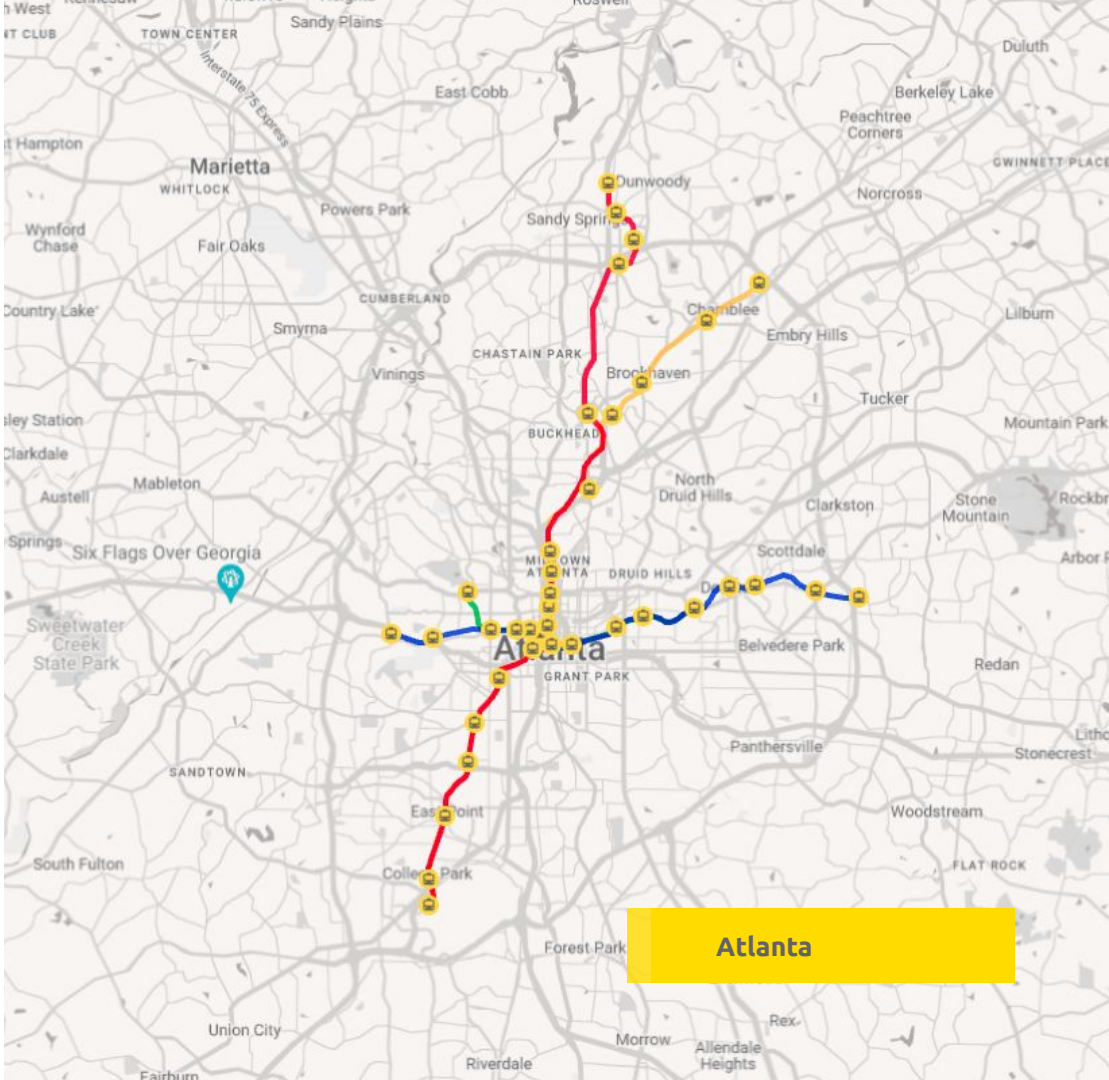
Media Inventory

Kong	Fullback
Queen	Tail

Rail Media

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.

Atlanta
MARTA Rail



Legend

MARTA Rail Routes	
Stations	

Station Domination

Atlanta 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.

Specs

Station Domination	Custom Install

Train Wraps

Atlanta 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.

Specs

Train Wrap	Custom Install

Wild Wrap Train

Atlanta 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.

Specs

Wild Wraps	39" H x 240" W

Streetcar Wrap

Atlanta 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.

Specs

Streetcar Wrap	Custom Install

Rail Interior Cards

Atlanta Rail Interiors place your ad directly in front of passengers, providing the perfect way to communicate with this captive audience.

Specs

Rail Interior Cards	22” H x 21” W

Rail Interior Cards

Atlanta Rail Interiors place your ad directly in front of passengers, providing the perfect way to communicate with this captive audience.

Specs

Rail Interior Cards	33″ H x 33″ W

Rail Interior Cards

Atlanta Rail Interiors place your ad directly in front of passengers, providing the perfect way to communicate with this captive audience.

Specs

Rail Interior Cards	35.75″ H x 39.75″ W

Interior Brand Train

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

Specs	
Rail Interior Cards	22″ H x 21″ W
	33″ H x 33″ W
	35.75″ H x 39.75″ W

Interior Brand Train with Ceiling Wrap

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.

Specs

Rail Interior Cards	22″ H x 21″ W
	33″ H x 33″ W
	35.75″ H x 39.75″ W
Ceiling Wrap	Custom Install

1-Sheets

Throughout Atlanta MARTA stations, 1-sheets are located on rail platforms where they are highly visible to commuters.

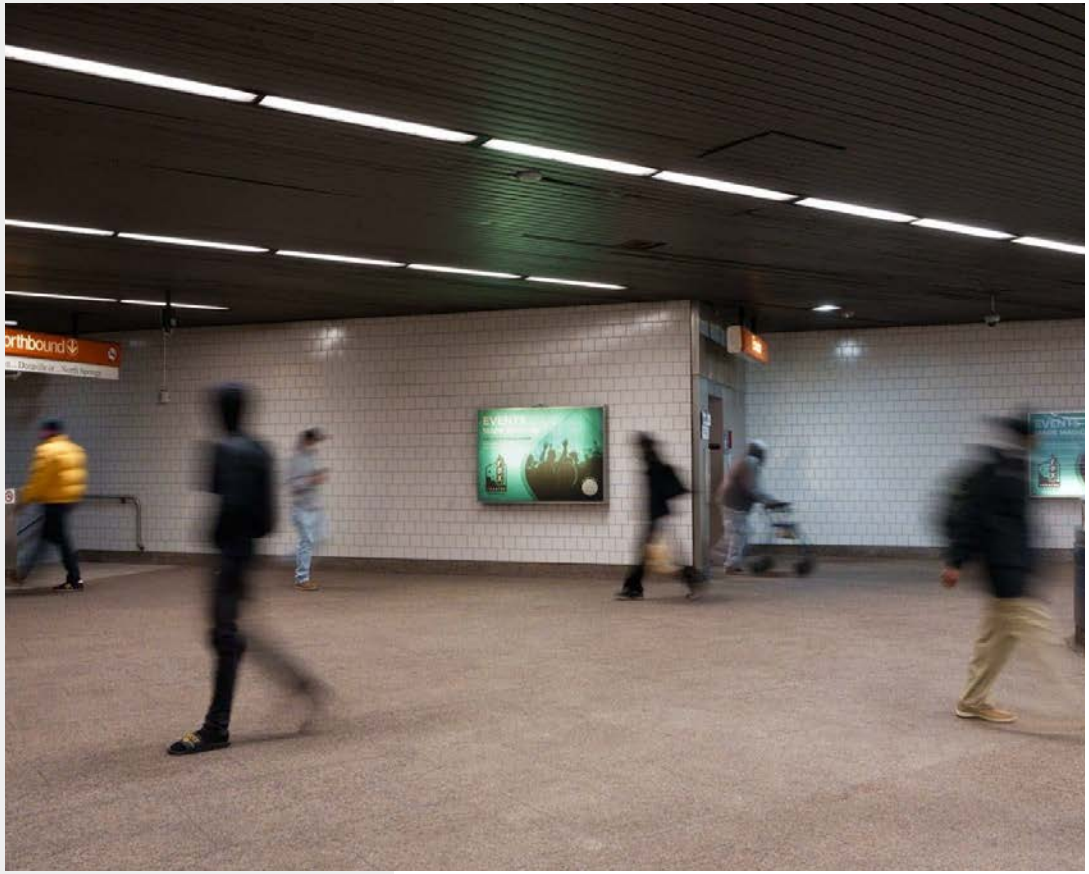
Specs	
1-Sheets	46” H X 30” W

2-Sheets

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 throughout Atlanta.

Specs

2-Sheets	46” H X 60” W



Backlit Dioramas

Atlanta 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.

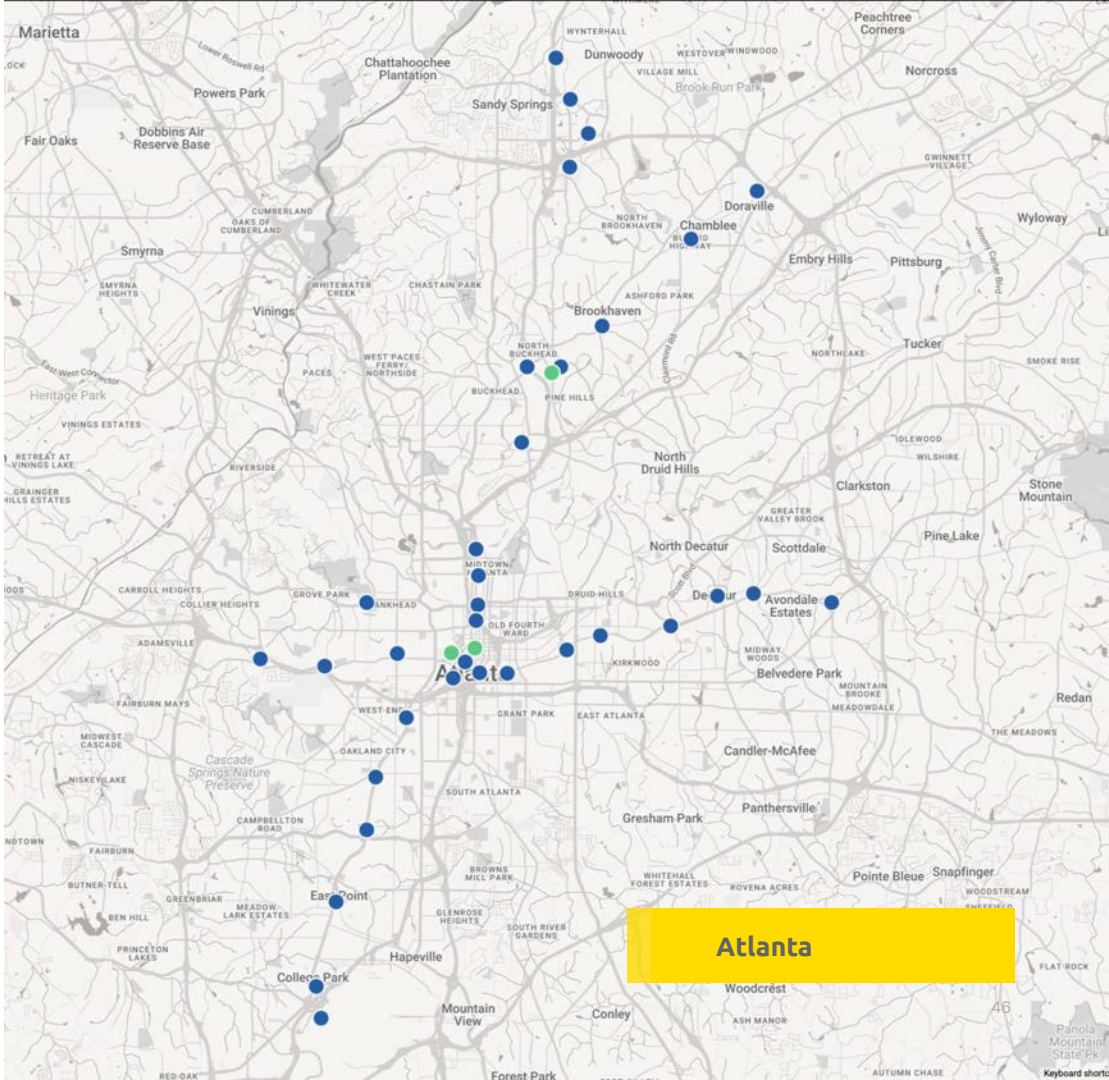
Specs

Backlit Dioramas	43" H X 62" W

Atlanta
MARTA Digital

Legend

- Digital Platforms/Triptychs
- Video Walls



Video Walls

Generate massive reach through digital video walls at SEC District, Lenox and Peachtree Station. Deliver static, dynamic or full-motion video creative for a fully immersive Atlanta commuter experience. Size of video walls varies.

Specs

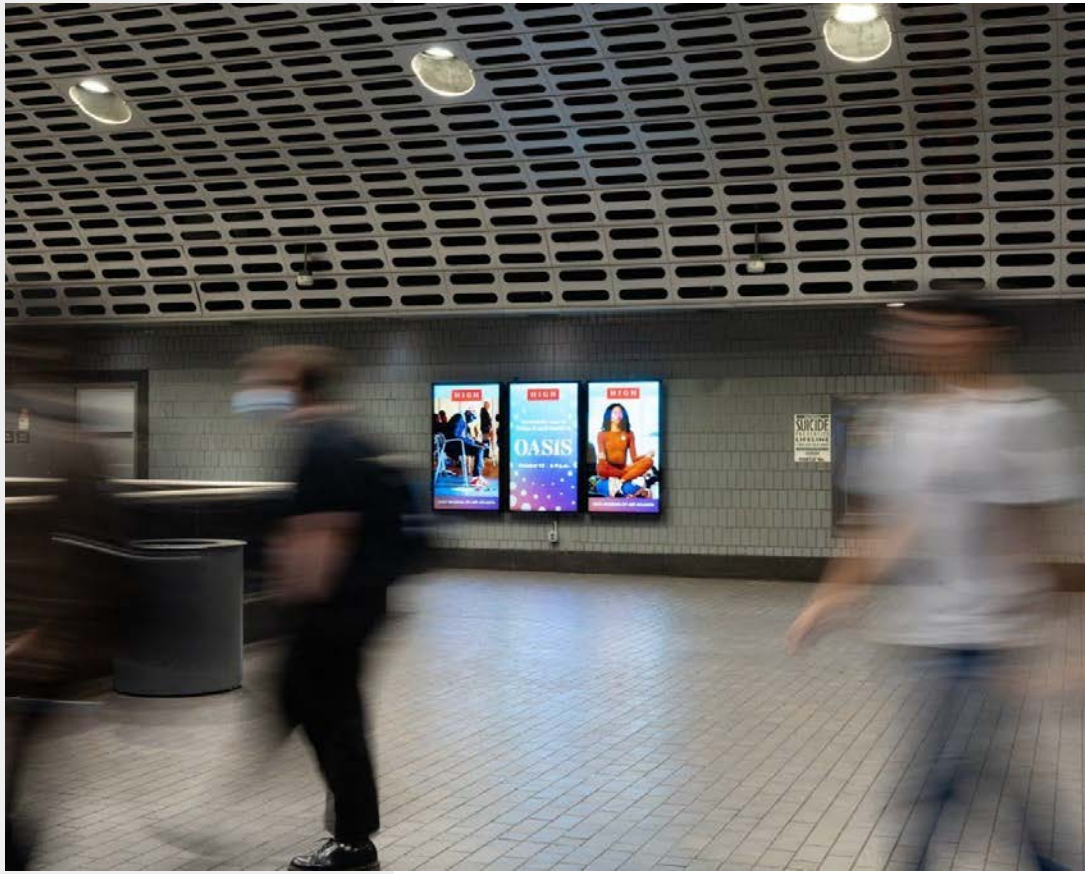
Dimensions	3240 H x 5760 W
Frame Rate	30 FPS
Spot Length	7.5 Seconds
Paid Spots	12
Loop	90 Seconds

Digital Platform & Station

Atlanta Digital Platforms 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.

Specs

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



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

Additional Offerings

1 Sponsorship

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

2 Experiential

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

3 Measurement

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

Contact Us

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