

Intersection

Atlanta Media Kit 2023



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1. About Intersection

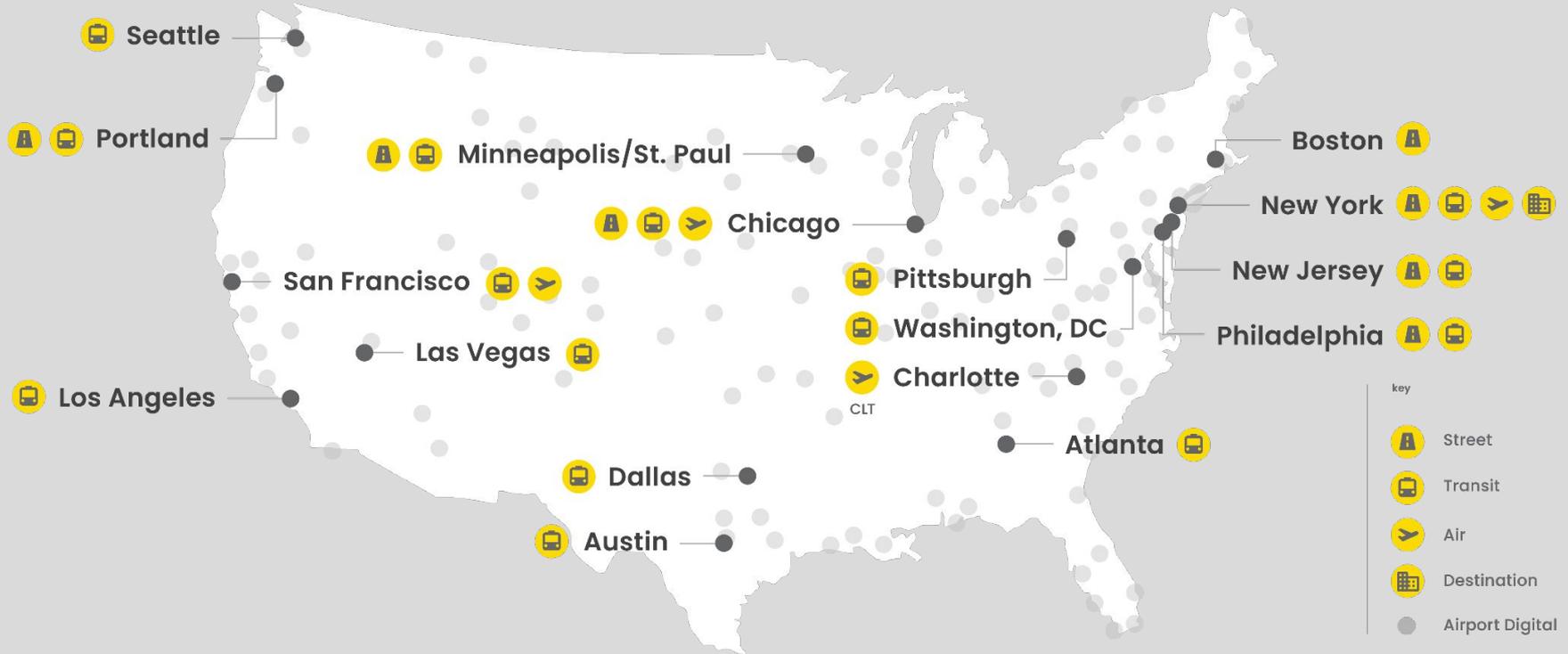
Reach diverse audiences in America's top cities

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.

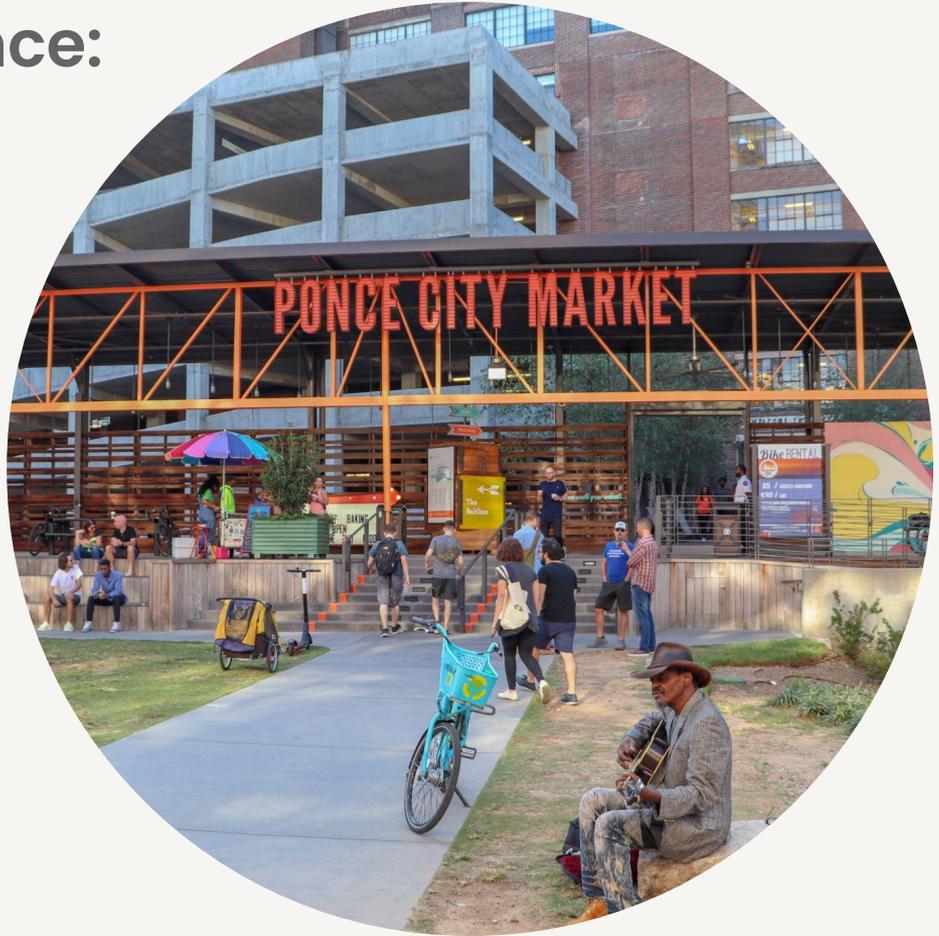


Premium products, national scale.



The Intersection Difference: 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





MARTA

Ninth largest transit authority in the US

- MARTA provides service to the Atlanta Metro area and moves over 500,000 people each week.
- In 2021, MARTA received the American Public Transportation Association's Gold Level Accreditation for their sustainability efforts.
- 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.

2. Products



Bus Media

Intersection's bus network provides extensive coverage throughout Atlanta, reaching pedestrians, riders, and drivers along their daily journeys.



Bus Wraps

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 Ultra Super Kings

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

Ultra Super King

Custom Install



Bus Kings

Bus Kings successfully reach pedestrians throughout the city of Atlanta. A high reach format, this media quickly builds awareness for your ad amongst key audiences.



Specs

King

30"H x 144"W



Bus Queens

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

Specs

Queen

30"H x 88"W



Images for illustrative purposes only.



Images for illustrative purposes only.

Bus Headliners

Typically paired with Bus Queens or Bus Kings, Headliners create top-of-mind awareness and amplify advertising impact on Atlanta streets.

Specs

Bus Headliner

9"Hx288"W





Visual is illustrative.

Bus Fullbacks

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

Fullback

Custom Install



Bus Tails

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 70" W
	20" H x 83" W





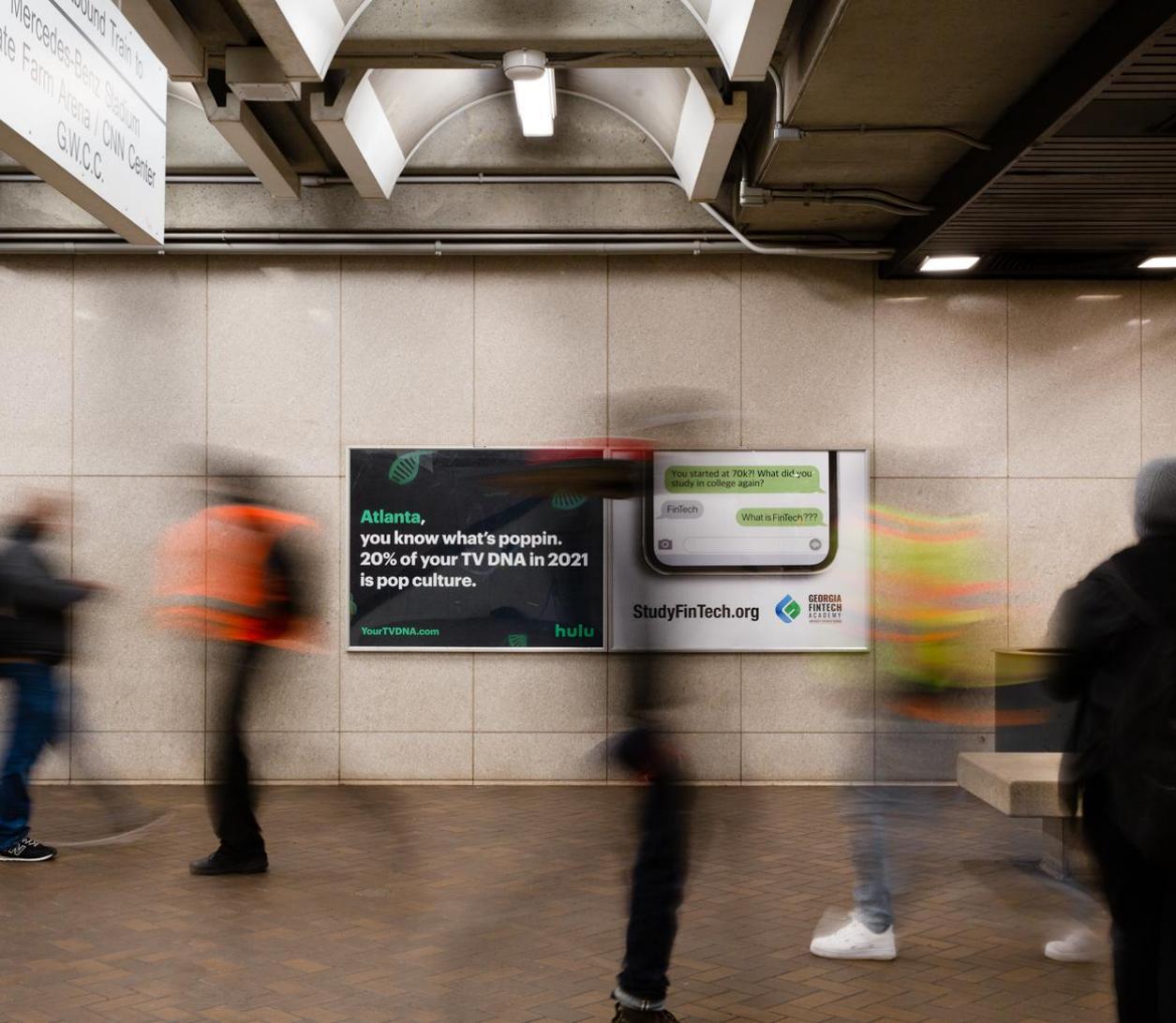
Bus Interior Cards

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

Display Type

Interior Car Cards	11" H x 28" W
Interior Car Cards	11" H x 56" W





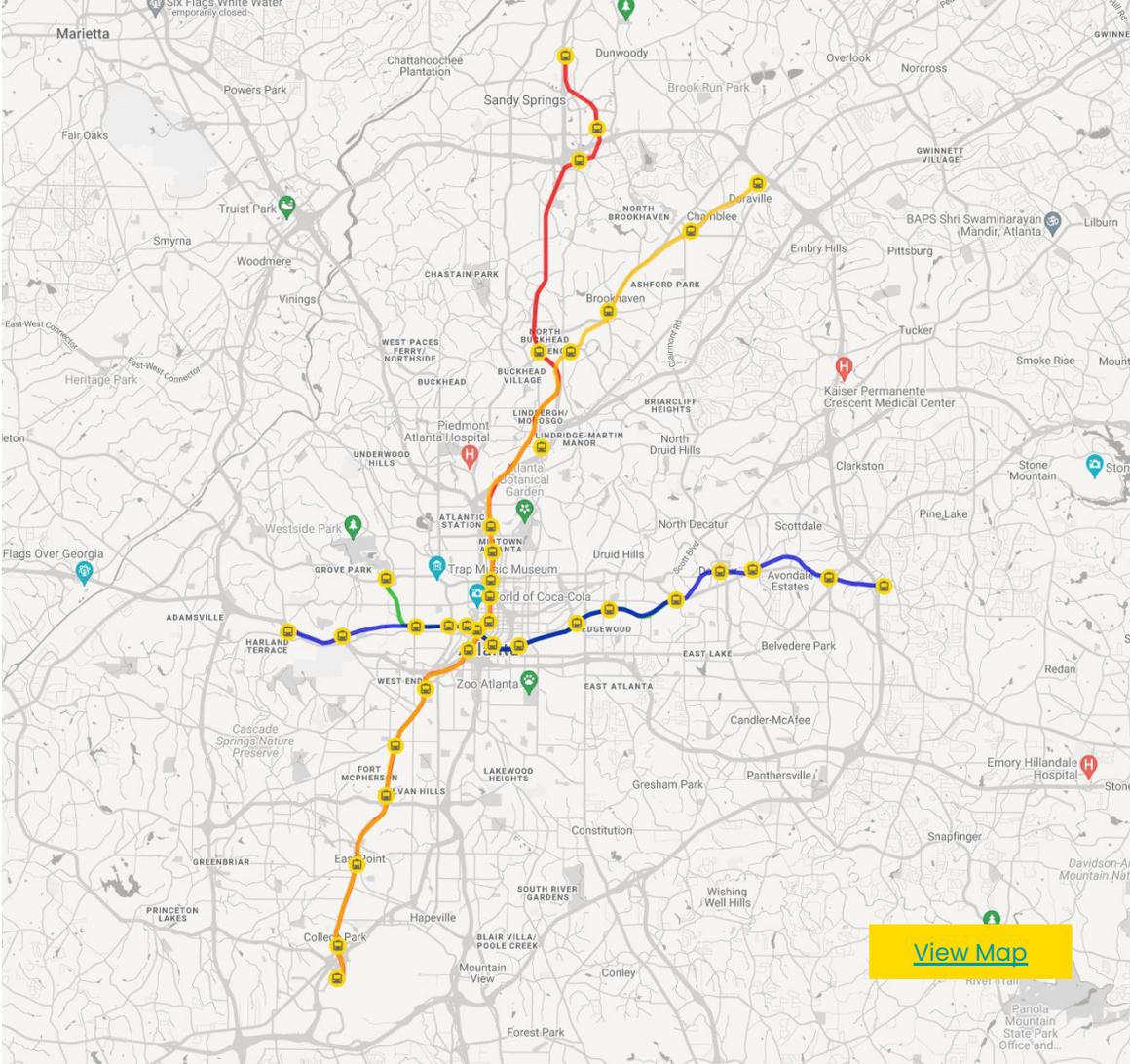
Rail Media

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

Atlanta Rail

Legend

MARTA Rail Routes + Stations



[View Map](#)



Train Wraps

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



Exterior Brand Train

Exterior Brand Trains are made up of 2 married cars with 8 Super Kings - 4 on each side. These huge ads provide the space for larger-than-life creative, turning heads as they roll through Atlanta rail stations.



Specs

Super King

39"H x 240"W

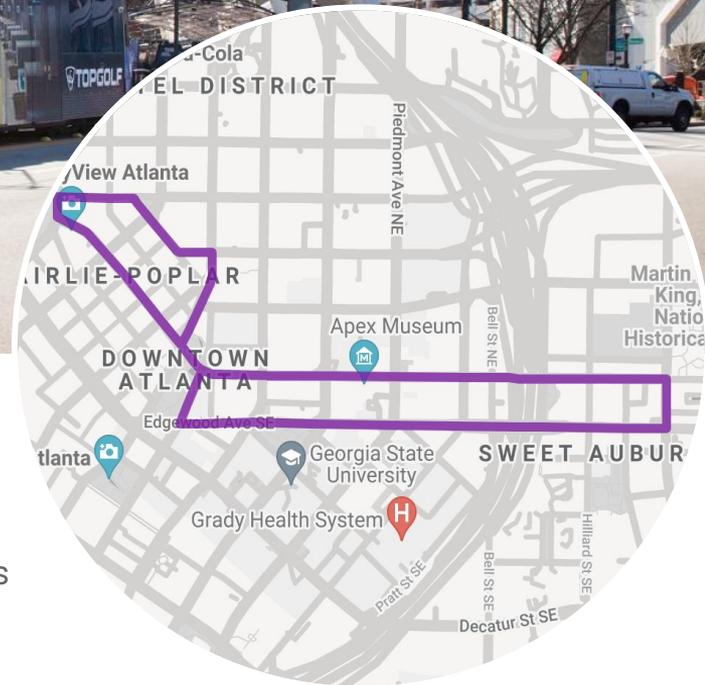




Visual is illustrative

Streetcar Wraps

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.





Interior Cards

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

Specs

Interior Car Card

22" H x 21" W

33" H x 33" W

35.75" H x 39.75" W





Interior Brand Trains

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



Specs

Interior Car Card	22" H x 21" W
	33" H x 33" W
	35.75" H x 39.75" W
Ceiling Wrap	Custom Install

One-Sheets

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



Specs

One-Sheet

46" H X 30" W



Two-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.

Specs

Two-Sheet

46" H X 60" W



Backlit Dioramas

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

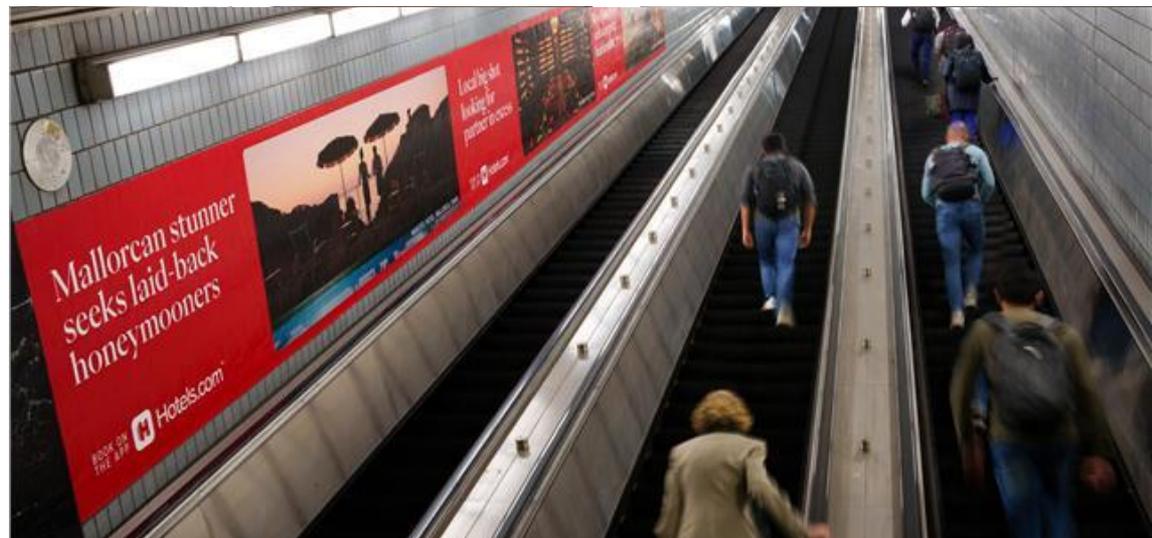
Horizontal Diorama

43"H x 62"W



Station Dominations

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. Dominations create buzz and generate recall with out-of-the-box executions that stop people in their tracks.





Air Media

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

Exclusive Airport

Charlotte, NC

United Clubs

Atlanta, GA

Newark, NJ

Austin, TX

New York, NY

Chicago, IL

Orlando, FL

Cleveland, OH

Phoenix, AZ

Denver, CO

Portland, OR

Houston, TX

San Francisco, CA

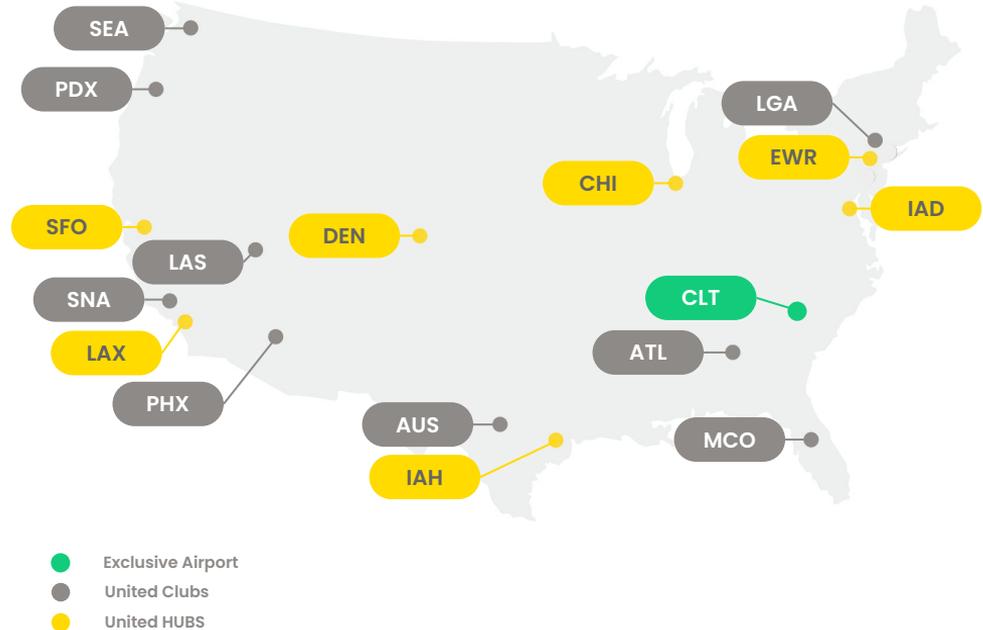
Honolulu, HI

Seattle, WA

Las Vegas, NV

Washington, DC

Los Angeles, CA



Plus **1,100+** United Gate Information Display Screens at airports across the country



United Premium Club Display

Premium Club Displays are strategically placed in United Club lobbies or other high-traffic club areas for maximum visibility with United's affluent business and leisure travelers.



Specs

Premium Club Display

3'H x 10'W



United Club Digital Display

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.

Specs

United Club Digital

42-55" HD LCD



United Club Video Walls

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

Specs

United Club Video Walls

86-100" HD LCD



Gate Information Displays (GIDS)

Gate Information Displays (GIDS) are prominently placed in gate hold areas. GIDS provide excellent brand exposure as passengers repeatedly check the screens for upgrade status, flight updates, weather, and other information as they wait to board their flights. *Destination targeting available.*

Specs

Gate Information Displays

46" HD LCD



Jet Bridge Wraps

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.



Specs

Jet Bridge Wraps

Custom



Available: SFO, ORD, CLE

3. 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.



 Intersection

Thank You

Intersection

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