

 Intersection

Dallas Media Kit 2023



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1. About Intersection

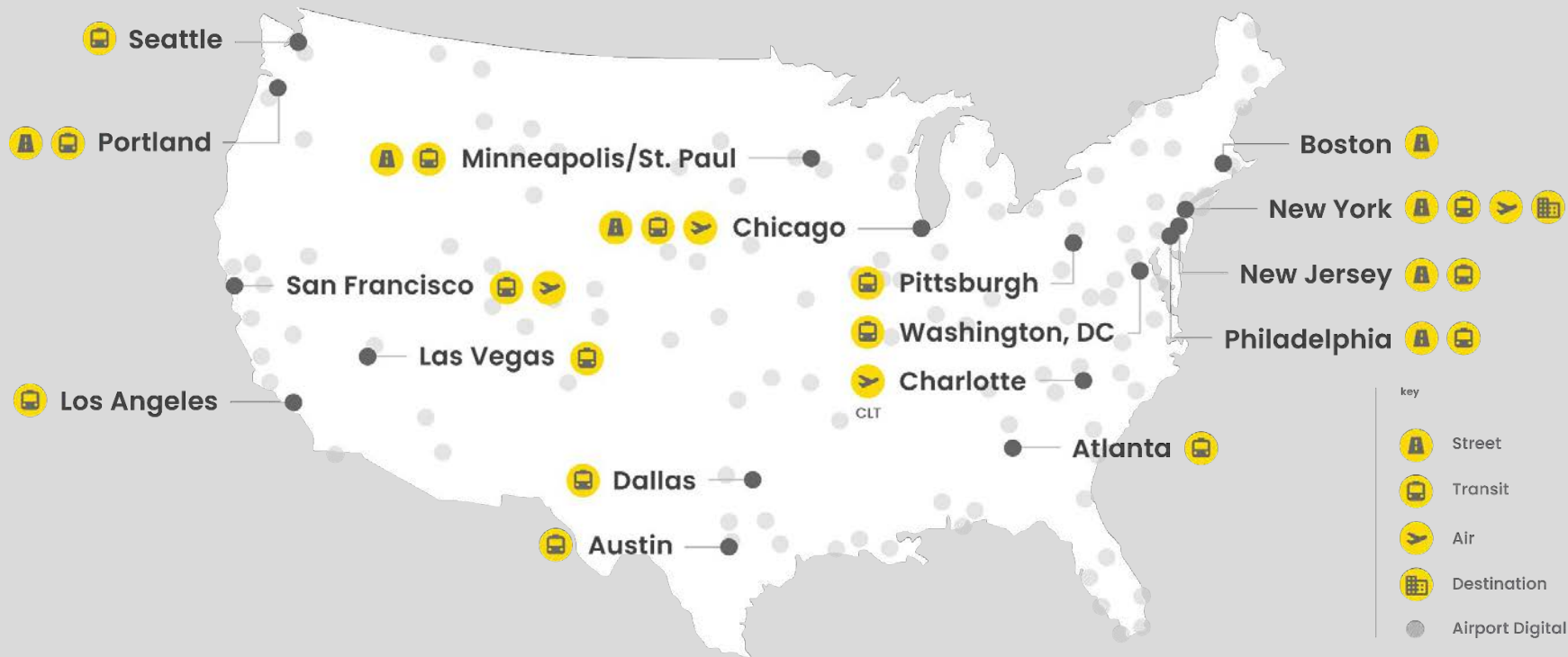
Reach diverse audiences in America's top cities

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: Dallas

- The Dallas–Fort Worth metroplex is the fourth largest metropolitan area in the U.S., with over 7.6MM residents.
- As the #5 Hispanic DMA in the U.S., Dallas is home to over **500K Hispanic households**.
- Our media footprint in Dallas spans 700 sq. mi. and 13 cities





DART

DART operates bus and rail services to Dallas and surrounding areas

- Nearly 700 buses operate from 3 garages and serve over 10,000 bus stops
- Over 160 trains on four lines make up the longest light rail system in the country, spanning 93 miles.
- 710K weekly system riders

2. Products



Bus Media

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

Dallas Bus Map

Legend

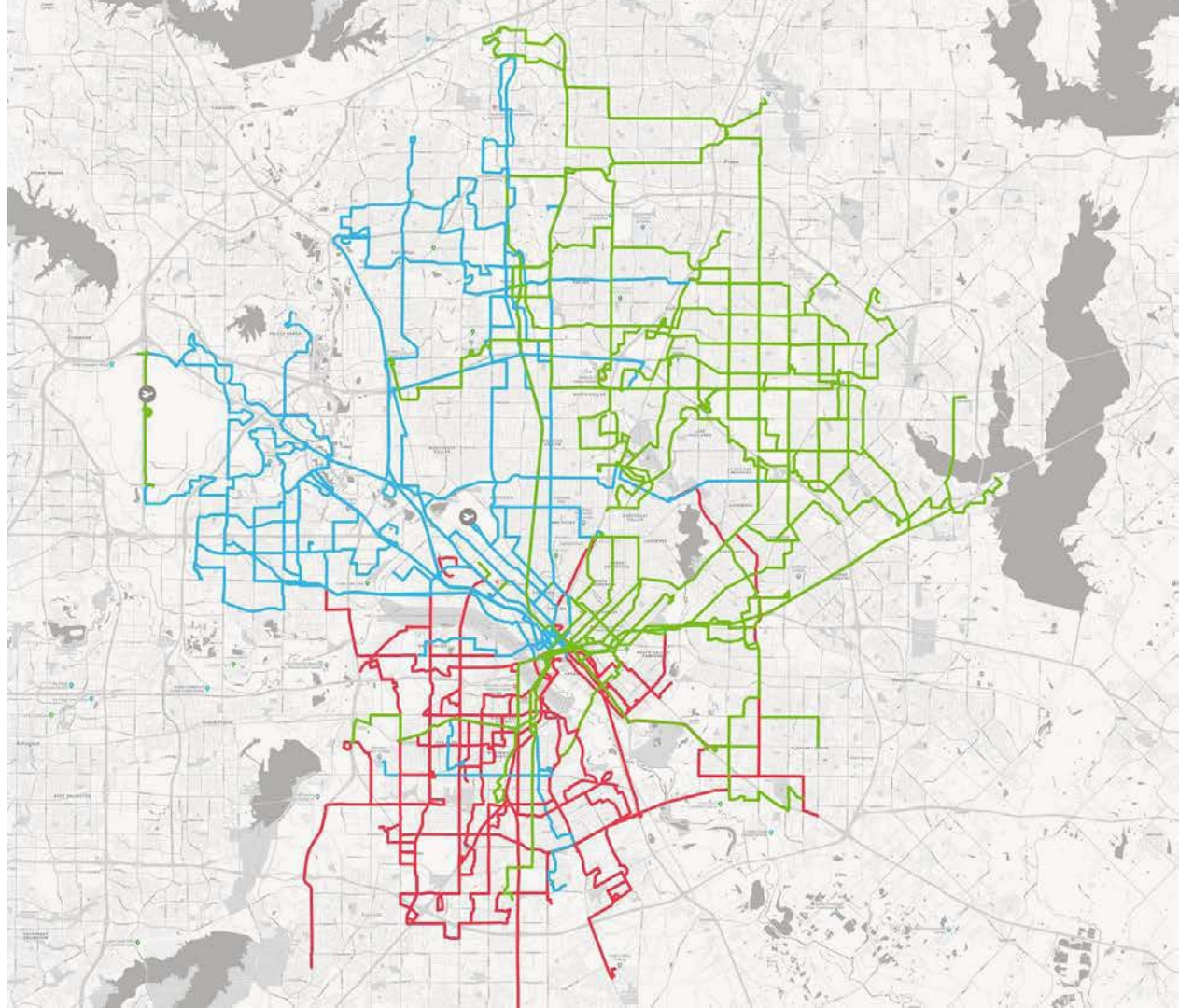
NE Garage



NW Garage



S Garage





Bus Ultra Super Queens

Bus Ultra Super Queens create all the impact of Ultra Super Kings on DART's 30ft bus fleet. Pair with Ultra Headliners for extra elevated messaging.

Specs

Ultra Super Queen

Custom Install





Bus Super Kings

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

Specs

Super King

30"H x 216"W





Bus Wraps

Bus Wraps create a can't-miss moment, covering the perimeter of the bus and capturing the attention of pedestrian, driver, and commuter traffic.

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 city.

Specs

Ultra Super King

Custom Install





Bus Kings

Bus Kings successfully reach pedestrians and commuters alike. A high reach format, this media quickly builds awareness for your ad.

Specs

King

30" H x 144" W



Bus Queen

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



Specs

Queen

30"H x 88"W



Bus Ultra Queen

Targeting pedestrians and commuters, Super Queens are perfect for advertisers looking for maximum market penetration and recognition with a little more real estate than Queens.

Specs

Ultra Queen

30"H x 120"W





Bus Headliners

Typically paired with Bus Super Kings and Kings, Headliners create top-of-mind awareness and increase advertising impact with Dallas-area commuters and pedestrians.

Specs

Headliners

Custom Install





Bus Ultra Headliners

Ultra Headliners are typically paired with Bus Super Kings and Kings to amplify visibility and impact with commuters and pedestrians as Dallas area buses wind their way through congested traffic.

Specs

Ultra Headliners

20.5"H x 259"W

Bus Tails

Tail displays command the attention of drivers as they sit behind the bus in dense traffic throughout the Dallas area.

Specs

Tail

21"H x 72"W



Bus Express Tails

Express Tails run direct routes from the outer suburbs directly to the heart of the Dallas during the highest traffic periods of the week day, morning, and evening rush hour.

Specs

Express Tail

15"H x 66.5"W



Package is 46 total units, available to a single advertiser.



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 Dallas traffic.



Specs

Fullback

Custom Install

Branded Busses

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



Specs

Interior Car Cards	11"H x 28"W
Michelangelo	48"H x 24"W



Package is 46 total units, available to a single advertiser.

Bus Interior Card

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

Specs

Interior Card

11"H x 28"W



Package is 46 total units, available to a single advertiser.





Bus Digital Interiors

Capture commuters like never before with Bus Digital Interiors. Each bus has two screens placed at the front and the middle to ensure passenger visibility from all locations.

Specs

Resolution	1366 x 768
Spot Length	7.5 Seconds





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.

Dallas Rail Map

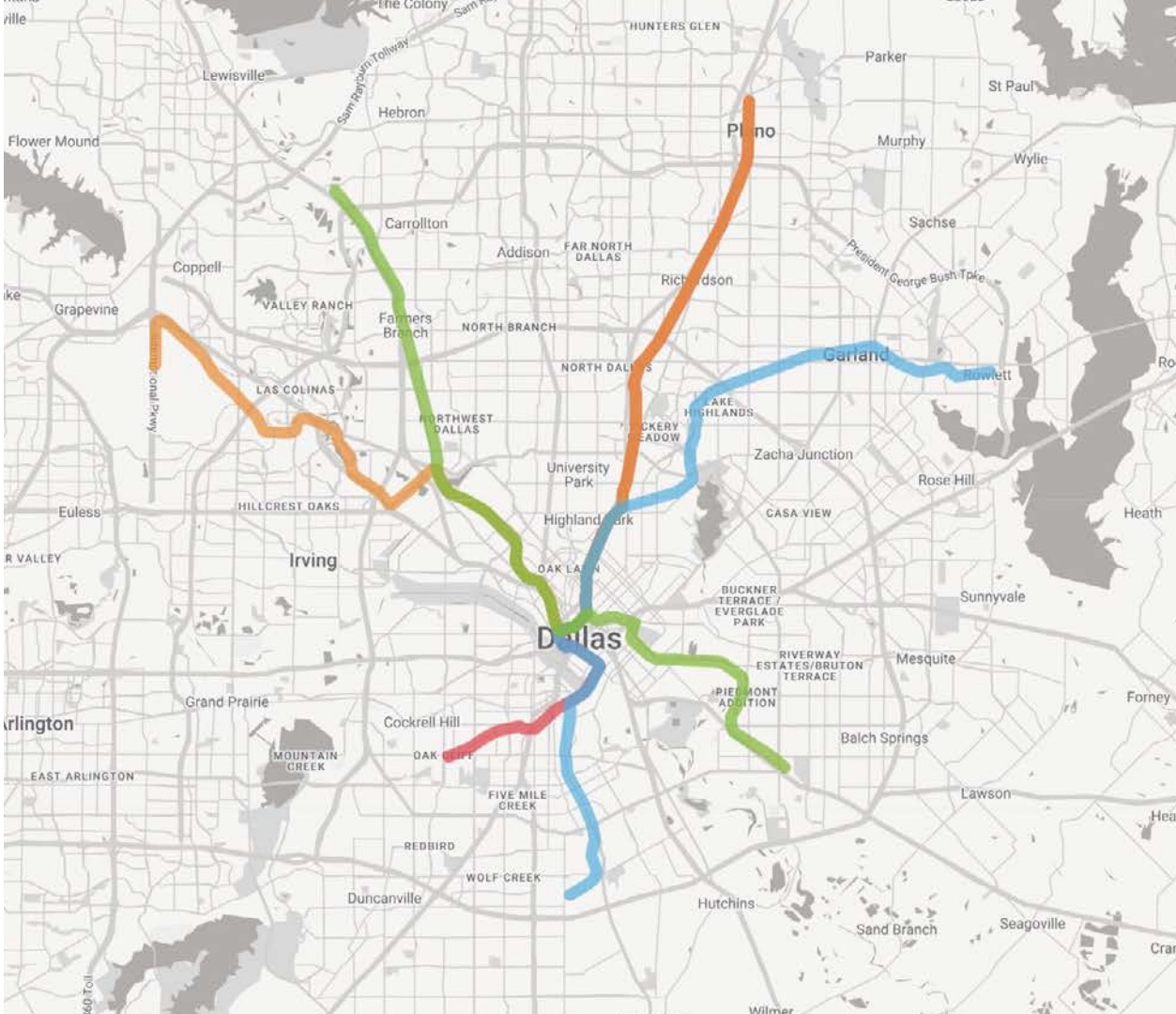
Legend

Green Line

Blue Line

Red Line

Orange Line



Station Domination

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.





Station Saturation

Station Saturations allow an individual brand to take ownership of all traditional station media. Saturations allow advertisers to creatively engage consumers with uninterrupted brand presence. The majority of the 64 DART stations can be sold as a saturation.





Train Wraps

Full Wrap Train advertising covers the entire exterior of a train car. 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





Ultra Super Kings

Rail Ultra Super Kings provide an ideal canvas for bold, eye-catching creative. This media reaches commuters, pedestrians, and drivers throughout cities and transit stations.

Specs

Rail USK

Custom Install





Mega King

Let your message on this unique media format be the first thing consumers see as they begin their Dallas rail journey.

Specs

Mega King

Custom Install





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 Cards	22"H x 21"W
Michelangelo	48"H x 24"W



Rail Interiors

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

Specs

Interior Car Cards

22"H x 21"W





Two-Sheets

With an extended dwell time while waiting for trains, 2-Sheets give your brand quality time with key consumers, in all the right locations.

Specs

Two-Sheet

Varies





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



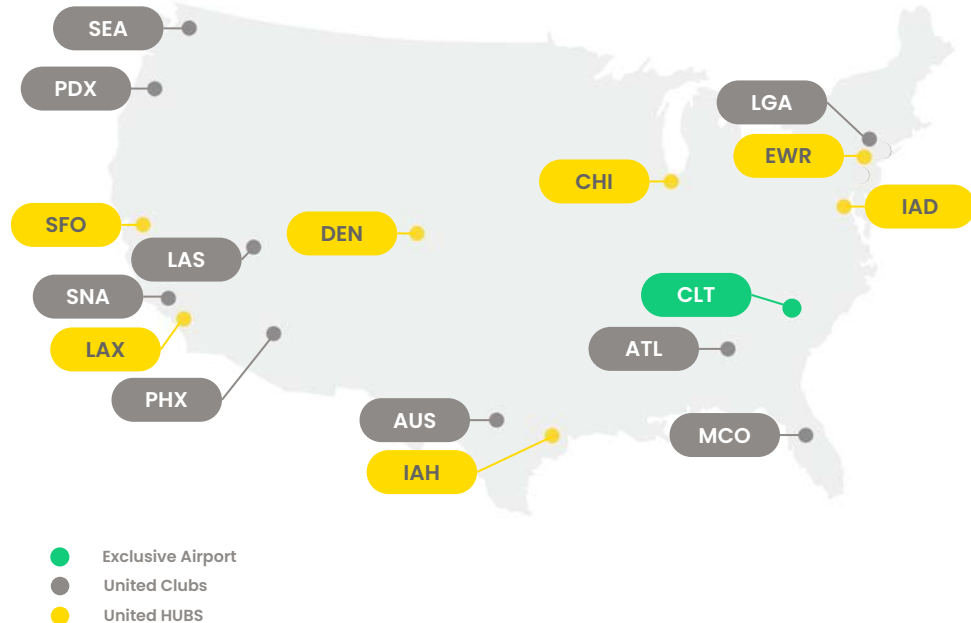
Premium Products, National Scale

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

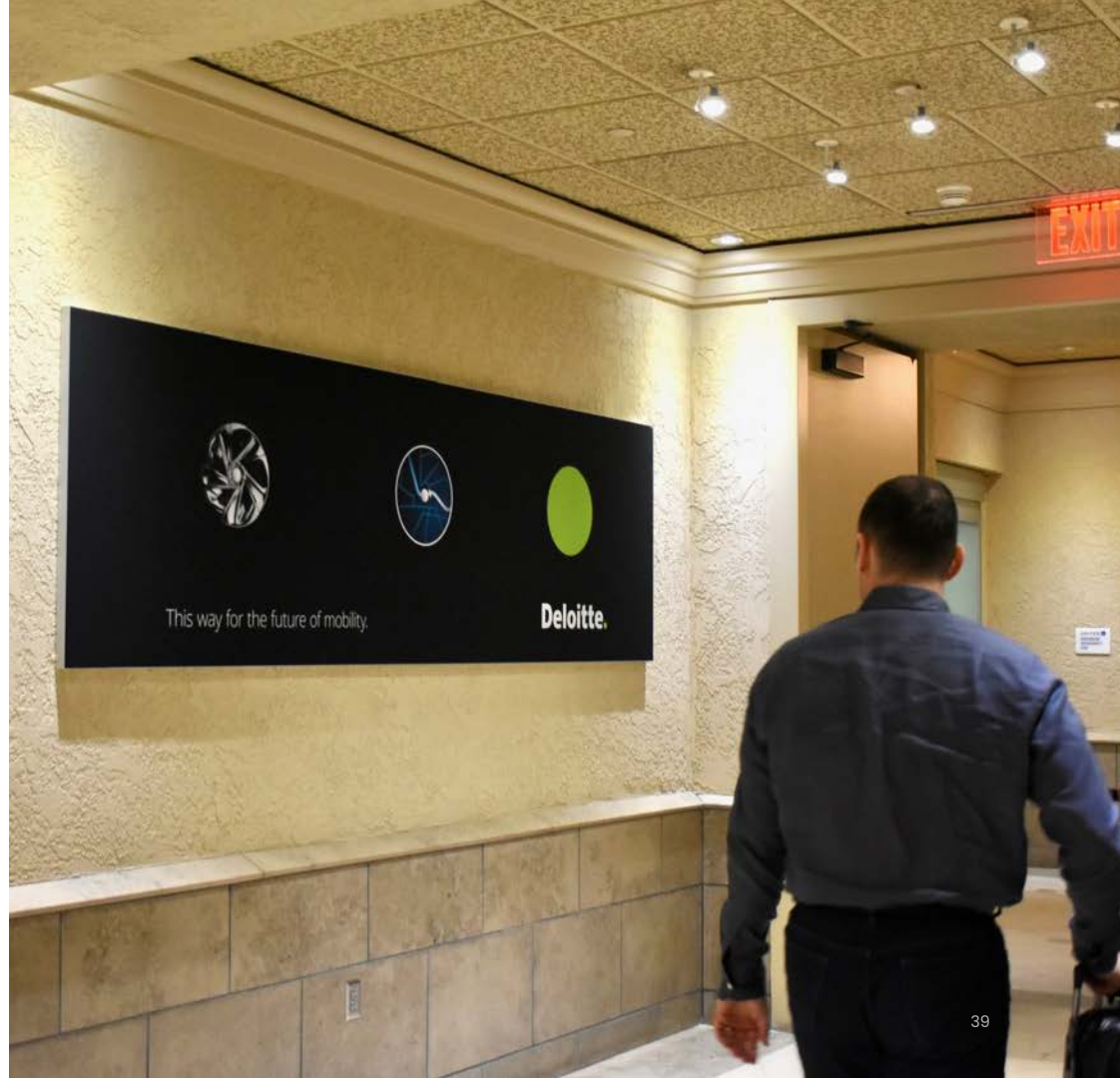
United Premium Club Display

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

IAH Airport Product Examples



Pole Banners



Pillow Banner



Concourse Tension Fabric Banners

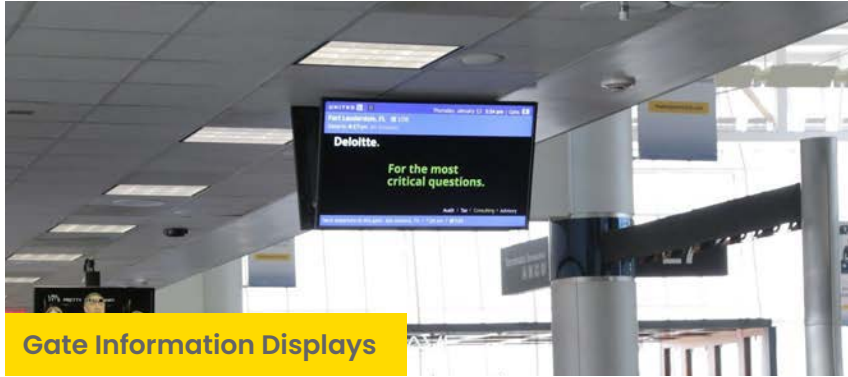


Mini-spectaculars



Premium Club Display

IAH Airport Product Examples



3. Additional Offerings

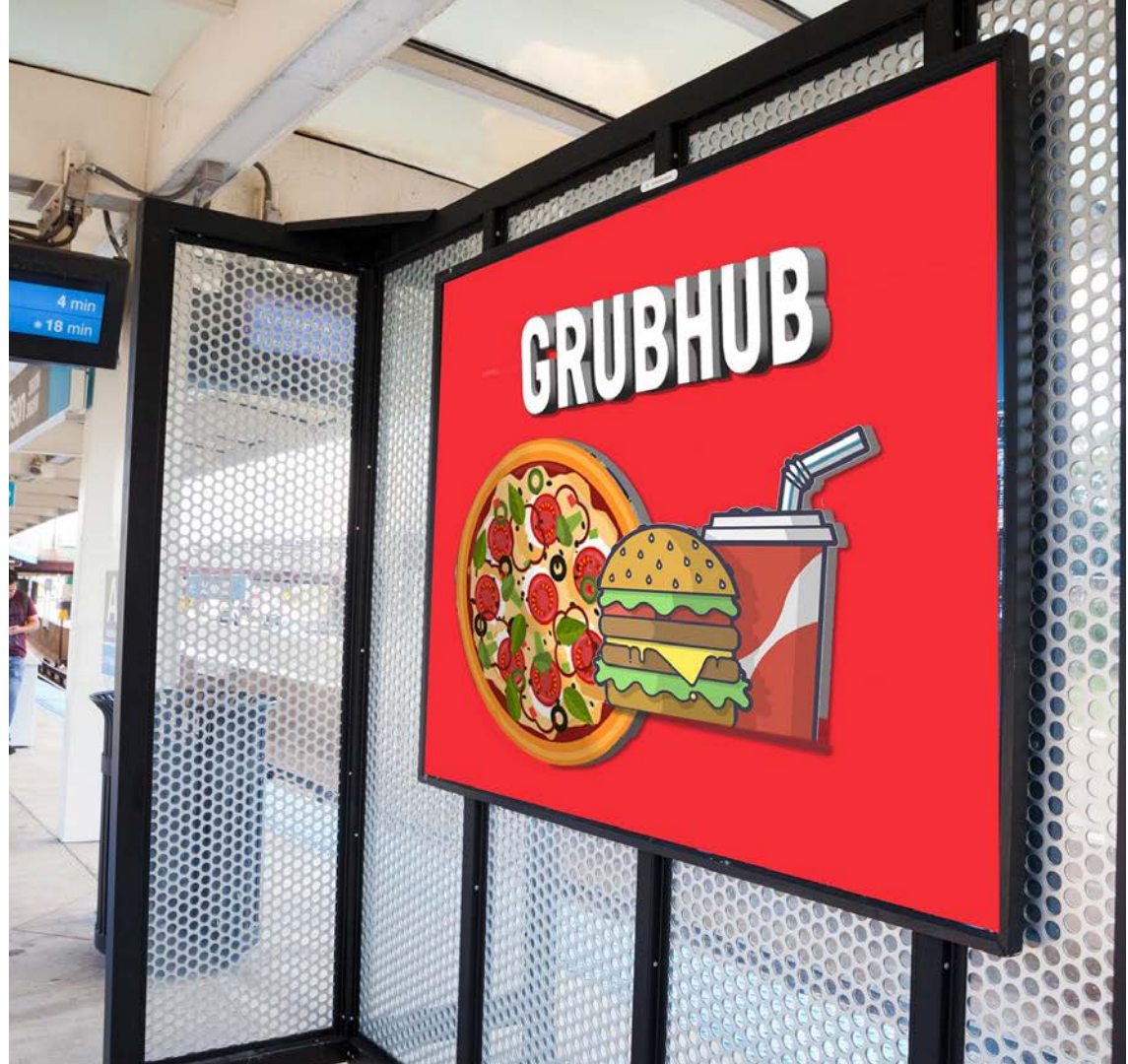
A large red Target kiosk stands on a city sidewalk. The kiosk features the Target bullseye logo and the text "Nicollet Mall Target Grand Reopening". Several Target employees in red shirts are positioned behind the kiosk, handing out flyers to pedestrians. A man in a green shirt is walking towards the kiosk, while a woman in a black jacket is walking away. The background shows a city street with a silver SUV and a stone building.

A large red Target kiosk stands on a city sidewalk. The kiosk features the Target bullseye logo and the text "Nicollet Mall Target Grand Reopening". Several Target employees in red shirts are positioned behind the kiosk, handing out flyers to pedestrians. A man in a green shirt is walking towards the kiosk, while a woman in a black jacket is walking away. The background shows a city street with a silver SUV and a stone building.



2-Sheet Effects

Make your message “pop” by adding 3D effects to static 2-sheet media. This new production capability is designed to enhance the impact of one of our most popular media formats.



2-Sheet Props

Turn heads with unique and eye-catching props on station platform 2-sheets. This out-of-the-box execution turns standard media into buzzworthy artwork.



Dallas

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Thank You