

 Intersection



Air Media Kit 2023



← Concourses C-D



Table of Contents

1. **Air overview**
2. **Charlotte Douglas International Airport**
3. **United Airlines**
4. **Air Inventory**

1. Air Partnerships

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.



A photograph of a busy airport terminal. People are walking through the terminal, some carrying luggage. The ceiling is high with a complex structural design. There are signs for gates and advertisements. The text is overlaid on the image in a large, white, sans-serif font.

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 Airports



Airline Partnership



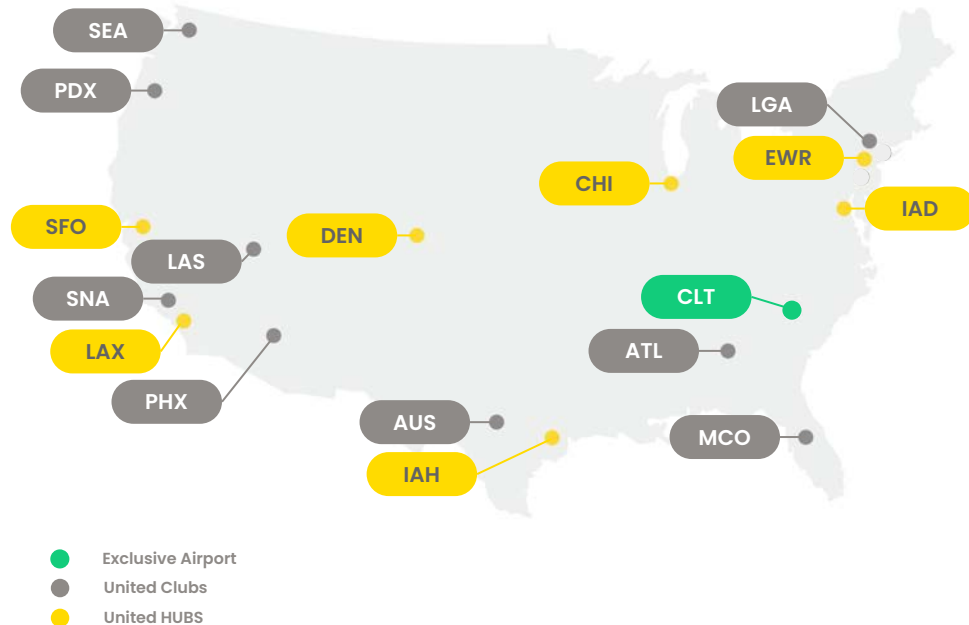
Premium Products, National Scale

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

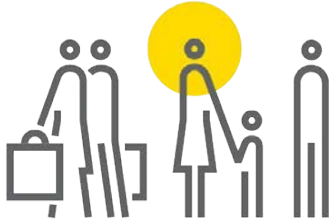
2. Charlotte Douglas Intl Airport



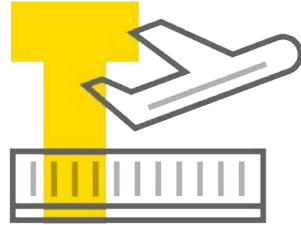
Charlotte Douglas Intl Airport (CLT)

Charlotte Douglas is the 5th busiest airport in the nation and is American Airlines' second-largest hub. CLT services 46MM+ annual passengers and is the local airport for major corporations such as Bank of America, Wells Fargo, and Lowe's.

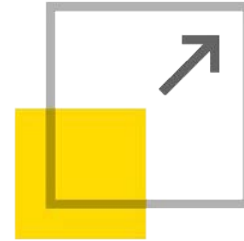
Why Charlotte Douglas International Airport?



In July, CLT was ranked as the **5th busiest airport** in the country, behind Chicago, Atlanta, Dallas/Fort Worth and Denver



122K daily passengers
2MM average monthly passenger arrivals
46MM annual passengers



CLT is investing **\$608M** in their terminal lobby expansion, adding 175k sq ft for TSA screenings, ticketing, & baggage claim



Our CLT media is unrivaled, reaching **affluent, avid travelers** with static, digital and exterior media in strategic locations

CLT Traveler Profile

| Race / Ethnicity | |
|--------------------------|-----|
| White | 66% |
| African American | 12% |
| Hispanic | 13% |
| Asian | 6% |
| Other | 3% |
| Gender | |
| Female | 57% |
| Male | 43% |
| Education | |
| High School Graduate | 15% |
| Some College (1-3 years) | 25% |
| College Graduate or more | 61% |

| Travel Habits | |
|-----------------------------|-----|
| 2+ Trips in the last 12 mo. | 66% |
| Business traveler | 21% |
| Leisure traveler | 79% |
| Occupation | |
| White Collar | 59% |
| Blue Collar | 16% |
| Other | 25% |
| Management | 18% |
| Professional | 23% |
| Service | 8% |
| Sales & Office | 18% |

91%

Of travelers at CLT are traveling to domestic locations rather than international destinations.

All Travelers by Age



Source: Scarborough Charlotte First Release 2017, CLT 2022



Charlotte Douglas International Airport



3. United Airlines

Through an exclusive nationwide partnership with **United Airlines**, Intersection extends its coverage across 90+ airports reaching 110MM+ passengers annually.



1,110+ National
Gate Information
Display Screens



29 United Clubs



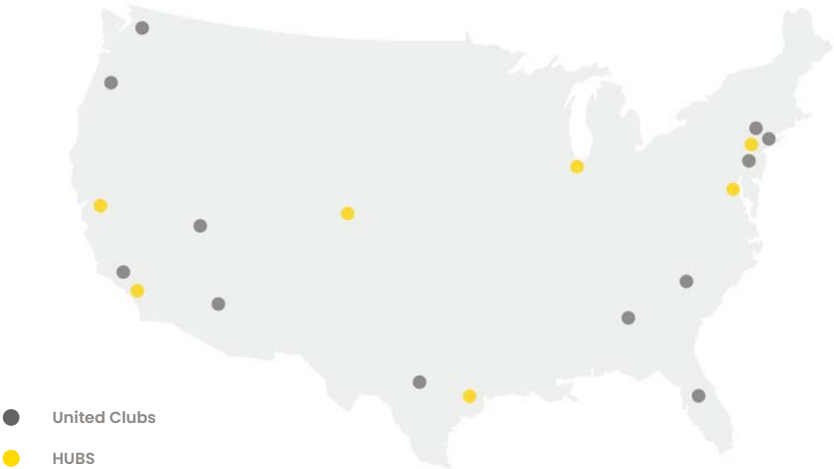
In-flight digital network
on 840+ planes



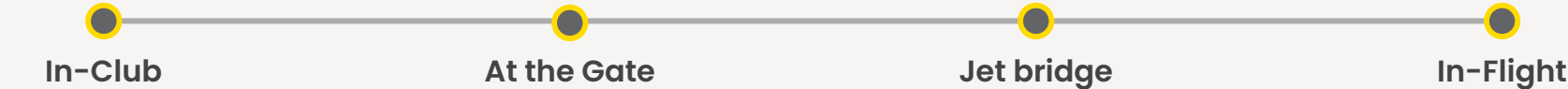
Jet Bridge network
throughout the country

United Airlines Coverage

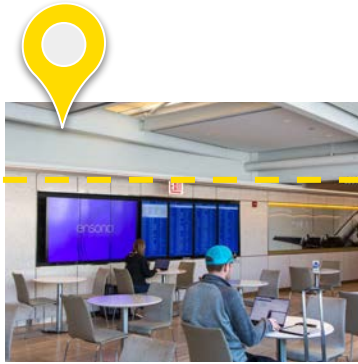
| | | |
|---------------|-----------------|----------------|
| Atlanta, GA | Honolulu, HI | Portland, OR |
| Austin, TX | Las Vegas, NV | Phoenix, AZ |
| Chicago, IL | Los Angeles, CA | Seattle, WA |
| Cleveland, OH | LaGuardia, NY | Washington, DC |
| Denver, CO | Newark, NJ | |
| Dulles, VA | Orlando, FL | |



Traveler Journey



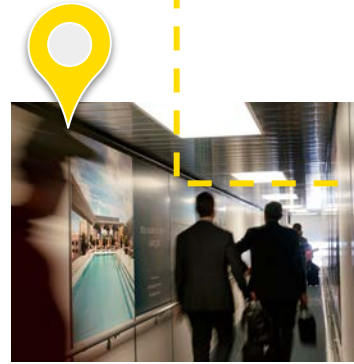
Our United media portfolio reaches travelers with multiple touchpoints throughout their journey



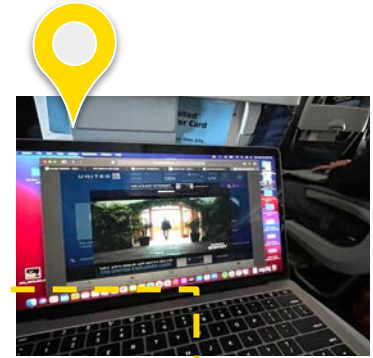
In-Club



At the gate



Jet bridges



In-flight



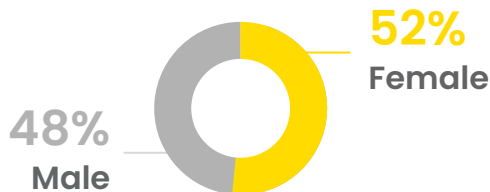
United Airlines Traveler Profile Demographics

| Value of Owned Home | Index |
|-----------------------------|-------|
| \$500,000 | 228 |
| Household Income | |
| \$150,000+ | 223 |
| \$100,000+ | 182 |
| \$75,000+ | 165 |
| Occupations | |
| Professional & Related | 182 |
| Mgmt., Business & Financial | 179 |
| Highest Degree Received | |
| College Graduate | 195 |
| Post Graduate Degree | 228 |

Median Household Income

\$101k

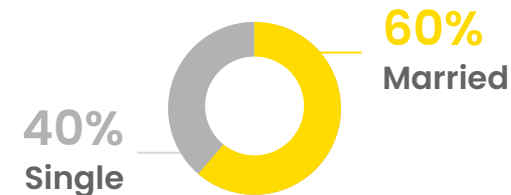
Gender



Median Age

47 Yrs

Partnership



Age Breakdown



United Airlines Traveler Profile

55%

Road Warriors

- 15-29 trips per year
- Senior executives, C-Suite executives, professional services, sales and middle management professionals
- Flights booked through corporate booking tools
- Web/Mobile check-ins
- Visits the Clubs
- Premium cabins
- MileagePlus post-travel

37%

Luxury Leisures

- 4 trips per year
- Senior executives, professors, government, and self-employed professionals
- Flights booked through United.com
- Checks in at airport kiosk
- Stays in gate area
- Economy Plus[®]
- At baggage claim post-travel

8%

Mass Leisures

- 3 trips per year
- Students, teachers, general office workers, and families
- Flights booked through United.com
- Checks in with agent
- Stays in gate area
- Economy Plus[®]
- At baggage claim post-travel

3.1 United Club Media

United Clubs

United Club advertising opportunities give brands exclusive access to business and leisure travelers alike, reaching a valuable audience for brands of all types.

The United Club media footprint includes:

- 29 Domestic Clubs across 14 airports



United Club Mileage Plus Demographics

MileagePlus Members

81%

are Elite-Level MileagePlus Members; **19.0%** are General MileagePlus Members

Club Members

55%

are Elite-Level MileagePlus Members; **45.0%** are General MileagePlus Members

5x

Average monthly club visits

27x

Average annual business trips

United Club Member Demos

| | | | | | |
|----------------------------|-----|---------------------------|--------|----------------|-----|
| Male | 78% | Trips taken for business | 84% | Income \$100K+ | 92% |
| Age 35-54 | 60% | Professional / Managerial | 38% | Income \$200K+ | 54% |
| CEO, President, Executives | 20% | Avg Household Income | \$184K | Income \$250K+ | 29% |



United Club Mileage Plus Demographics

| General Attributes | General | Elite |
|------------------------|---------|-------|
| Male | 106 | 123 |
| Female | 133 | 130 |
| Age 35-54 | 123 | 150 |
| Job Titles | | |
| C-Suite Executive | 276 | 352 |
| Owner - Partner | 156 | 214 |
| MIS/IT/Networking/Tech | 226 | 289 |
| Engineering/Design/R&D | 240 | 396 |
| General Management | 176 | 223 |
| International | 368 | 1043 |

| Home Value | General | Elite |
|-------------------------|---------|-------|
| \$400,000+ | 292 | 342 |
| \$500,000+ | 331 | 368 |
| \$750,000+ | 374 | 486 |
| Household Income | | |
| \$150,000+ | 298 | 439 |
| \$200,000+ | 350 | 574 |
| \$250,000+ | 374 | 645 |

| Household Net | General | Elite |
|---------------------------|---------|-------|
| \$500,000+ | 234 | 247 |
| \$750,000+ | 266 | 283 |
| \$1,000,000+ | 284 | 304 |
| Education | | |
| College Degree | 151 | 166 |
| Post Grad Degree | 282 | 291 |
| Professional / Managerial | 215 | 249 |



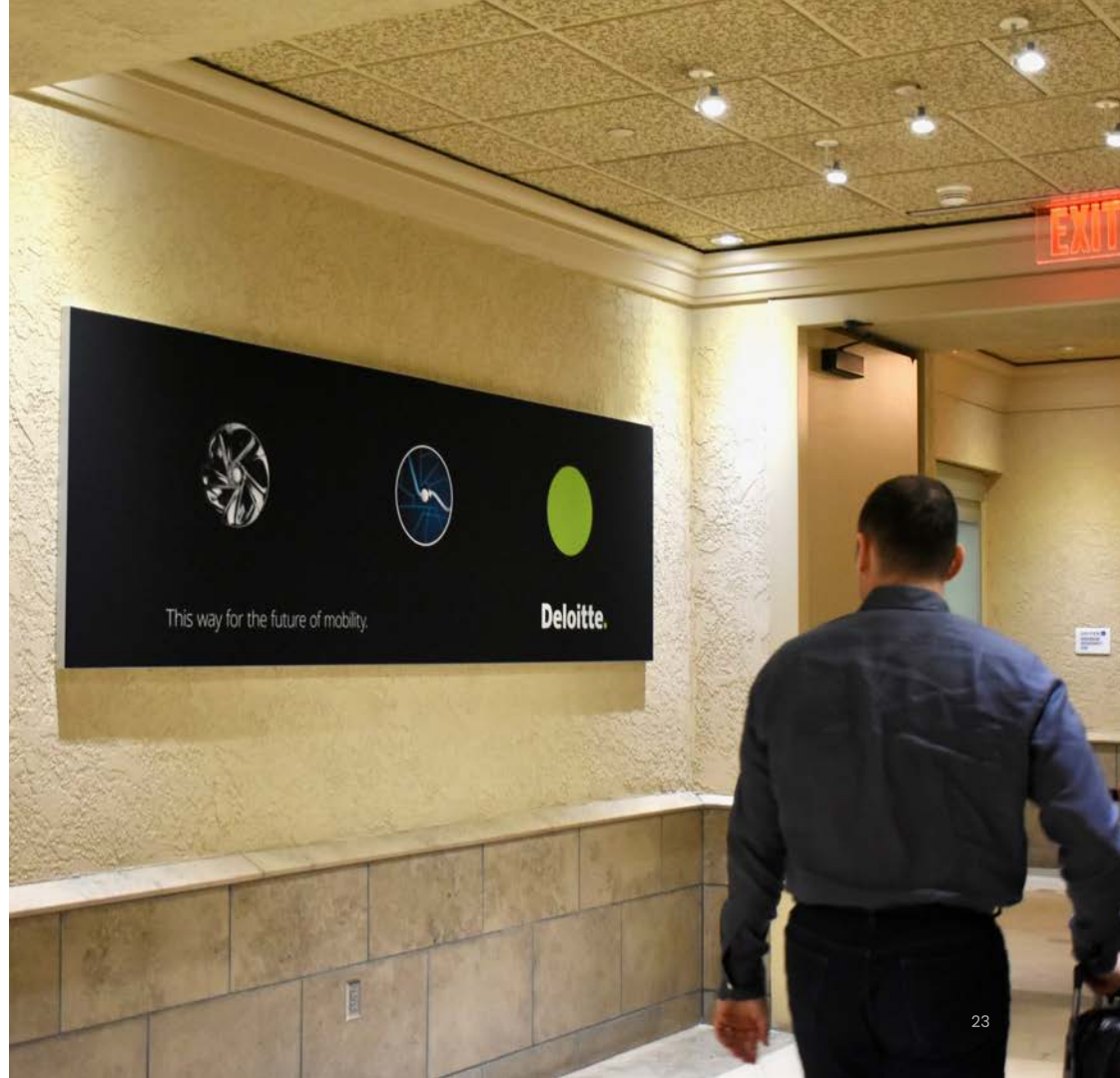
United Premium Club Display

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



3.2 Gate Media

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.

Specs

Gate Information Displays

46" HD LCD



Destination Targeting

Advertisers have the opportunity to target passengers bound for specific destinations, before boarding their flight! This exclusive offering is only available through Intersection & United Airlines.

Specs

Gate Information Displays

46" HD LCD



3.3 Jet Bridge Media

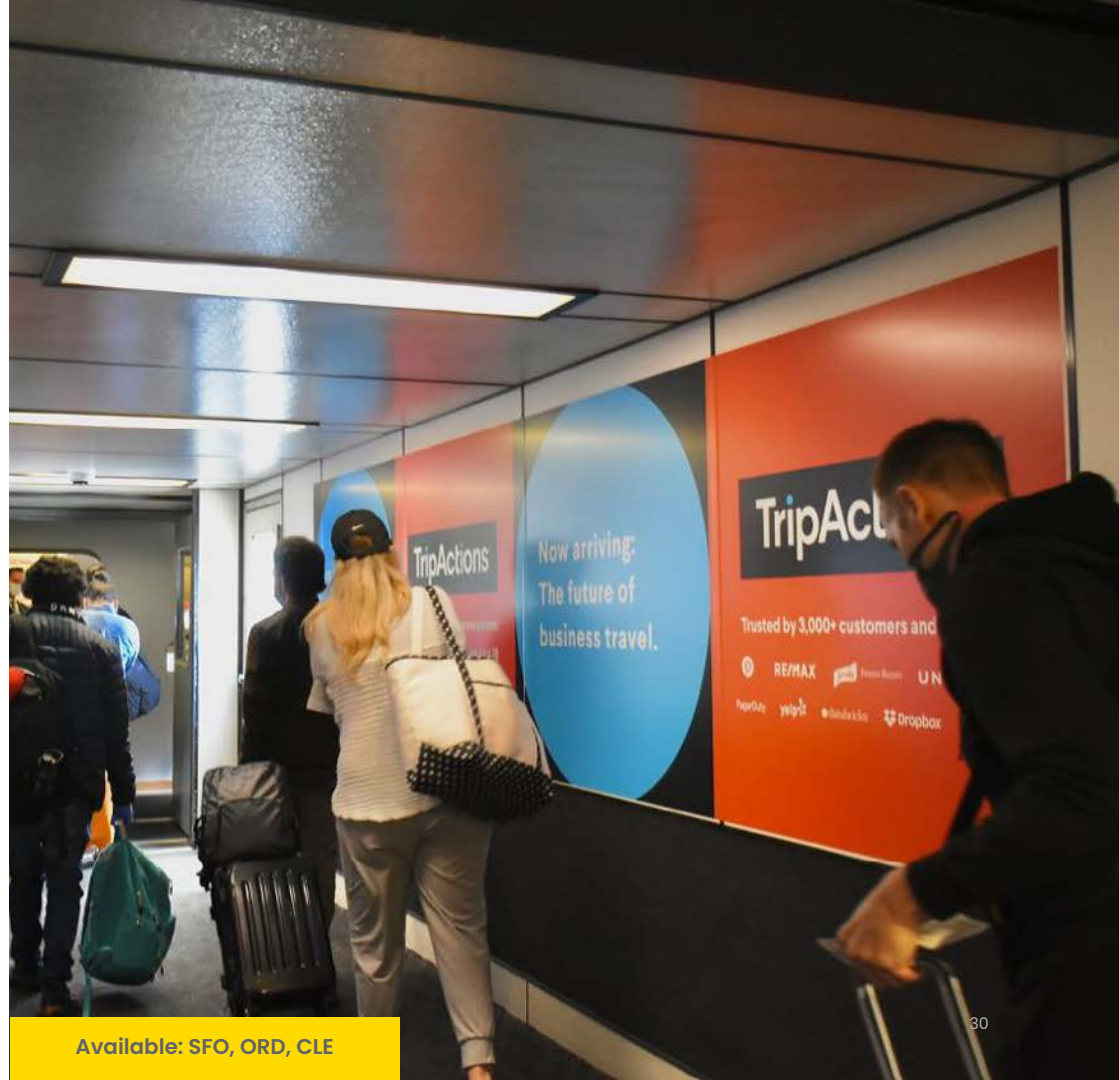
Jet Bridge Wraps

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

3.4 In-Flight Media

In-Flight Entertainment

Roadblock: the :30 spot runs in all classes after the safety video plays. 210 planes. 2,634,597 average monthly impressions.

Video on Demand: :15 spot plays before all videos passengers select onboard, with access to all 3 classes. Available on 247 planes. 5,531,135 average monthly impressions.

Specs

In-Flight Screen

8" HD LCD



Personal Device Entertainment Roadblock

Engage in-flight passengers when they enter United's Entertainment portal on their own personal devices.

Details

- :15 video spot plays as soon as passenger enters portal
- Available on 210 planes
- 1.5MM monthly impressions
- Quarterly buy



4. Air Inventory

| Airport | Club Digital | Club Static | GIDs (Hubs) | Jet Bridge Wraps | Terminal Media | Baggage Media |
|----------------------------|--------------|-------------|-------------|------------------|----------------|---------------|
| Atlanta, GA (ATL) | ● | | | | | |
| Austin, TX (AUS) | ● | ● | | | | |
| Chicago, IL (ORD) | ● | | | ● | | |
| Charlotte, NC (CLT) | | | | ● | ● | ● |
| Cleveland, OH (CLE) | | ● | | ● | | |
| Denver, CO (DEN) | ● | ● | ● | | | |
| Houston, TX (IAH) | ● | ● | ● | | | |
| Honolulu, HI (HNL) | | ● | | | | |
| Las Vegas, NV (LAS) | | ● | | | | |
| Los Angeles, CA (SNA, LAX) | ● | ● | | | | |
| Newark, NJ (EWR) | ● | ● | ● | | | |
| New York, NY (LGA) | ● | | | | | |
| Orlando, FL (MCO) | ● | ● | | | | |
| Phoenix, AZ (PHX) | ● | | | | | |
| Portland, OR (PDX) | ● | ● | | | | |
| San Francisco, CA (SFO) | ● | ● | | ● | | |
| Seattle, WA (SEA) | ● | ● | | | | |
| Washington, DC (IAD) | ● | ● | ● | | | |



Thank You

Intersection

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