



 Intersection

National Media Kit 2023

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1. About Intersection

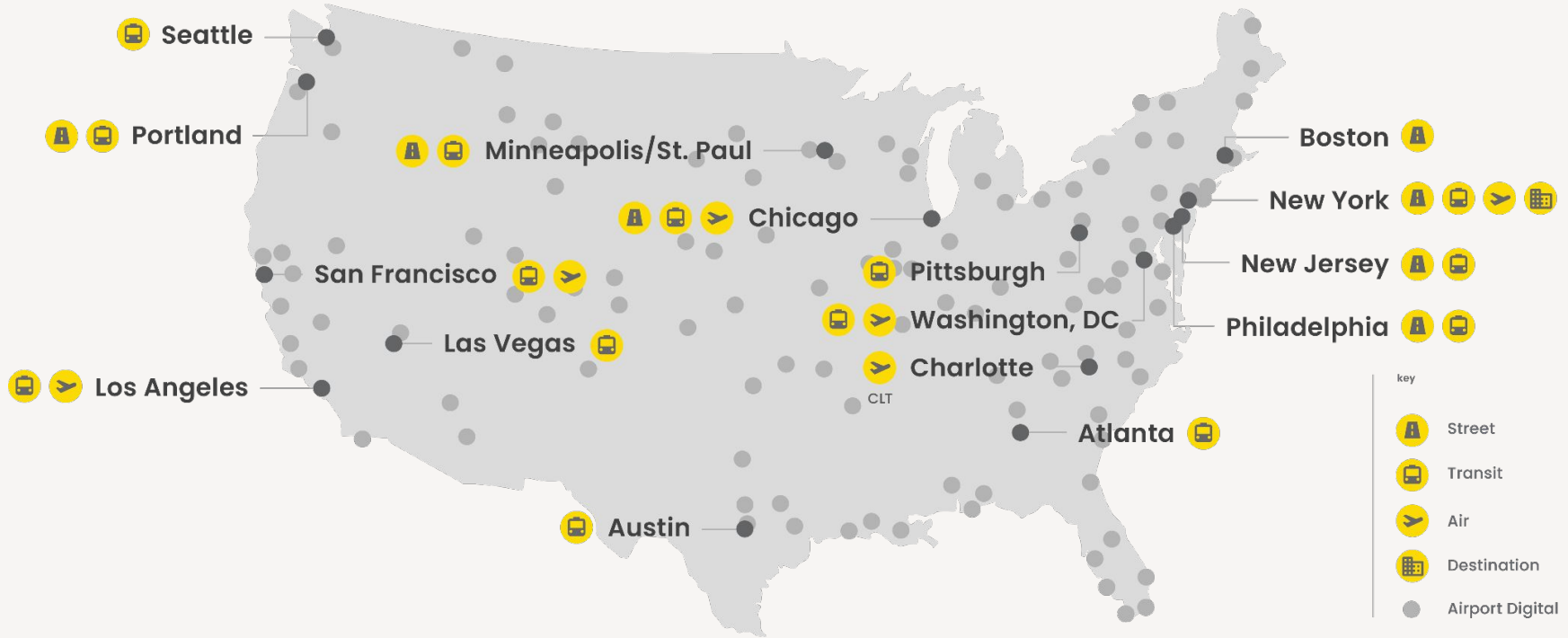
Reach diverse audiences in America's top cities

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.



2. Products

Street Media

With static and dynamic digital formats, Intersection's street-level media is strategically placed throughout a consumer's daily route. From LinkNYC and digital urban panels to street banners, creative and messaging is always prominent, eye catching, and on-target.



Link

Link brings gigabit Wi-Fi and a host of other public utilities to citizens for free, and is one of the largest digital networks in the world. Two-sided units with 55" displays allow advertisers to reach consumers at-scale.

Specs

Screen Size	55"
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Screen Resolution	1920 x 1080
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Digital Bus Shelters

Located along high-traffic city streets, these 72" displays offer advertisers the opportunity to reach consumers with larger than life, dynamic digital messages.

Specs

Screen Size / Resolution	72" / 1920x1080px
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Ad Formats	MPEG-2 / JPEG
------------	---------------



Digital Urban Panels

Digital Urban Panels are strategically placed throughout some of the country's most popular neighborhoods, in highly trafficked areas. This media is ideal for reaching people on-the-go with messaging at street level.

Digital Urban Panels support both static and video creatives, and have an extensive library of dynamic capabilities.

Specs

Screen Size / Resolution	55" / 1920x1080px
Frame Rate	30 FPS
Spot Length	7.5 Seconds

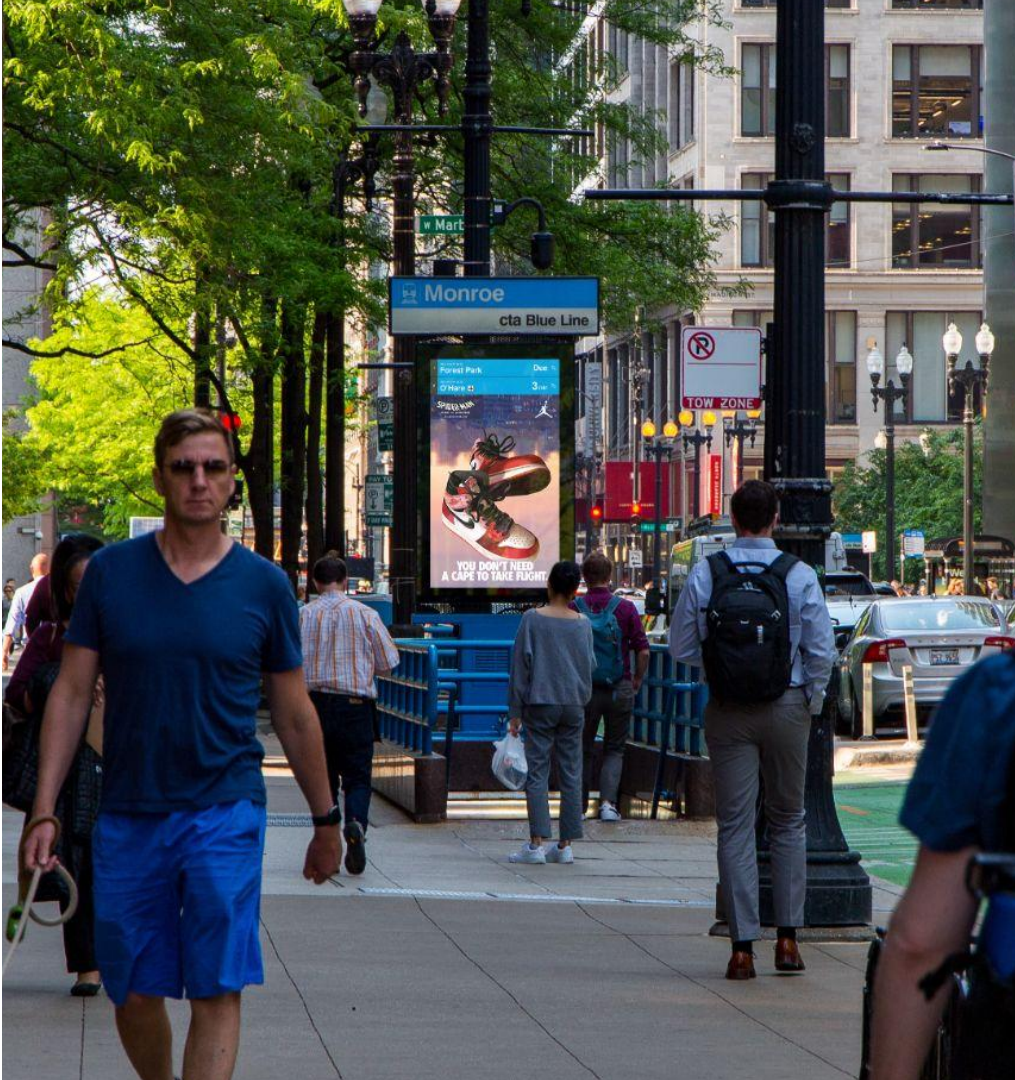


Vertical Digital Urban Panels

75" Vertical Digital Urban Panels are strategically placed along busy streets in the Loop. This media is ideal for reaching Chicagoans on-the-go with larger than life messaging at street level.

Specs

Screen Size / Ad Spec	75" / 2160 W x 3240 H
Frame Rate	30 fps
Spot Length	7.5 seconds



Bus Shelters

Oversized bus shelter ads draw immediate attention from consumers walking down the street, waiting for the bus, or driving by.

Specs

Bus Shelter	68.5"H x 47.5"W
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Shelter Wrap	Custom Install
--------------	----------------



Urban Panels

Urban Panels are in many major downtown junctures and intersections, providing daily exposure to both pedestrians and motorists.

Specs

Urban Panel

30"H x 60"W



Street Banners

As a partner to NYC & Company and prominent Business Improvement Districts like the Grand Central Partnership and Union Square, Intersection can help brands create a visible and impactful affiliation with New York City. Intersection has access to over 220,000 Street Banners.

Specs

Street Banner

96"H x 36"W



Elevator Wraps

Elevator Wraps capture attention from every angle with multi-facing ads. This high impact media dominates the landscape in high-traffic locations.

Specs

Elevator Wraps

Custom Install





Headhouses

Located in many top neighborhoods, Headhouses allow for custom build-outs and bold, memorable executions, creating the perfect opportunity for social buzz.

Specs

Headhouses

Custom Install

Street Media

Available Inventory by Market

Digital Media	CHI	BOS	MPLS	NJ	NY	PHL	PDX
Link							
Bus Shelters							
Urban Panels							
Static Media							
Bus Shelters							
Rail Shelters							
Urban Panels							
Street Banners							
Headhouses							
Bus Benches							





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.



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 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 Chicago traffic.

Specs

Fullback

Custom Install



Bus Kings

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

King

30" H x 144' W



Bus Headlights & Tails

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



Specs

Headlight	Sizes vary by market
Tail	Size varies by market
High Impact Tail	Size varies by market





Brand 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	Varies
Michelangelo	Custom Install



Bus Interiors

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

Specs

Interior Bus Cards	11"H x 28"W
	11"H x 46"W
	11"H x 56"W
	22"H x 21"W
	Custom Install



Bus Queens

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



Specs

Queen

Size vary by market

Queen w/ Headliner

Size vary by market



Bus Media

Available Inventory by Market

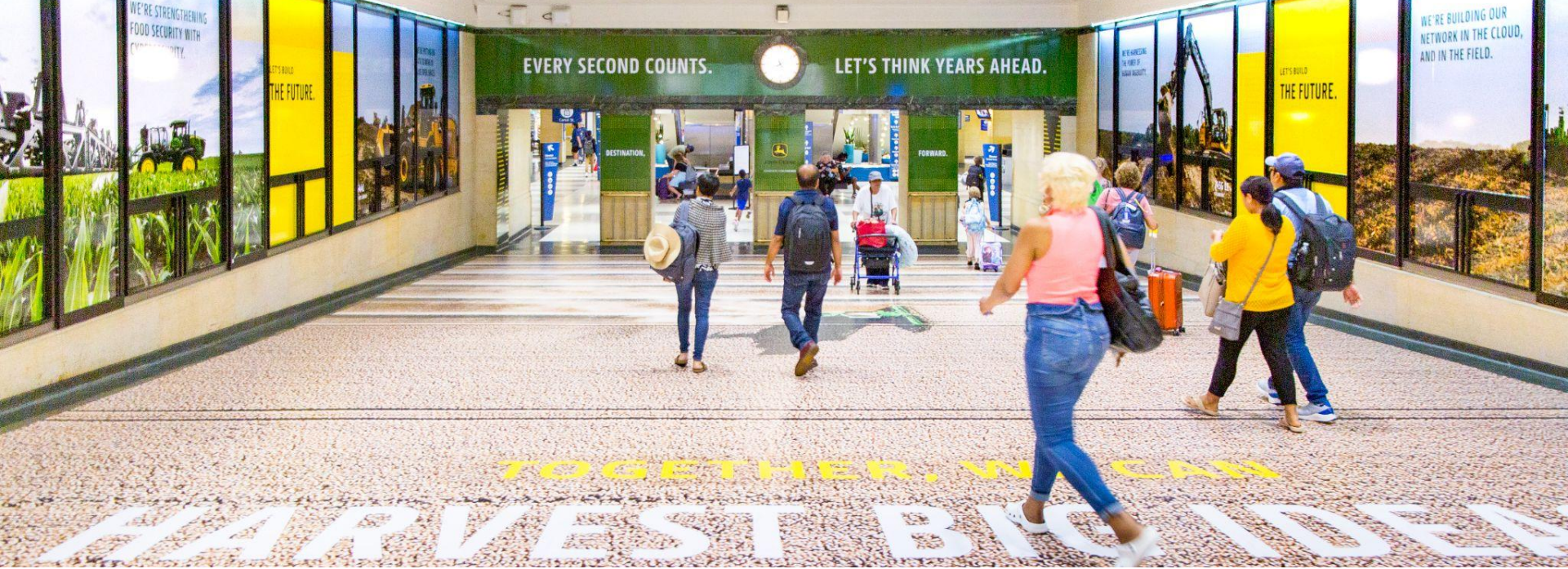
Media	ATL	AUS	CHI	MSP	NJ	PHL	PIT	PDX	SF	SEA
Full Wraps	●	●	●	●	●	●	●	●	●	●
Ultra Super Kings	●	●	●	●	●	●	●	●	●	●
Kings	●	●	●	●	●	●	●	●	●	●
Headlights & Tails										
Headlights			●	●	●			●		
Tails	●	●	●	●	●	●	●	●	●	●
Fullbacks	●	●	●	●		●	●	●	●	●
Brand Buses		●	●	●	●	●	●	●	●	●
Interiors	●	●	●	●	●	●	●	●	●	●
Digital Interiors							●			
Queens	●	●	●		●	●	●	●	●	●



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.





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.



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



Train Wraps

Full Train Wraps cover the entire exterior of a train car (window coverage varies by market). 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

King	30"H x 144"W
Mega King	37.25"H x 514"W
Ultra Super King	Custom Install





Tunnel Wraps

Tunnel Wraps provides a dramatic showcase in high-traffic areas, creating a fully immersive experience for commuters passing through.

Specs

Tunnel Wrap	Custom Install
Hallway Wrap	Custom Install



Interior Wraps

Full Wrapped train interiors allow riders to step in and be immersed in your brand. This media gives advertisers the creative space to transform the inside of a train car and make an instant impact.

Specs

Full Wrap Interior

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	11"H x 28"W
	11"H x 46"W
	22"H x 21"W
Commuter Rail Car Card	33.25"H x 21"W
Michelangelo	Size varies by market
Ceiling Wrap	Custom Install



Rail Interiors

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

Specs

Interior Bus Cards	11"H x 28"W
	11"H x 46"W
	22"H x 21"W
Commuter Rail Car Card	33.25"H x 21"W



Digital Rail Interiors

Select rail cars in Philadelphia and New Jersey have digital interior screens—an impactful way to reach a busy, desirable rail-commuting audience with a timely message.

Specs

Screen Size / Resolution	19" / 1920 x 1080
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Frame Rate	30 FPS
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Spot Length	15 Seconds
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Rail Platforms

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	
1-Sheet	46"H x 30"W
2-Sheet	46"H x 60"W
3-Sheet	82"H x 42"W
Diorama	43"H x 62"W
Platform Kiosk	26"H x 53"W
Station King	30"H x 144"W
Station Queen	24"H x 65"W



Digital Video Walls

Video Walls display premium, relevant content and provide advertisers with a large-format digital asset to reach a captive commuter audience. *Available in Chicago with Directional Sound.*

Specs

Screen Size	Varies by market
Spot Length	7.5 Seconds
Frame Rate	30FPS



Digital Platform & Station

Place your ad on screens where consumer engagement is high. Screens provide departure and arrival information, and relevant transit content, drawing consistent attention from commuters.

Specs

Screen Size	Varies by market
Screen Resolution	1920 x 1080
Frame Rate	30 FPS



Interactive Transit Kiosks

Interactive Transit Kiosks connect commuters to valued information, and engage them with custom branded experiences.

- Premium, HD digital displays
- Real-time transit information
- Commuter mapping & directions
- Touch-enabled advertising
- Kiosk branding available

Specs

Ad Size A (Default)	1080 W x 1440 H
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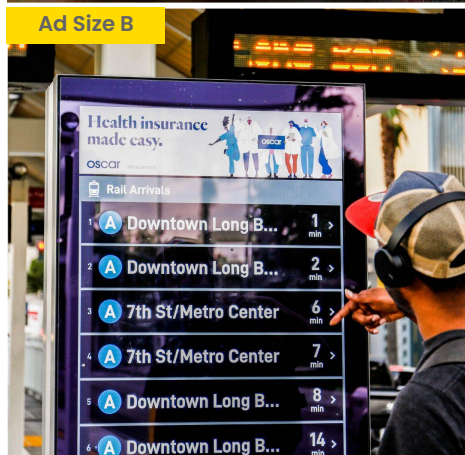
Ad Size B (During interaction)	1080 W x 270 H
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Animation	Full
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Ad Size A



Ad Size B



Rail Media

Available Inventory by Market

Media	AMTRAK	ATL	AUS	CHI	LA	LAS	MSP	NJ	NY	PHL	PIT	PDX	SF	SEA
Dominations	●	●		●	●	●	●	●		●	●		●	●
Saturations	●	●		●	●		●	●		●	●			●
Train Wraps		●	●	●	●	●	●	●		●	●	●	●	●
Interior Brand Train				●	●	●	●	●		●	●	●	●	●
Interior Wraps				●		●	●	●		●	●		●	
Interiors	●	●		●	●	●	●	●		●	●	●	●	●
Digital Interiors								●		●				
Ultra Super Kings		●	●	●	●		●	●		●	●	●	●	●
Queens				●				●		●	●		●	
Rail Platform	●	●		●	●	●	●	●		●		●	●	●
Rail Platform Digital	●	●		●	●		●	●		●				
Digital Video Walls	●	●		●	●	●		●						
Interactive Transit Kiosks				●	●			●	●	●				



Select AMTRAK Media Available in Baltimore, Wilmington/Delaware, Washington D.C., New York, Philadelphia



Destination Media

Media opportunities in private districts, real estate developments, and retail centers.



Hudson Yards, NYC

Hudson Yards is the single largest private real estate development in the history of the United States. Changing the face of New York City, this project brings thousands of new amenities and experiences—along with top stores, restaurants and businesses—to NYC residents, employees and tourists.

Tap into advertising opportunities at Hudson Yards with Intersection—the only partner bringing unique digital products into this brand new space.

Digital Kiosks Exterior

Kiosks located throughout Hudson Yards will enable wayfinding and interactivity with retail information.

Outdoor locations selected to maximize exposure amongst tourists, shoppers and tenants alike, and represent the only media on The Highline.

Specs

Resolution 1080 W x 1920 H (portrait)

Frame Rate 30 FPS

Spot Length 15 Seconds



Note: media formats are sold as a package and not as individual units



Digital Kiosks Interior

Placed strategically through retail and office spaces, these touch-enabled units provide wayfinding and interactivity and allow consumers to engage with custom branded experiences.

Indoor locations selected to maximize exposure amongst shoppers and tenants.

Specs

Resolution	2160w x 2880h (portrait)
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Frame Rate	30 FPS
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Spot Length	15 Seconds
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Note: media formats are sold as a package and not as individual units



Large Format Digital Walls/South East

Make an impact with two 113.39" x 272.13" digital walls located at the SE entrance of Hudson Yards. Creative is synced across these two screens and must be delivered as one file. Static, dynamic, animated or full-motion video creative will capture consumers' attention as soon as they enter.

Specs

Resolution	(2) 1152w x 3456h
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Frame Rate	30 FPS
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Spot Length	15 Seconds
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Note: media formats are sold as a package and not as individual units



Large Format Digital Walls/North East

This 176.38" x 382.68" digital wall located at the NE entrance will deliver static, dynamic, animated or full-motion video creative.

Specs

Resolution	1792 W x 3888 H
Frame Rate	30 FPS
Spot Length	15 Seconds



Note: media formats are sold as a package and not as individual units



Digital Walls

Placed in high-traffic corridors, these five units will increase branding opportunities throughout Hudson Yards. Locations include:

- SE (2), SW (1), & NW (1) Lobbies
- Concierge Center (1)

Specs

Resolution

SE & SW 3840 W x 4320 H

NW 3840 W x 2160 H

Concierge 5760 W x 2160 H

Frame Rate 30 FPS

Spot Length 15 Seconds



Note: media formats are sold as a package and not as individual units





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



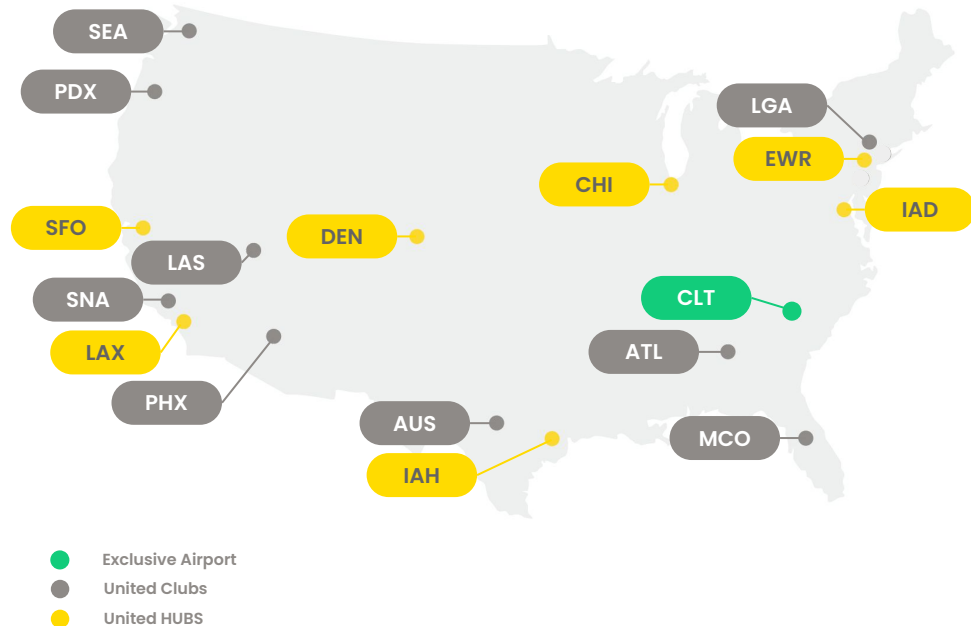
Premium Products, National Scale

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.

Package Available:

(12) Jet Bridge Wraps at IAH

Specs

Jet Bridge Wraps

Custom



Available: IAH, 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.



Measurement 2.0

General Overview Slides

**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

Beta



Script Lift

Beta



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
LOCATION INTELLIGENCE
StreetMetrics 

Brand Awareness

 mfour
mobile insights in real time®

Brand Affinity & Health

 mfour
mobile insights in real time®

CPG / Retail Sales Lift

CATALINA®

Script Lift

CROSSIX
a Veeva company

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★

Conversions &
Digital Events

KOCHAVA★

Foot Traffic

FOURSQUARE
LOCATION INTELLIGENCE



Brand Awareness



Brand Affinity & Health



[Crossix](#), [Catalina](#),
[StreetMetrics](#)

Three ways to develop attribution strategies:

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

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

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



Ailments & Conditions

→ *examples:* allergies, asthma, diabetes, fibromyalgia, hemophilia, lactose intolerance, migraines, etc.



Medications

→ *examples:* Nexium, Otezla, Viberzi, Xiidra, etc.



Attributes & Consumption

→ *examples:* contact lens wearers, has newborn child, smokers, height, 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

New York

10 Hudson Yards, 26th Floor
New York NY 10001
212 644-6200

Chicago

30 North LaSalle St., Suite 2600
Chicago, IL 60602
312 629-1680

Los Angeles

750 N San Vicente Blvd
Suite 08-B113
West Hollywood, CA 90069
424 206-6160

Minneapolis

7101 York Avenue South, Suite 120
Minneapolis, MN 55435
952 562-8620

Philadelphia

Seven Penn Center
1635 Market Street, 17th Floor
Philadelphia, PA 19103
215 693-3991

Portland

2200 NW Savier Street
Portland, OR 97210
503 483-2396

San Francisco

77 Geary Street, 5th Floor
San Francisco, CA 94108
415 249-4213

Seattle

719 2nd Avenue, Suite 425
Seattle, WA 98104
206 762-2531