National Media Kit 2024

Intersection

Contents

About Intersection

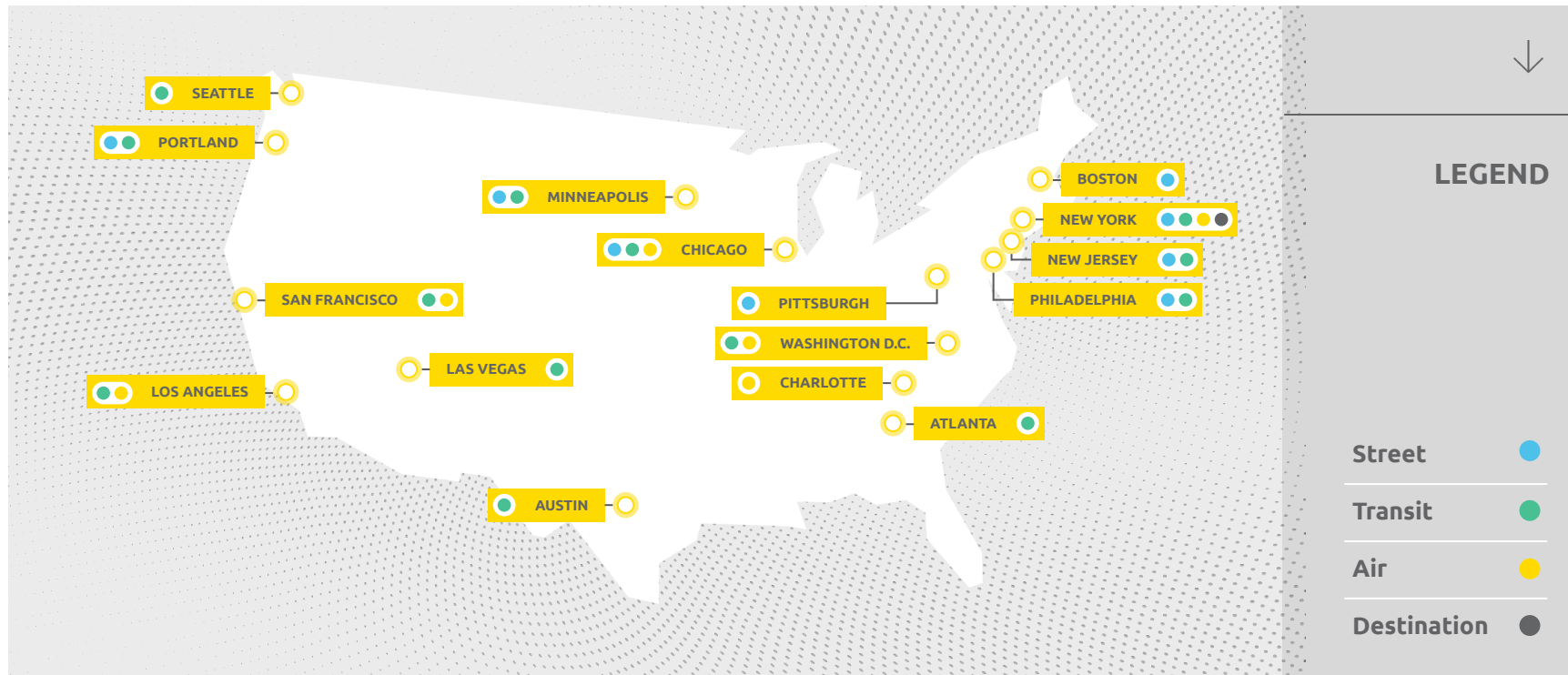# Reach diverse audiences in America's top cities

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.
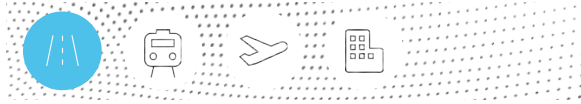
Premium products, national scale.

SEATTLE

PORTLAND

MINNEAPOLIS

CHICAGO

BOSTON

NEW YORK

NEW JERSEY

PHILADELPHIA

SAN FRANCISCO

PITTSBURGH

WASHINGTON D.C.

LAS VEGAS

CHARLOTTE

LOS ANGELES

ATLANTA

AUSTIN

LEGEND

Street

Transit

Air

Destination

Products

Street Media

Product overview

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.
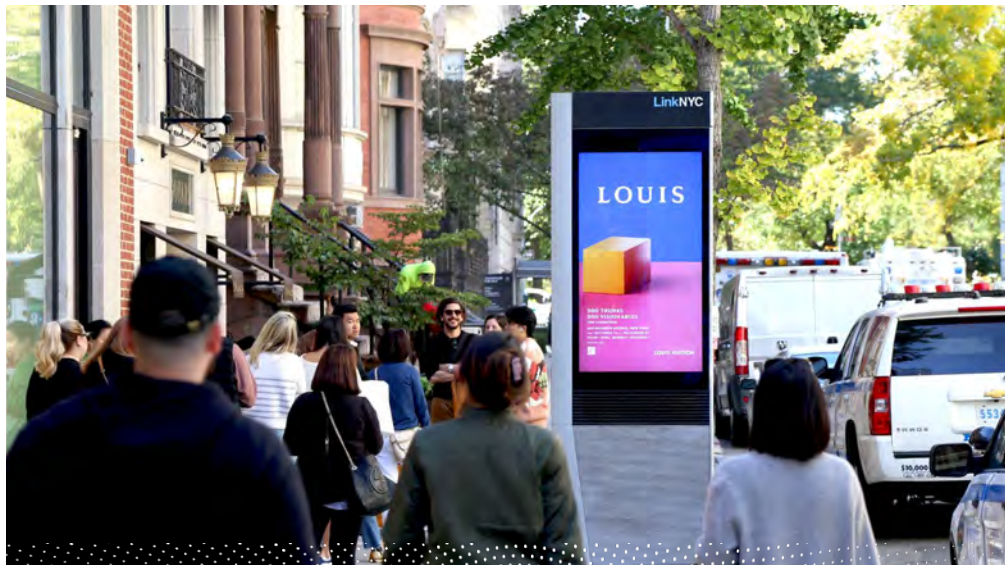

Chicago

Link

Specs

Screen Size	55"
Resolution	1920H x 1080W

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.

Digital Bus Shelters

Specs

Screen Size	72"
Resolution	1920H x 1080W

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

Digital Urban Panels (DUP)

Specs

Screen Size	55"
Resolution	1920H x 960W

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.

Vertical Digital Urban Panels (VDUP)

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	75"
Resolution	3240H x 2160W

Vertical Digital Urban Panels (VDUP)

Specs

Screen Size	75"
Resolution	3240H x 2160W

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.

Bus Shelters

Specs

Standard Shelter	68.5"H x 47.5"W
Shelter Wrap	Custom install

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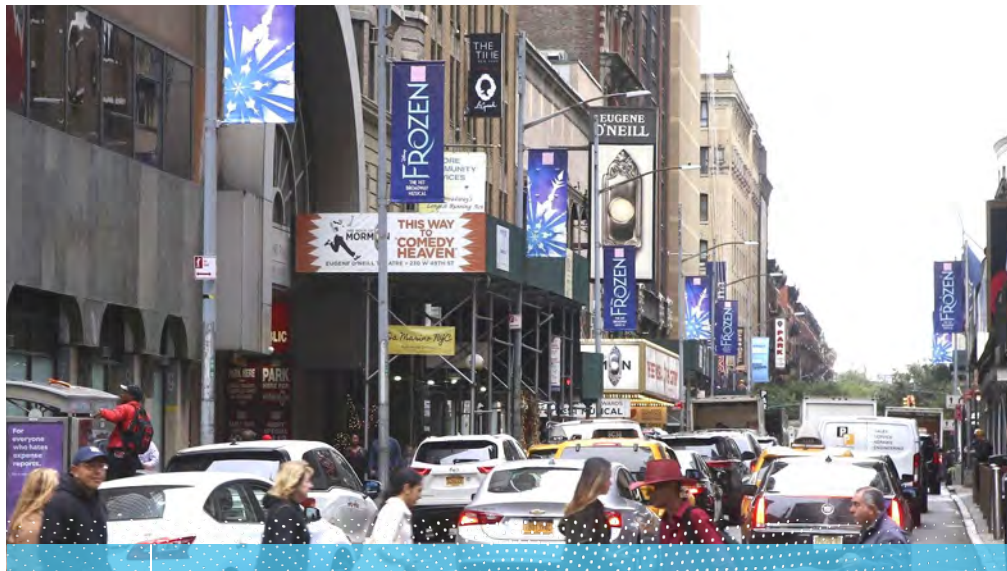
Urban Panels

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 Banner

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	30"H x 60"W"

Elevator Wrap

Specs

Elevator Wrap	Custom Install

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

Headhouse

↗

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

Specs

Headhouse	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

Product overview

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.

Chicago

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.

Bus Wraps

Specs

Bus Wraps	Custom Install

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.

Bus Ultra Super Kings

Specs

Bus Ultra Super Kings	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

Bus Fullbacks   Custom Install

Bus Kings

Specs

Bus Kings	30"H x 144"W

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.

Bus Queens

Specs

Queen	Varies
Queen w/Headliner	Varies

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

Bus Headlights & Tails

Chicago ←

Philadelphia ↙

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

Specs

Headlight	Varies by market
Tail	Varies by market
High Impact tail	Varies by market
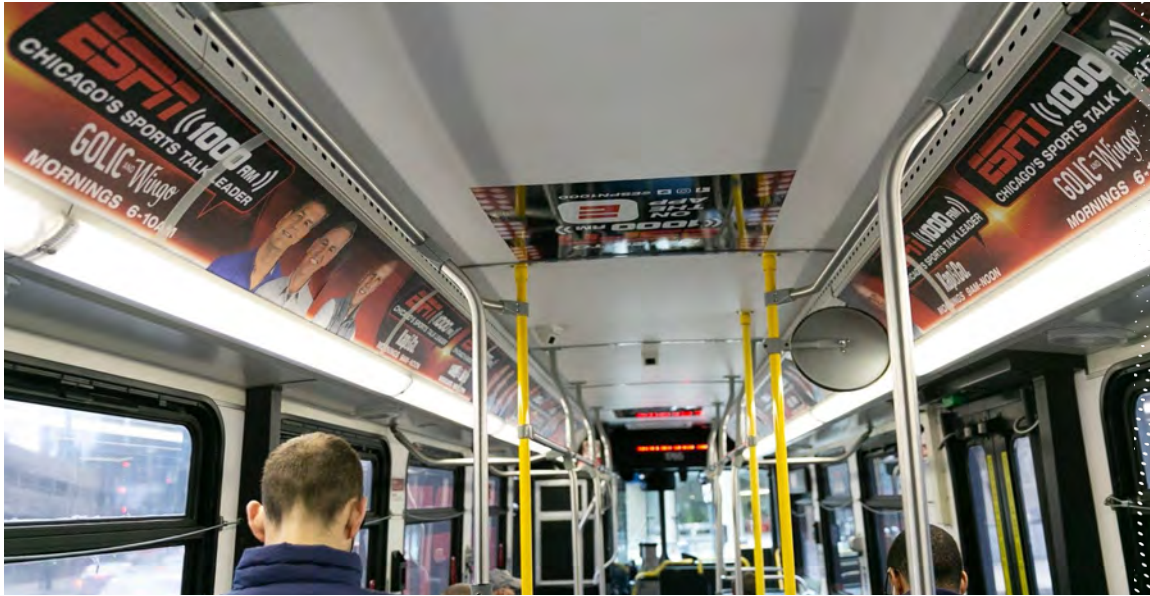
Brand Buses allow one advertiser to dominate the interior space with multiple messages, a variety of creative executions, or impactful repetition.

Brand Buses

Specs

Interior Car Cards	Varies
Michelangelo	Custom Install

Bus Interiors

Available Sizes

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

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

Bus Media
Available inventory by market

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

Rail Media

Product overview

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.

Los Angeles

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.

Station Domination

Specs

Station Domination	Custom Install

→

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.
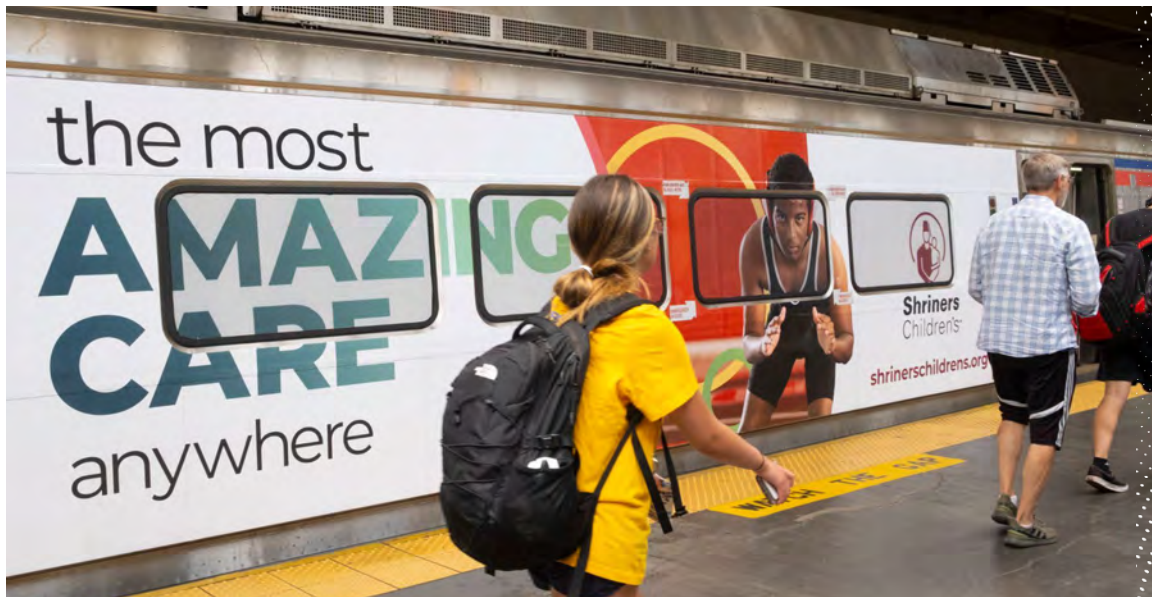

Train Wrap

Specs

Train Wraps	Custom Install

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

Ultra Super King

Specs

King	30"H x 144"W
Mega King	37.25"H x 514"W
Ultra Super King	Varies by market

→

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

Tunnel Wraps

Specs

Tunnel Wrap	Custom Install
Halfway 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

Interior Wraps   Custom Install

Interior Brand Train

Specs

Interior Car Cards	11"H x 28"W
	11"H x 46"W
	22"H x 21"W
Commuter Rail Card	33.25"H x 21"W
Michelangelo	Varies
Ceiling Wrap	Custom Install
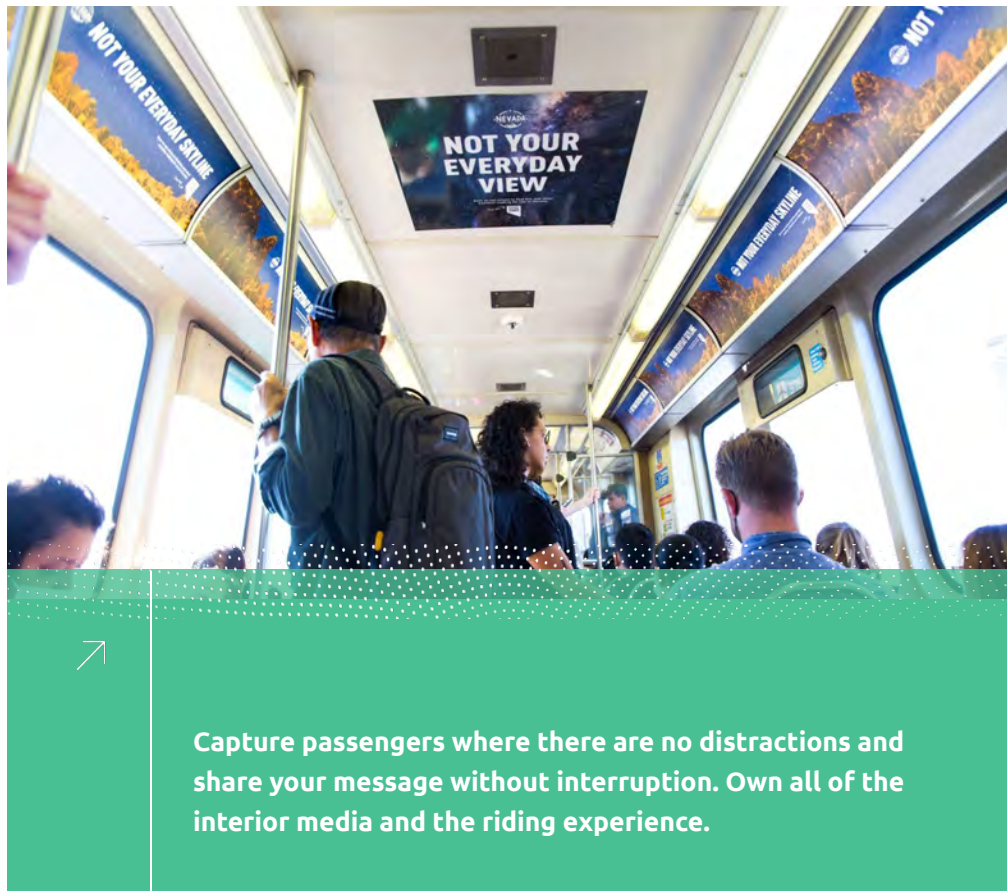
Capture passengers where there are no distractions and share your message without interruption. Own all of the interior media and the riding experience.

Rail Interiors
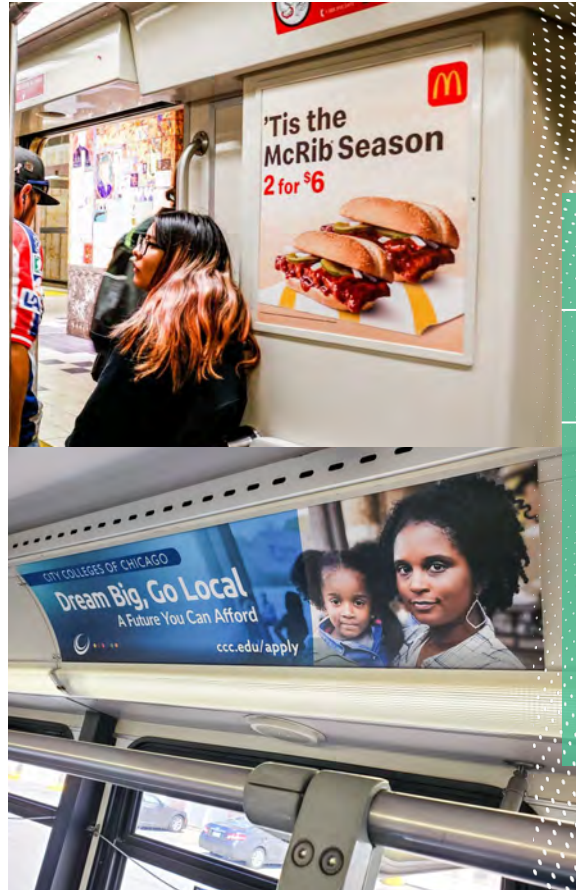
Chicago ←

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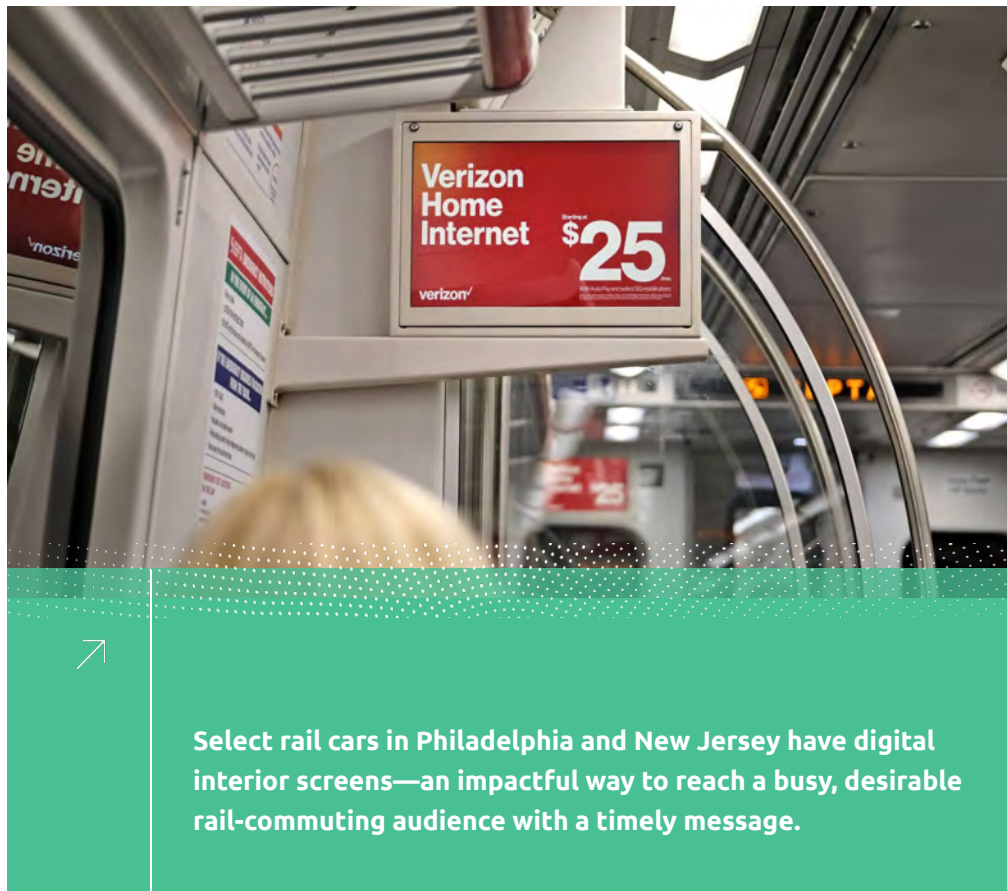
Rail Interiors place your ad directly in front of passengers, providing the perfect way to communicate with this captive audience.

Specs

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

Digital Rail Interiors

Specs

Screen Size	19"
Resolution	1080H x 1920W
Frame Rate	30 FPS
Spot Length	15 Seconds

↗

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.

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

Specs

Screen Size	Varies
Resolution	Varies
Frame Rate	30 FPS
Spot Length	7.5 Seconds

↗

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.

Digital Platform & Station

Specs

Screen Size	Varies
Resolution	1080H x 1920W
Frame Rate	30 FPS
Spot Length	7.5 Seconds

↗

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.

Interactive Transit Kiosks (ITK)

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

Size A (default)	1440H x 1080W
Size B (interaction)	270H x 1080W
Animation	Full

Size A
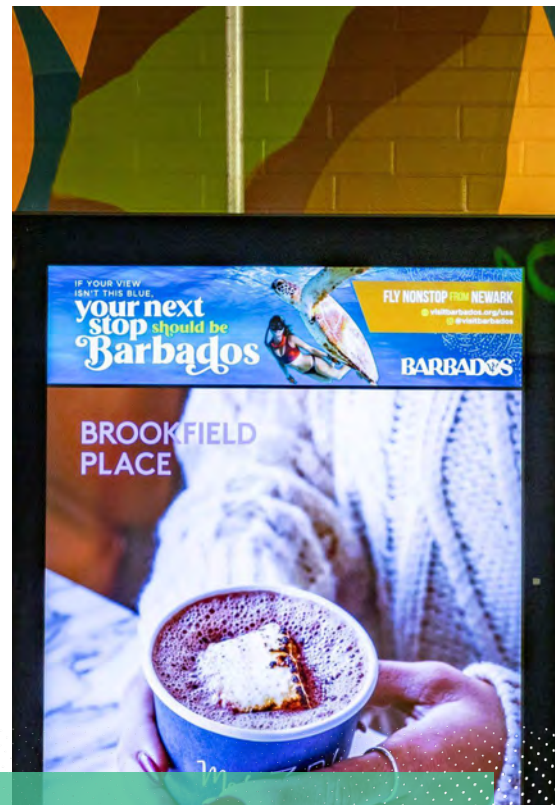
Size B

Rail Media
Available inventory by market

Digital 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 Platforms	●	●		●	●	●	●	●		●		●	●	●
Rail Platform Digital	●	●		●	●		●	●		●				
Digital Video Walls	●	●		●	●	●		●						
Interactive Transit Kiosks				●	●			●	●	●				

Air Media

Product overview

From the moment consumers enter the airport through the duration of their flights, Intersection can deliver powerful messaging via traditional and digital formats.
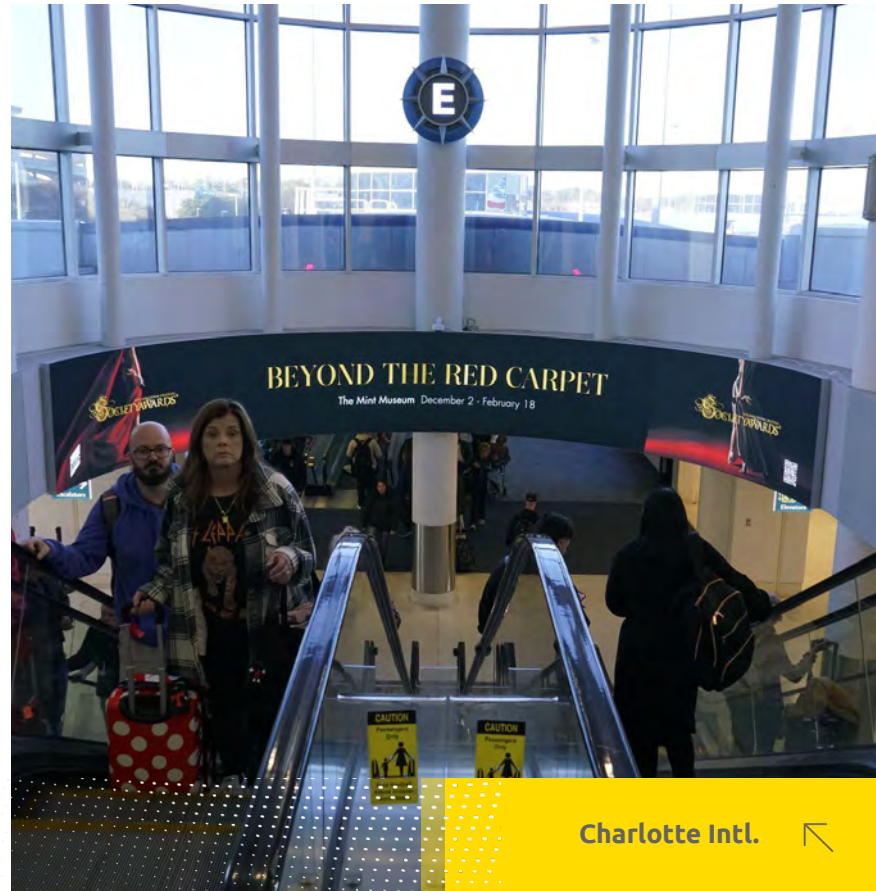

Charlotte

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.
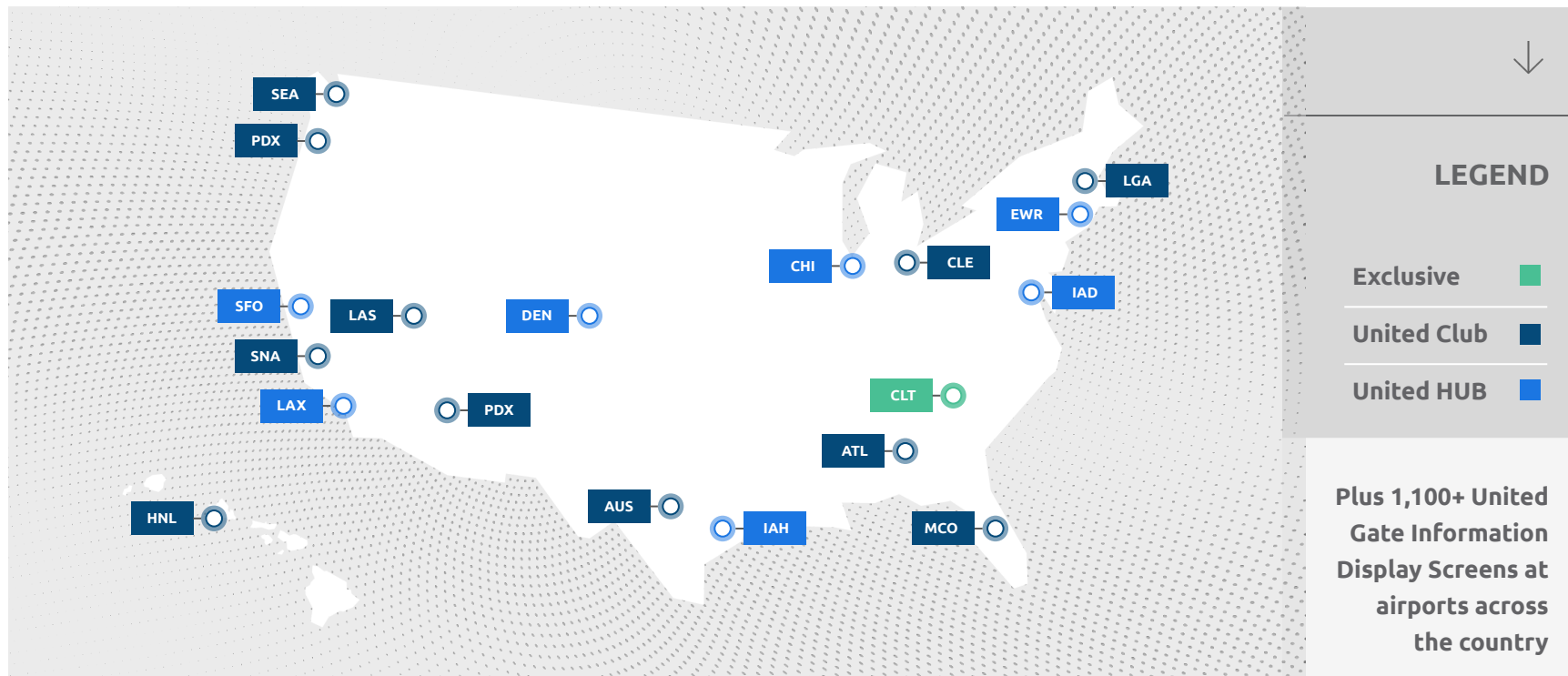
EXCLUSIVE AIRPORT   **AIRLINE PARTNERSHIP**

Charlotte Intl.

Premium products, national scale.

SEA · PDX · LGA · EWR · CHI · CLE · IAD · SFO · LAS · DEN · SNA · CLT · LAX · PDX · ATL · HNL · AUS · IAH · MCO

LEGEND

Exclusive	
United Club	
United HUB	

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

United Premium Club Display

Specs

Ad Space	3'H x 10'W
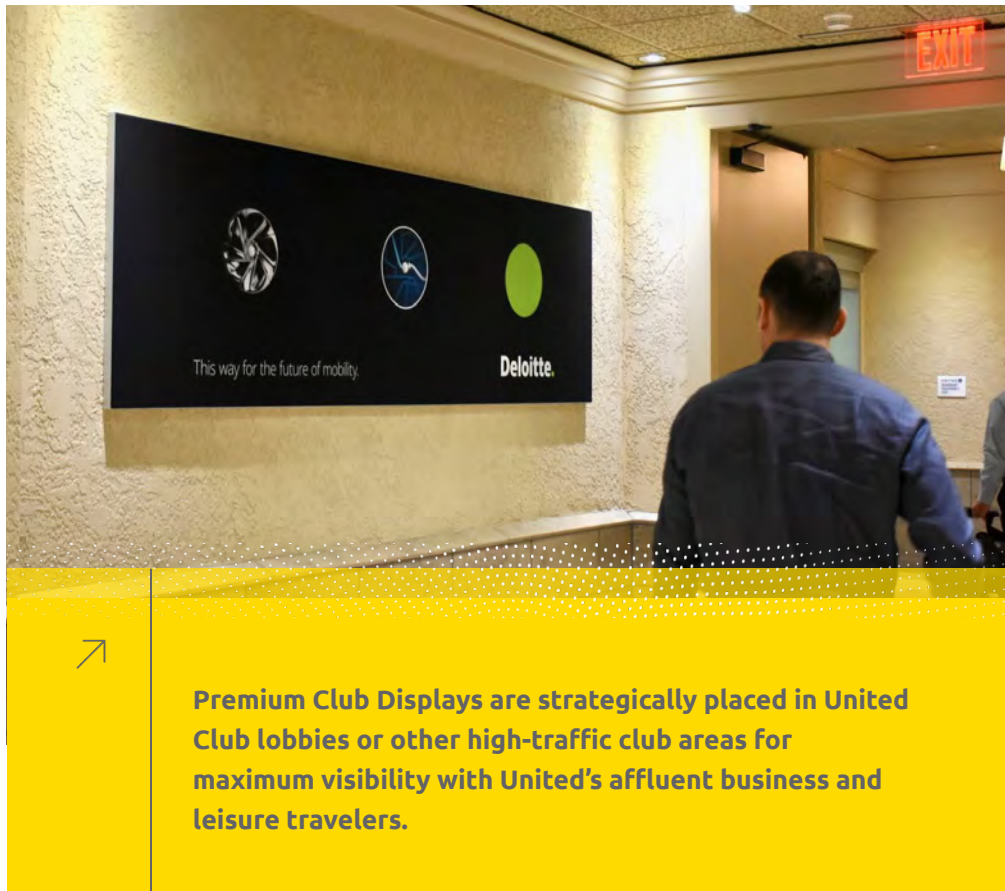
Premium Club Displays are strategically placed in United Club lobbies or other high-traffic club areas for maximum visibility with United's affluent business and leisure travelers.

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

Specs

Club Video Walls	86-100" HD LCD
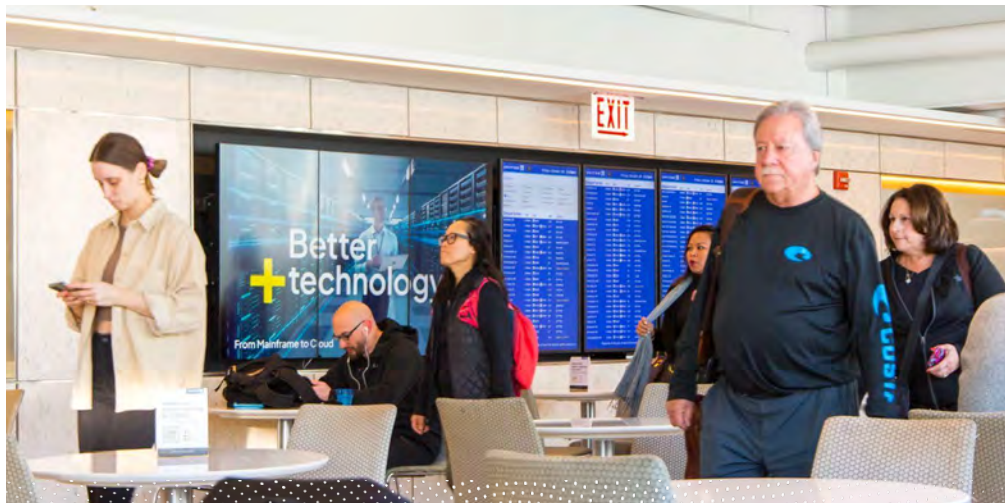
↗ Capture consumer attention with the largest United Club digital assets in the U.S.

- 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

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

United In-Flight Entertainment

↗

Reach passengers as they enjoy seatback entertainment on board. Roadblocks play a :30 spot in all classes after the safety video plays and Video on Demand consist of a :15 spot that plays before all videos passengers select onboard with access to all 3 classes.

Specs

In-Flight Screen	8" HD LCD

Specialty Media

Product overview

For powerful and lasting impact, Intersection offers advertisers large-format specialty media formats at major PATH stations throughout the system.

PATH

Wallscapes
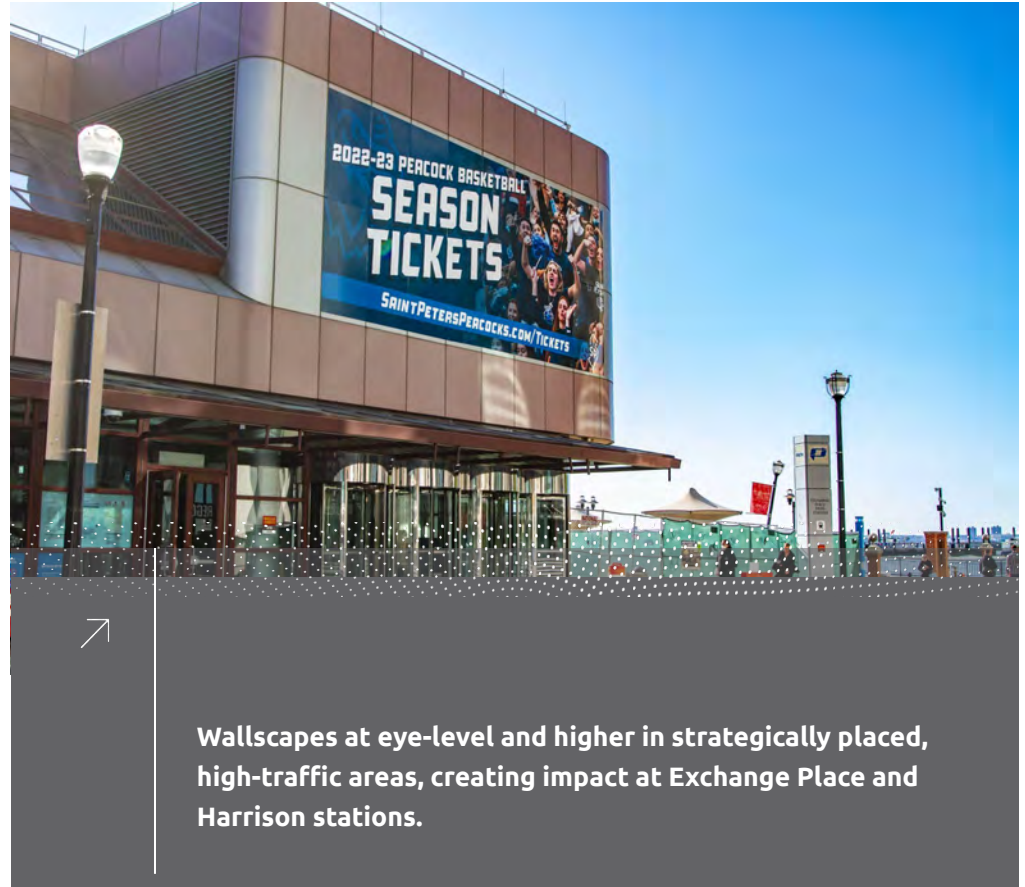
Wallscapes at eye-level and higher in strategically placed, high-traffic areas, creating impact at Exchange Place and Harrison stations.

Specs

Wallscapes	Custom install

Banners

Overhead banners draws eyes upwards as commuters move throughout the station.
Available at:
33rd Street , Exchange Place, Grove Street, Hoboken

Specs

Banners   Custom Install

Column Panels

Column panels cover the surface of structural elements in highly-trafficked areas of the station, creating a continuous canvas.
Available at:
Journal Square, World Trade Center

Specs

Column Panels	Custom install

Larger-than-life soffits tower over commuters with unmissable messaging at Journal Square and Harrison.

Soffits

Specs

Soffits	Custom install

Elevator Wraps

Elevator Wraps capture attention from every angle with multi-facing ads. This high impact media dominates the landscape in high-traffic locations.
Available at:
Journal Square, Harrison

Specs

Elevator Wraps	Custom install

This eye-catching media makes creative use of both interior and exterior window space at PATH stations in popular neighborhoods, capturing the attention of anyone passing by.

Windows

Specs

Windows	Custom install

1 **2** **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.

Attribution

We offer measurement and attribution strategies including case studies, data integrations, and custom research insights.
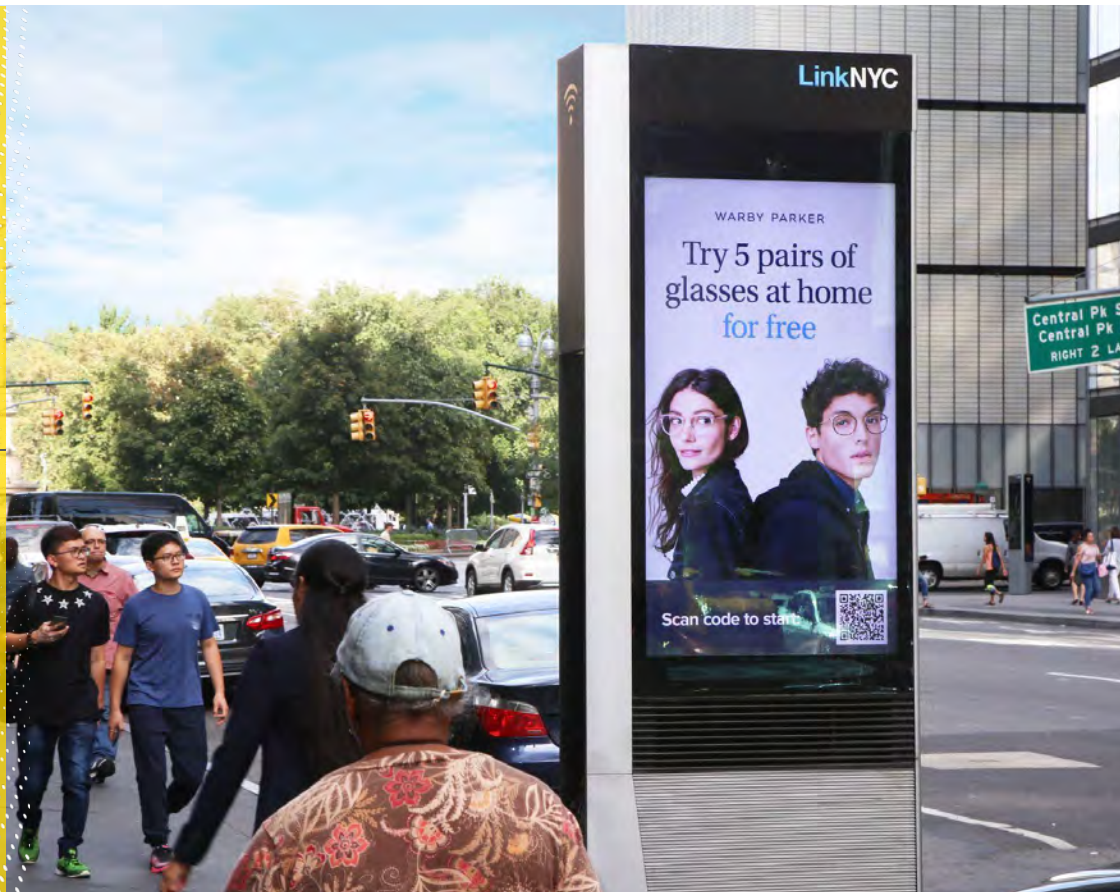
Intersection's campaign impact measurement solutions deliver actionable metrics that matter most:

Website Visitation

Conversions & Digital Events

Foot Traffic

Brand Awareness

Brand Affinity & Health

CPG/Retail Sales Lift

Script Lift

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	cuebiq	StreetMetrics
Brand Awareness	mfour		
Brand Affinity & Health	mfour		
CPG / Retail Sales Lift	CATALINA		
Script Lift	CROSSIX		

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 cuebiq
Brand Awareness	mfour
Brand Affinity & Health	mfour

Crossix, Catalina, StreetMetrics

Three ways to develop attribution strategies:

1   **CLIENT SUPPORT & CASE STUDIES**

2   **DATA INTEGRATIONS**

3   **CUSTOM RESEARCH 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

- 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

- 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

*Crossix connects health, non-health and media data with sources spanning Rx, clinical, claims, consumer, media and more. The Crossix Data Platform covers 90% of people in the US and 99% of HCPs.

Ailments & Conditions
examples: allergies, asthma, diabetes, fibromyalgia, hemophilia, lactose intolerance, migraines, etc.

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

Attributes & Consumption
examples: allergies, asthma, diabetes, fibromyalgia, hemophilia, lactose intolerance, migraines, 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 |

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