National Media Kit 2026

Intersection

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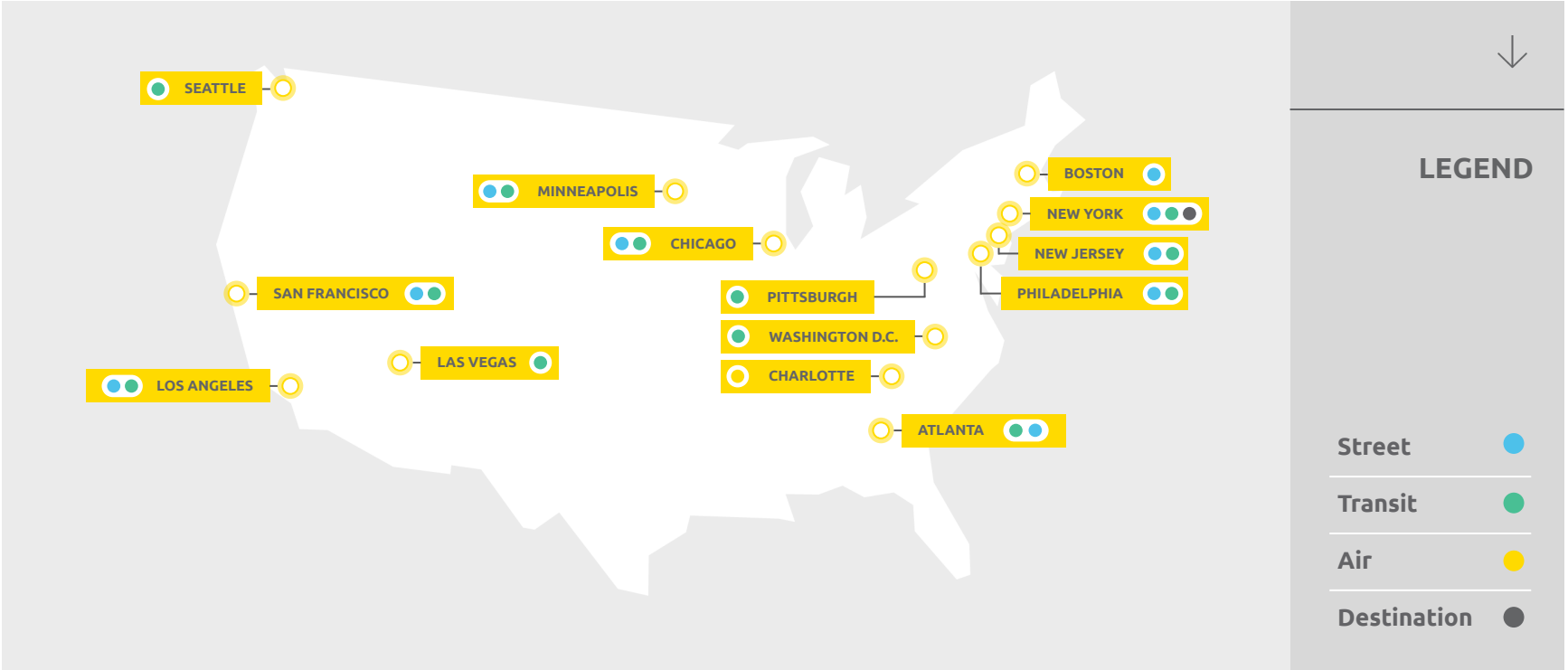
DILWORTH PARK DIGITAL

Reach diverse audiences in America's Top Cities

From New York to LA and everywhere in between, people are on the go, experiencing the best of their cities. Wherever their journey takes them, our media is in high-traffic locations, connecting your brand with the right audience. Whether they're commuting, exploring their neighborhoods, or traveling farther, Intersection meets them there.

With advertising in the country's largest, busiest cities—like New York, Chicago, and Philadelphia—Intersection delivers scale and access to valuable audiences that other media can't match.

Premium products, national scale.



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

LinkNYC is NYC's largest street-level digital network, with 4,000+ screens city-wide that let you target specific locations or audiences, schedule dayparts around commute or retail hours, and swap creative instantly for high-impact, measurable results.

Specs

Screen Size	55"
Resolution	1920 H x 1080 W

Link Wraps

Link Wraps turn city sidewalks into your brand's exclusive, high-impact stage. This activation lets you dominate popular pedestrian corridors with a hand-selected network of 10 fully wrapped kiosks, delivering 100% SOV accompanying screens with static wraps. These takeovers capture attention in real time and are designed to leave an impression.

*All creative is subject to city approval

Specs

Screen Size	55"
Resolution	1920 H x 1080 W

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	72″
Resolution	160H x 1080W

Digital Urban Panels

Digital Urban Panels are strategically placed in high-traffic neighborhoods, making them ideal for reaching people on the go. They support static and video creatives and offer a robust library of dynamic capabilities.

Specs	
Screen Size	55″
Resolution	960 H x 1920 W

Digital Kiosks

Located within bustling neighborhoods, these 65” displays offer advertisers the opportunity to reach consumers with larger than life, dynamic digital messages. 7.5 second spot, 12 available spots on a rotation.

Specs	
Screen Size	65”
Resolution	2160 x 3240

Vertical Digital Urban Panels

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

Specs	
Screen Size	75”
Resolution	3240 H x 2160 W

Bus Shelters

Oversized bus shelter ads command attention from pedestrians, commuters, and passing drivers, making a bold impact in high-traffic areas.

Specs

Standard Shelter	68.5” H x 47.5” W
Shelter Wrap	Custom Install

Urban Panels

Urban Panels are strategically placed at key downtown intersections, delivering daily visibility to both pedestrians and drivers in high-traffic areas.

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 Wrap

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

Specs

Elevator Wrap	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

Headhouse	Custom Install

Bikeshare Stations

Bikeshare Stations, combining Bikeshare Posters and Dock Wraps, are located throughout New York and Chicago, with thousands of locations available. Capture the attention of an on-the-go audience, maximizing visibility and engagement in high-traffic environments.

Specs	
Poster	Varies by Market
Dock Wrap	Sides: 28.2" H x 9.47" W
	Top: 7.125" H x 8.25" W

Philadelphia Fashion District Media Network

Fashion District Philadelphia is a premiere shopping and entertainment destination, spanning three blocks of East Market Street. Capture the attention of locals and tourists alike with 4 Digital Bulletins and 11 Static Bulletins that can be seen from multiple angles of the intersection.

Specs

Digital Bulletins	Varies
Static Bulletins	Varies

Street Media
Available inventory by market

Digital Media	ATL	CHI	BOS	MPLS	NJ	NY	PHL
Link					●	●	●
Bus Shelters				●			●
Urban Panels		●					●
Digital Kiosks		●					
Static Media							
Bus Shelters	●	●	●	●			●
Rail Shelters			●				
Urban Panels		●					
Street Banners						●	
Headhouses		●			●		●
Bikeshare Posters		●	●			●	

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

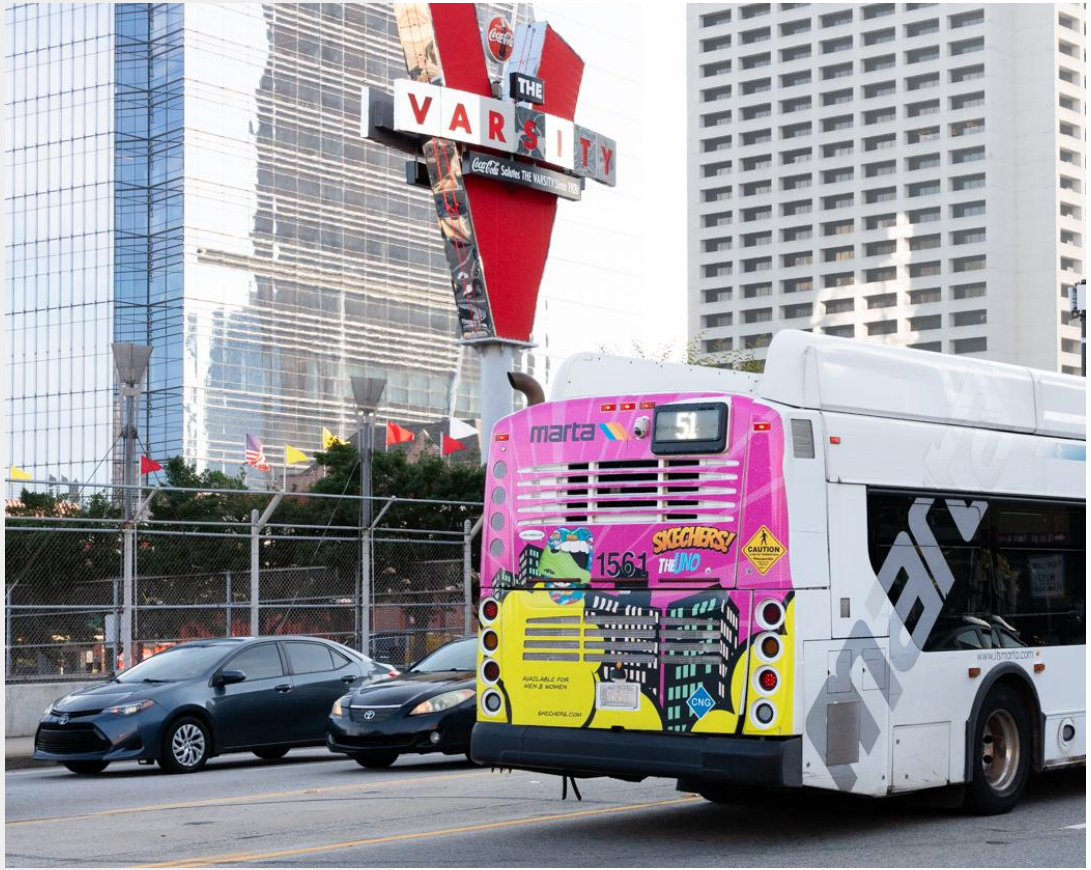
Bus Wrap	Custom Install

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

Bus 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 city traffic.

Specs

Bus Fullbacks	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

Bus King	30” H x 144” W

Bus Queens

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

Specs

Bus Queens	30” H x 88” W

Bus Headlights and Tails

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

Specs

Headlights	Varies by market
Tails	Varies by market
High Impact Tail	Varies by market

Brand Bus

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
Michelangelos	Custom Install

Bus Interiors

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

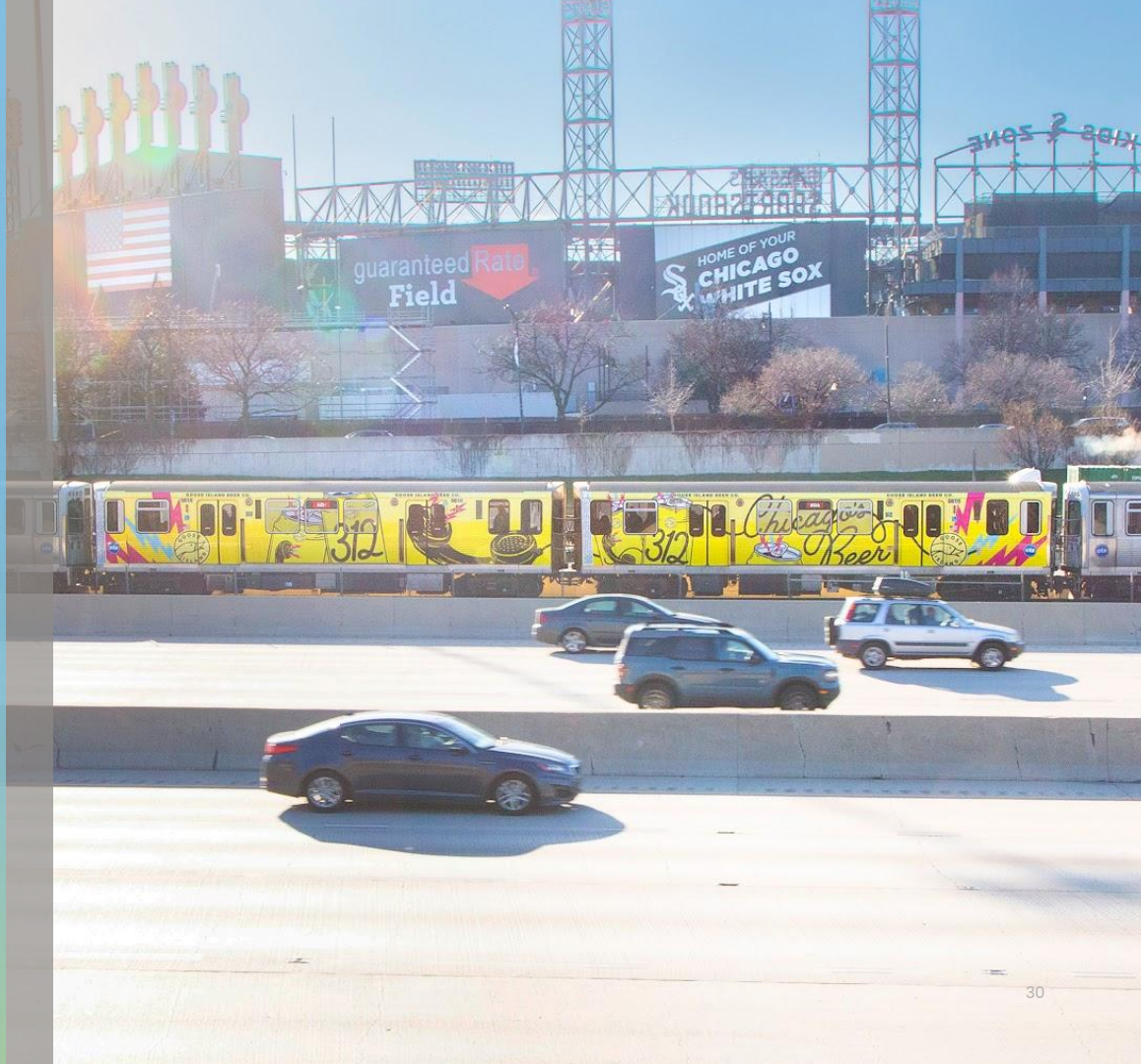
Available Sizes	
11″ H x 28″ W	22″ H x 21″ W
11″ H x 46″ W	Custom Install
11″ H x 56″ W	

Bus Media
Available inventory by market

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

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.

Specs

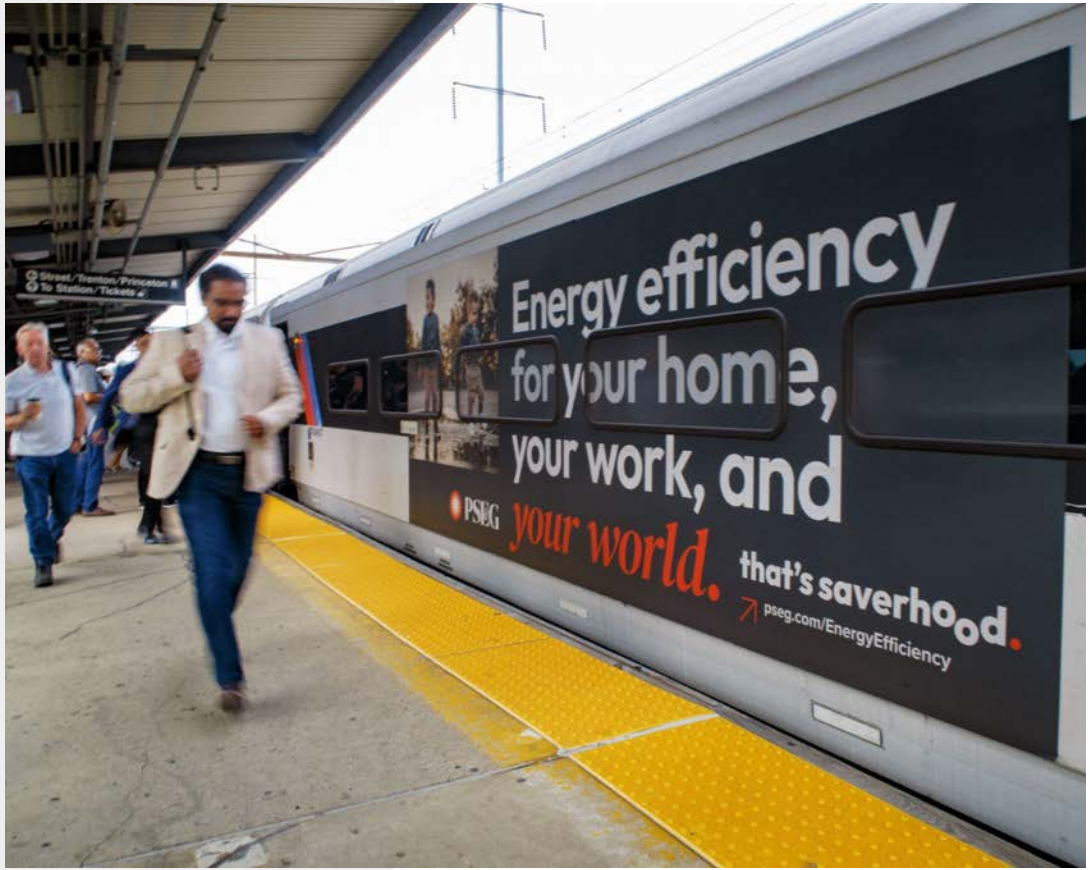
Station Domination	Custom Install

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 stations.

Specs

Ultra Super Kings	Custom Install

Tunnel Wraps

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

Specs

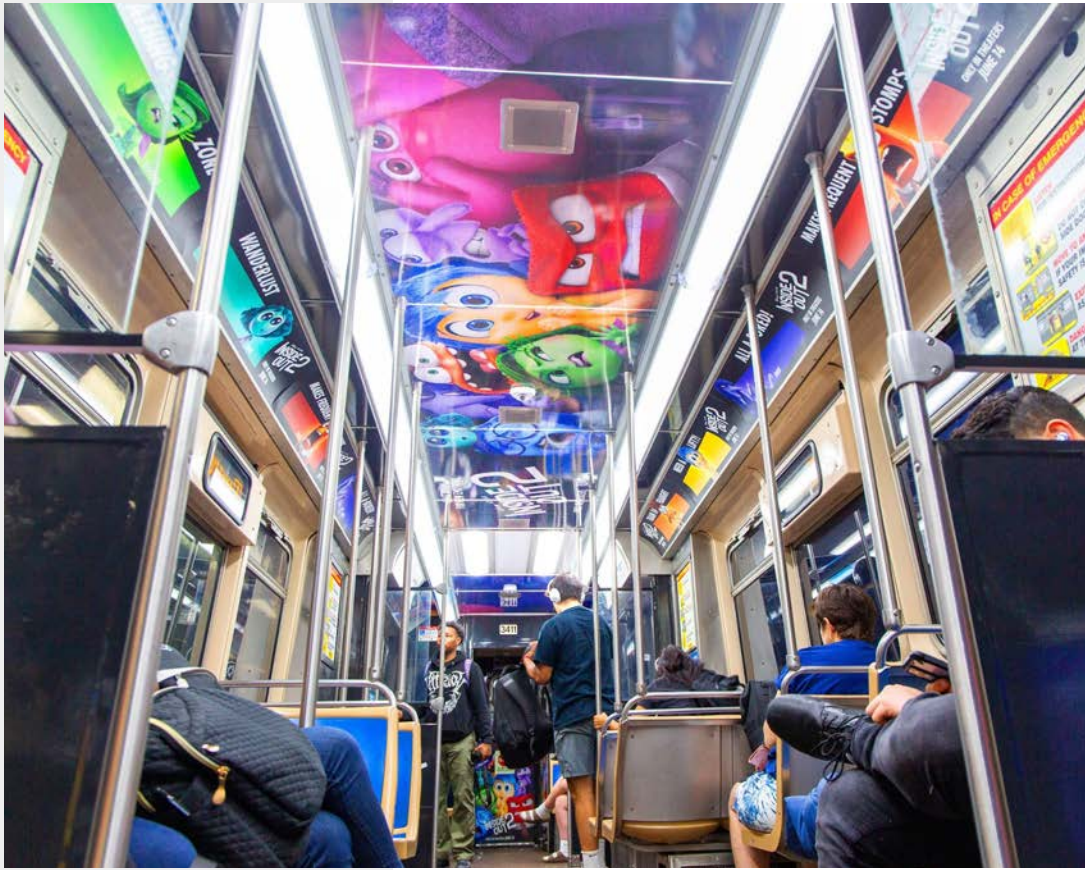
Tunnel Wrap	Custom Install
Halfway Wrap	Custom Install

Interior Wraps

Interior Train Wraps allow riders to step in and immerse themselves 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 Wrap	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

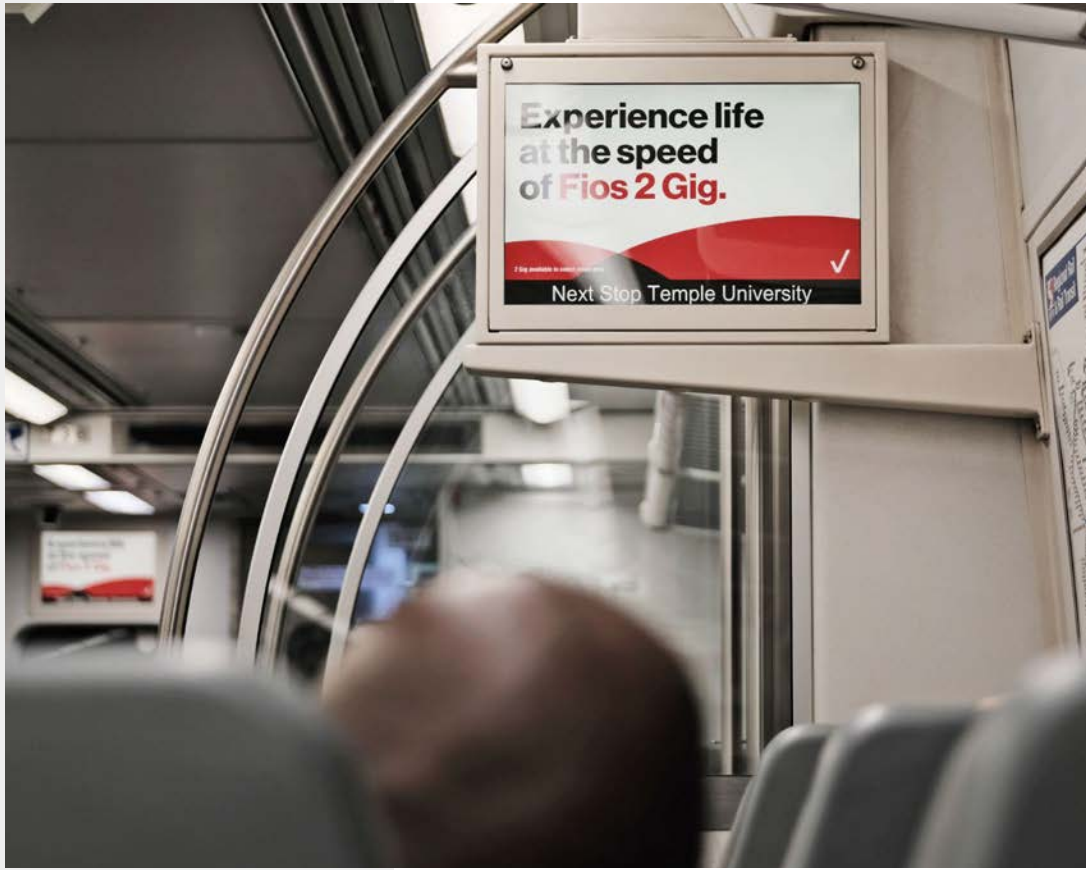
Interior Car Cards	11″ H x 28″ W
	11″ H x 46″ W
	22″ H x 21″ W
Comm. Rail Card	33.25″ H x 21″ W
Michelangelo	Varies
Ceiling Wrap	Custom Install

Rail Interiors

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

Specs

Interior 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

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

Specs	
Size/Resolution	19″ / 1920 x 1080
Frame Rate	30 FPS
Spot Length	15 Seconds

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

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
Frame Rate	30 FPS
Resolution	Varies
Spot Length	7.5 Seconds

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
Frame Rate	30 FPS
Resolution	1920 x 1080
Spot Length	7 Seconds

SIZE A

SIZE B

Interactive Transit Kiosks

Interactive Transit Kiosks connect commuters to valuable information while engaging them with custom-branded experiences. Featuring premium HD digital displays, they provide real-time transit updates, commuter mapping, and directions. Touch-enabled advertising enhances interaction, and full kiosk branding options offer additional visibility.

Specs

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

Rail Media
Available inventory by market

Digital Media	Amtrak	ATL	CHI	LA	LAS	MSP	NJ	NY	PHL	PIT	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

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

Charlotte Douglas International (CLT)

As the exclusive advertising partner of Charlotte Douglas International Airport (CLT), Intersection provides a diverse array of ad placements, enabling brands to engage with travelers at every key touchpoint in this dynamic airport environment.

Ranked as the 6th busiest airport in the world for departures and arrivals, CLT is a major hub for both domestic and international travel, welcoming over 53 million passengers annually.

Static Media

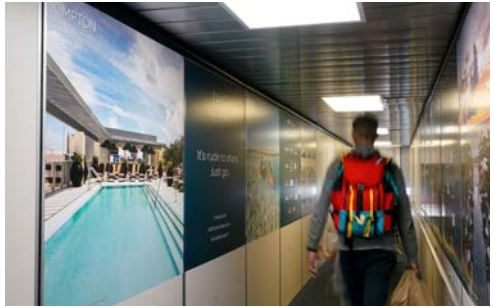
CLT INTERNATIONAL

With over 300+ strategically placed static media throughout CLT Airport, we offer powerful, high-visibility messaging that captures the attention of travelers at key points across the terminal, ensuring maximum exposure and engagement with your brand from check-in to baggage claim

Specs

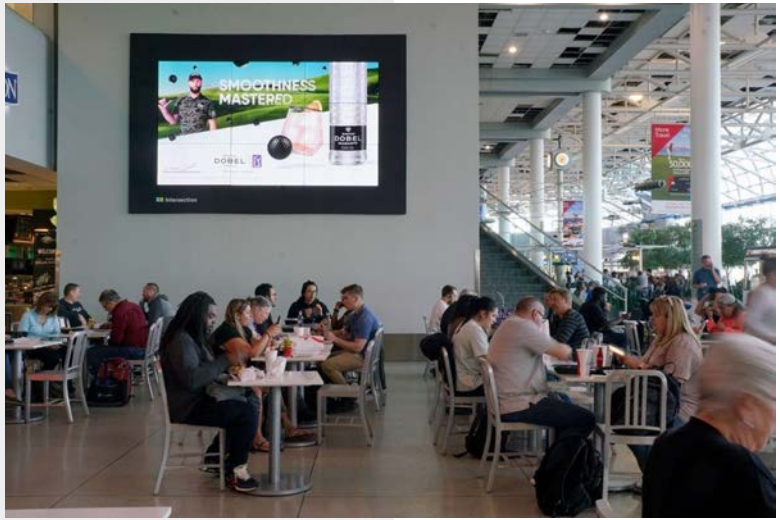
Static media	Various Sizes

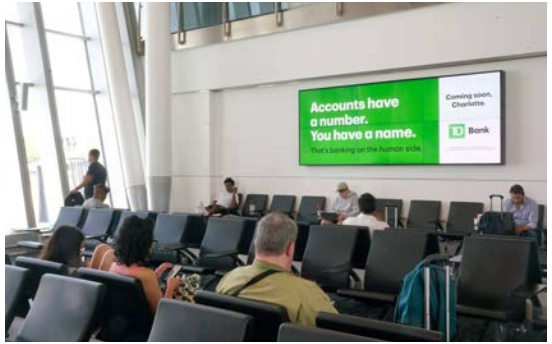
Static Media



CLT INTERNATIONAL

Digital Media





CLT INTERNATIONAL

Through over 45 digital screens across 3 networks, CLT Airport delivers dynamic and engaging digital messaging that reaches passengers from check-in to takeoff.

Specs

Digital media	Various Sizes

CLT INTERNATIONAL

Dominations

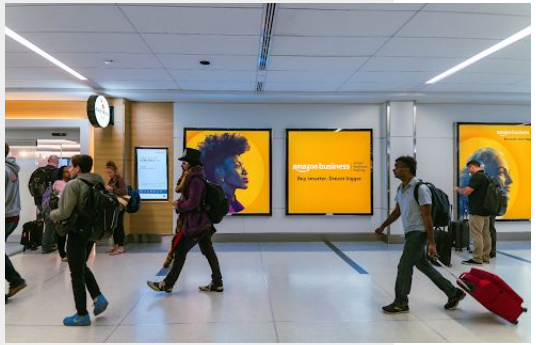
Ticketing Banner domination allow ownership across 30 column banners in the brand new Ticketing Concourse at CLT. These high impact banners welcome passengers to CLT prior to reaching their gate

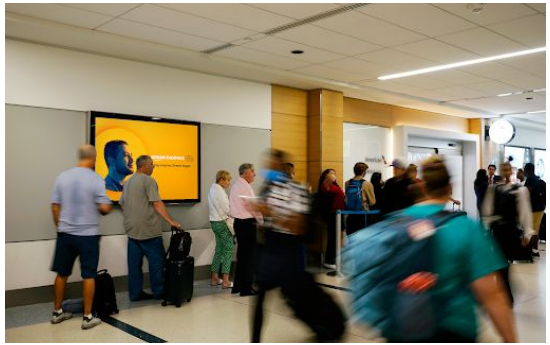
.

Plaza domination in the airport's newest dining area create an immersive brand experience. This media leverages multiple touchpoints throughout the Plaza, located directly below the AMEX Centurion Lounge.

Domination Type	
Ticketing Banner	Custom Install
Plaza	Custom Install

Dominations





CLT INTERNATIONAL

Reach business travelers with dynamic static media Executive Backlit Domination takeovers, strategically positioned outside the Admirals Lounges at concourses B,D,&E at CLT

Domination Type	
Concourse D/E	Custom Install
Concourse B	Custom Install

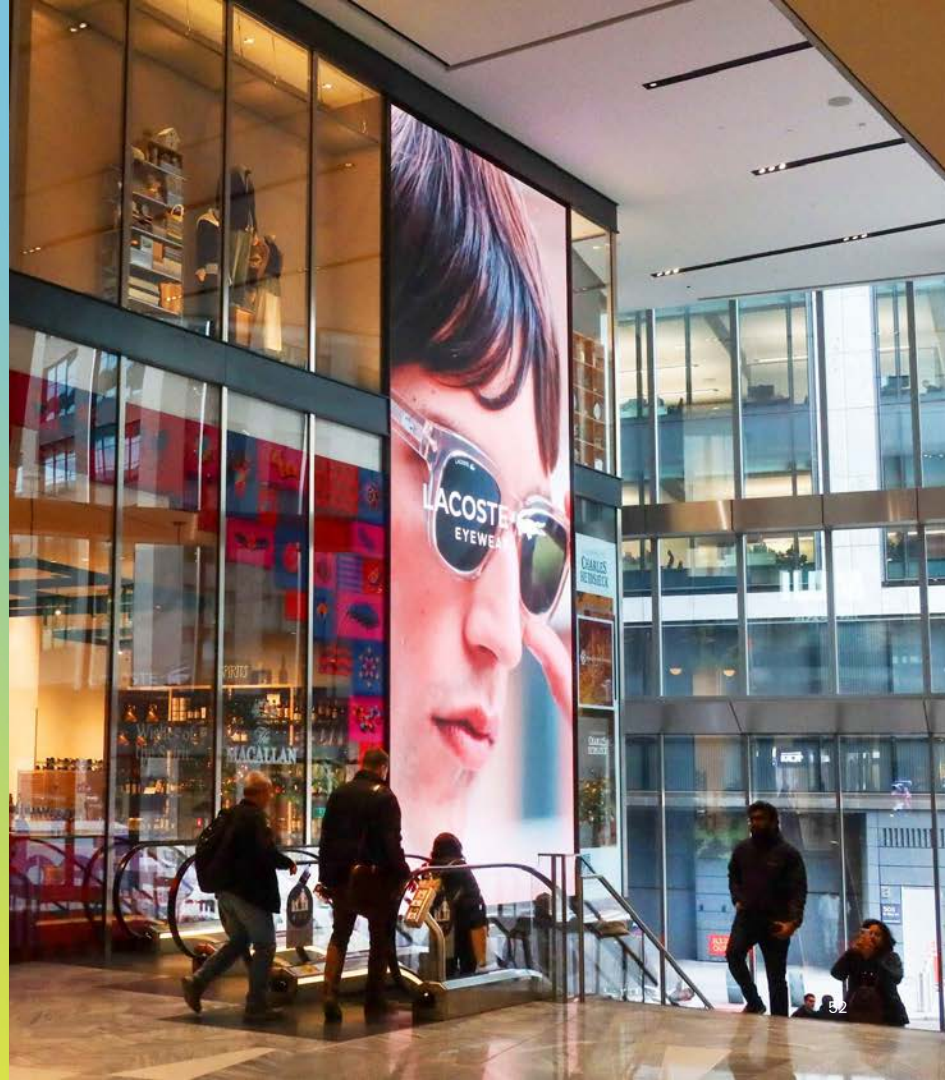
Destination Media

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.



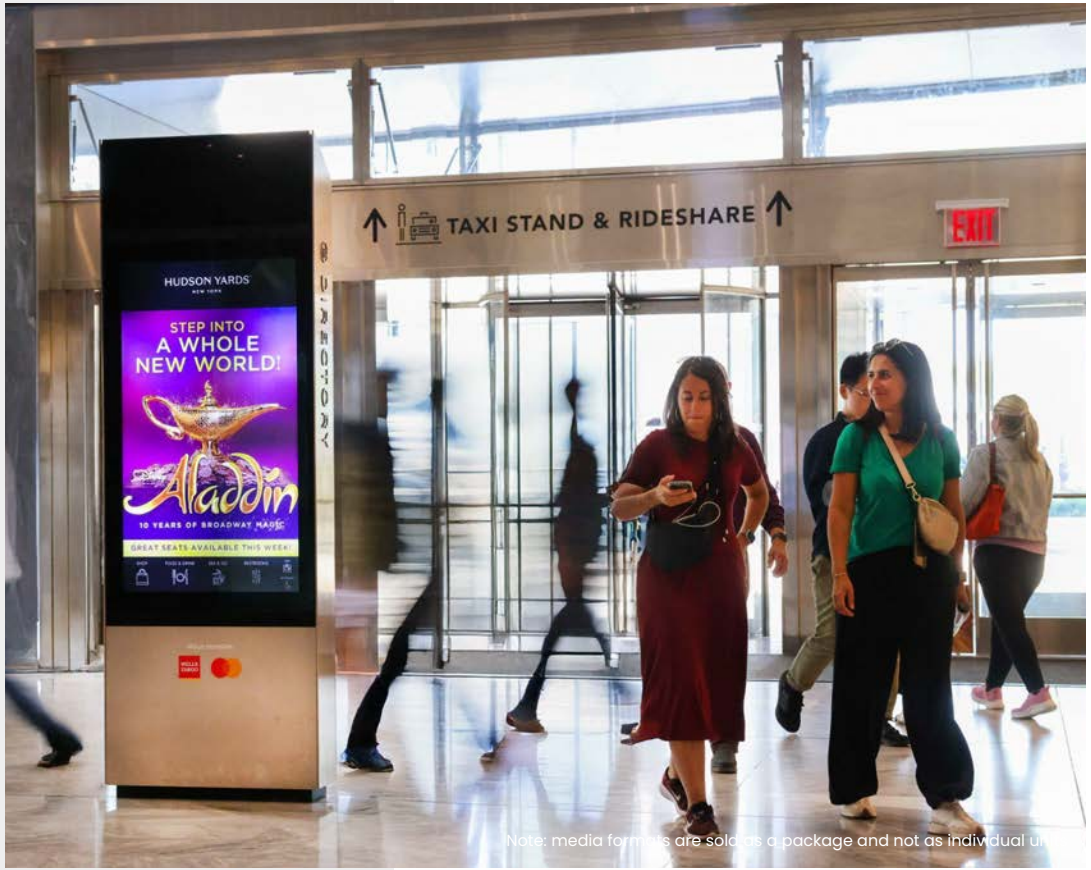
Note: media formats are sold as a package and not as individual units

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.

HUDSON YARDS

Specs	
Resolution	1080 W x 1920 H
Frame Rate	30 FPS
Spot Length	15 Seconds



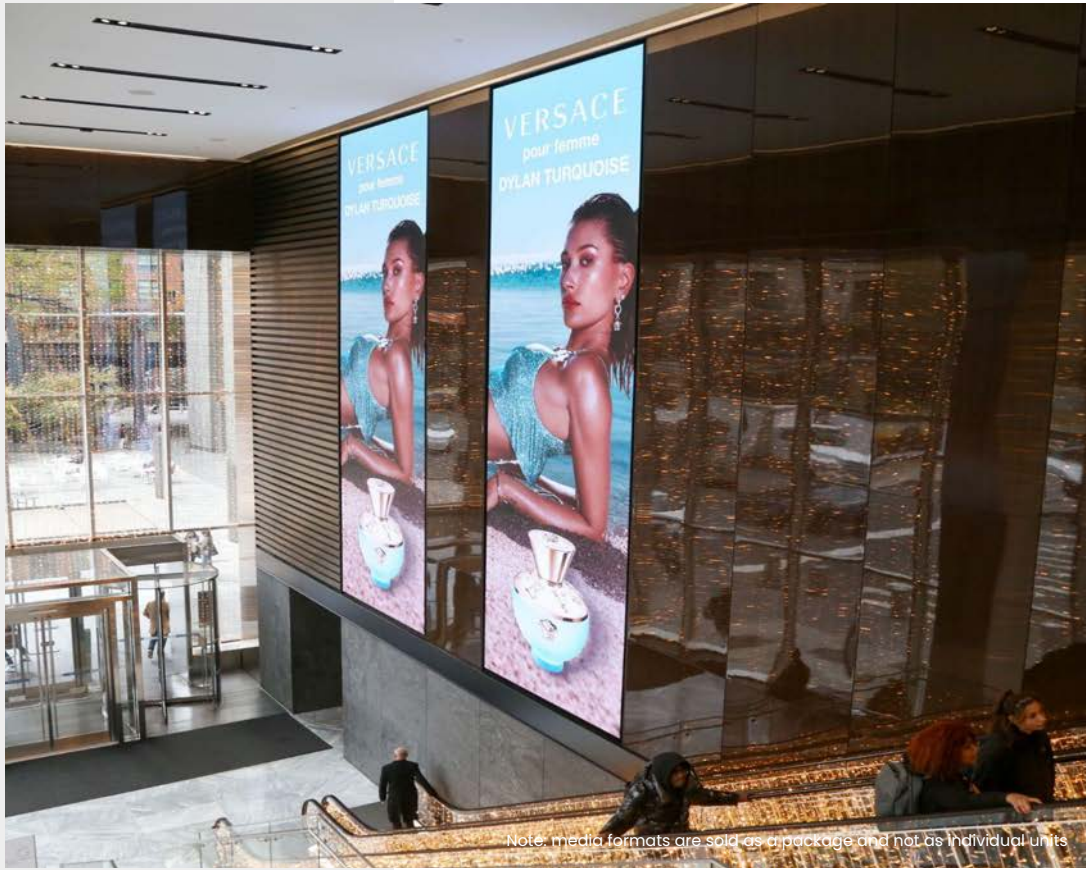
Note: media formats are sold as a package and not as individual u

HUDSON YARDS

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 2880W
Frame Rate	30 FPS
Spot Length	15 Seconds



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

HUDSON YARDS

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
Frame Rate	30 FPS
Spot Length	15 Seconds

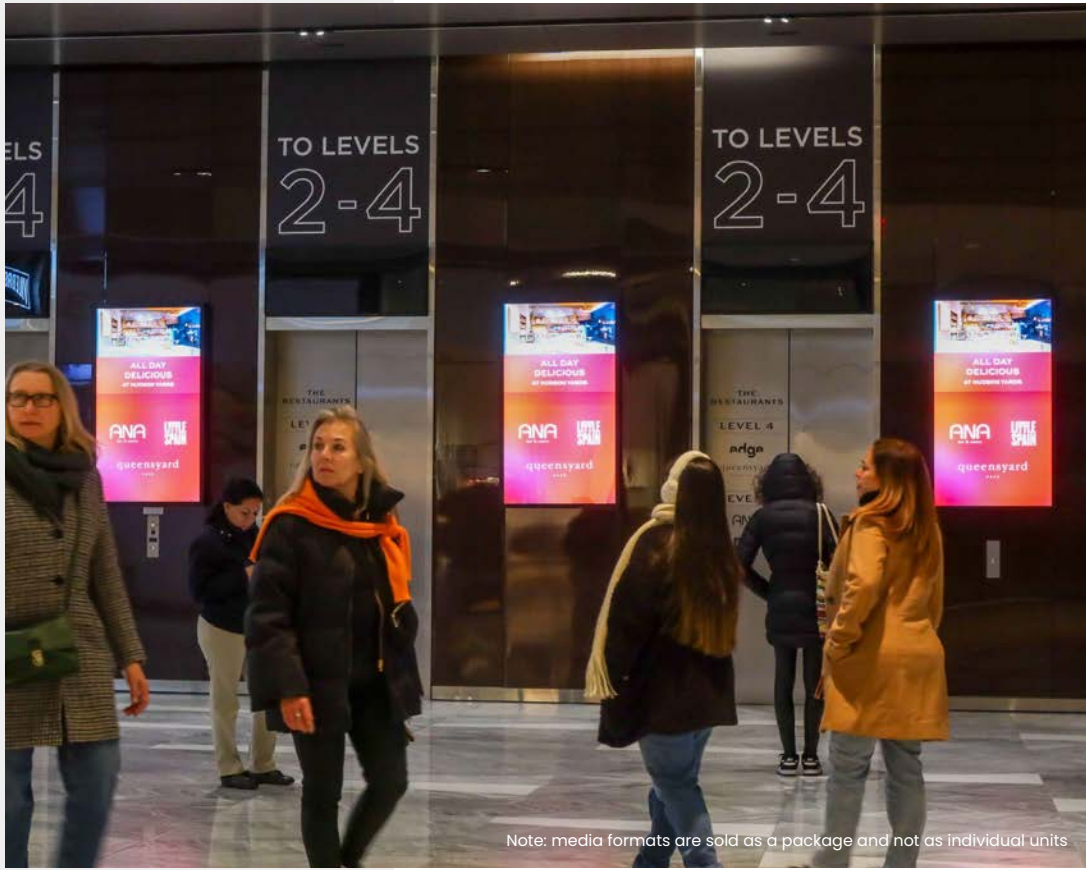
Note: media formats are sold as a package and not as individual units

HUDSON YARDS

Digital Walls

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

Specs	
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



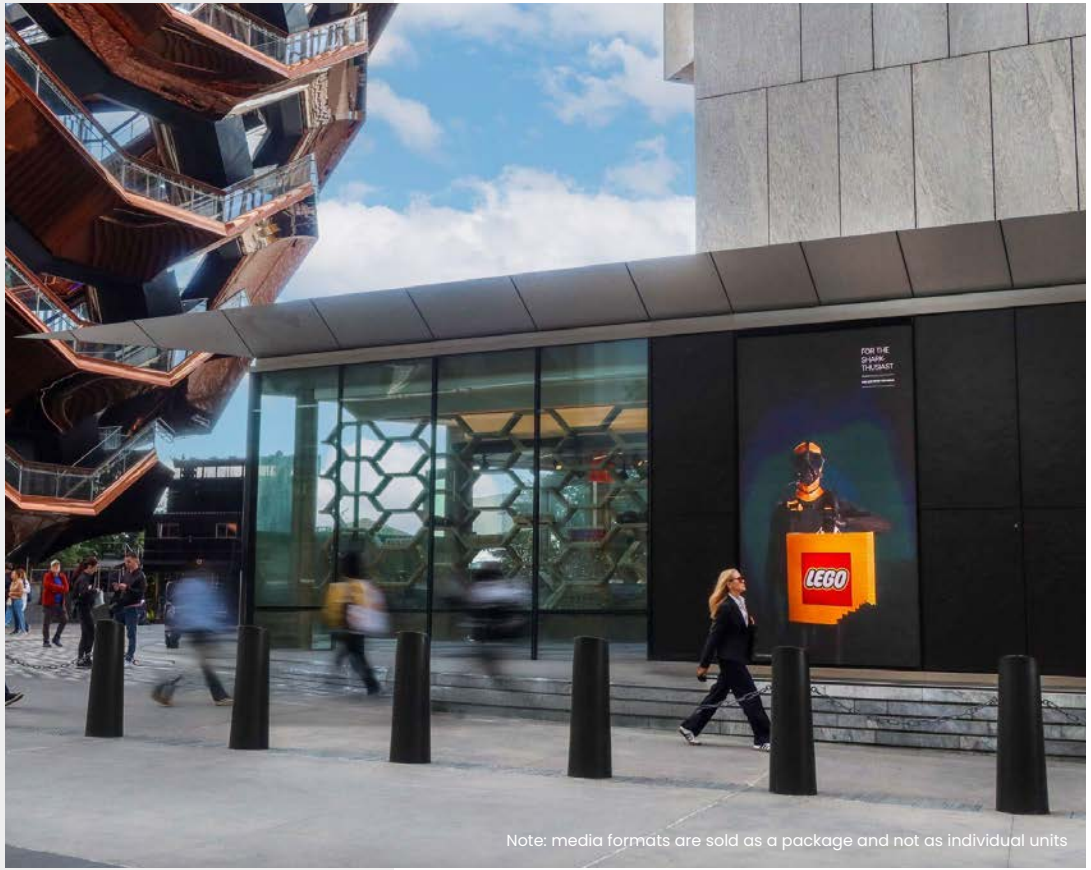
Note: media formats are sold as a package and not as individual units

HUDSON YARDS

Interior Elevator Screens

Create a can't miss moment with high-definition elevator screens at high traffic areas throughout Hudson Yards. Creative is synced across the screens for a seamless effect, allowing brands to dominate the area.

Specs	
Resolution	3840 H x 2160 W
Frame Rate	30 FPS
Spot Length	15 Seconds



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

Outdoor Plaza LED

Transform outdoor spaces into dynamic environments with the outdoor plaza LED wall, perfect for reaching both pedestrian and vehicular traffic in and around Hudson Yards.

HUDSON YARDS

Specs	
Resolution	1248 H x 672 W
Frame Rate	30 FPS
Spot Length	15 Seconds

Outdoor Plaza LED

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

HUDSON YARDS

Take over the exterior static media and entry signage, capturing in and outbound traffic, that will help reach streetside audiences at Hudson Yards.

Available Formats	
10th Avenue Vitrines	(14)
33rd Street Vitrines	(6)
Great Room Banners	(2)

Additional Offerings

1 Sponsorship

For powerful and lasting impact, Intersection offers advertisers naming rights for select venues, executing exclusive sponsorships along with station dominations.

2 Experiential

Intersection crafts custom brand activations and experiences that take consumer engagement beyond advertising alone.

3 Measurement

We offer measurement and attribution strategies including case studies, data integrations, and custom research insights.

Contact Us

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