



Intersection

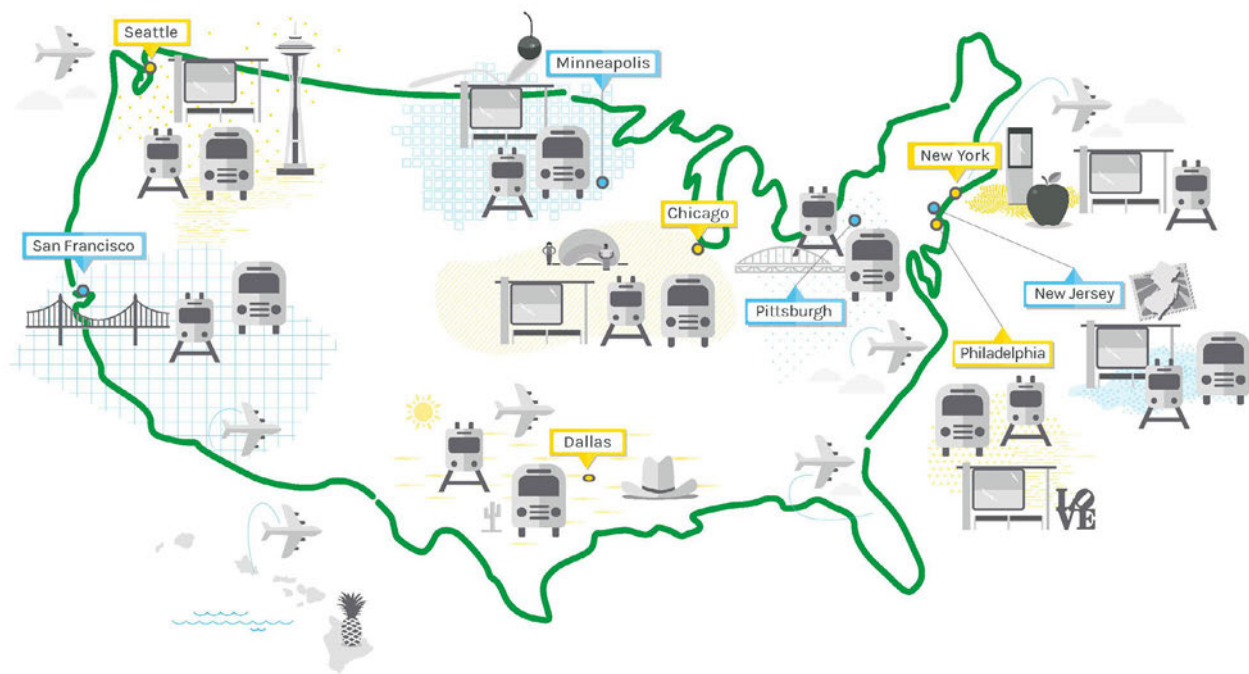
National Media Kit

Intersection uses technology to turn the everyday interactions of city life into rewarding connections.

We provide a new opportunity for brands to foster engaging experiences that help people get the most out of where they live, work and play. Our brand partners are building these connections, and in the process, they're not only promoting their products and services—they're enriching people's lives.

Markets

In markets across the U.S., Intersection's assets include transit, street furniture, airports, and airline media.



Products

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LinkNYC

LinkNYC will be the largest digital advertising network in the world with over 12,500 displays upon completion. Link brings free gigabit Wi-Fi, phone calls and a host of other public utilities to the citizens of New York for free and supported by advertising.



Products

LinkNYC

It's the most exciting media platform in NY!

- + Two 55" digital HTML5-enabled displays
 - + location aware
 - + dynamic feeds
 - + live countdowns
 - + event-triggered
- + Free 24/7 gigabit Wi-Fi
- + A touchscreen tablet interface for accessing apps, web browsing, wayfinding, city services
- + Free domestic phone calls
- + Easy access to 911 and 311
- + Free fast-charging USB stations

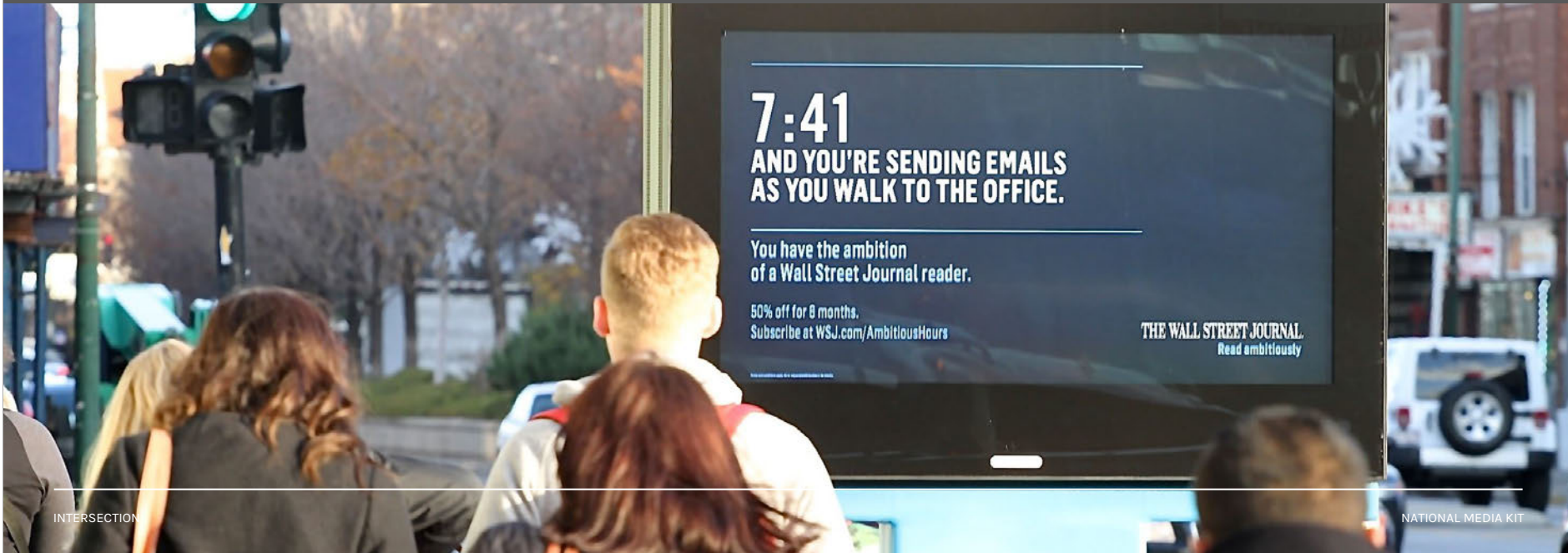
SPECS

Ad Dimensions	1080 x 1920
Static Format	JPEG, PNG (72 DPI), HTML5
Color Mode	RGB
Screen Size	27"W x 47.5"H



Digital Media

With one of the largest digital footprints in the transit and airport space, our digital displays allow for dynamic interaction with consumers, including real-time ad serving and day-parting, all to reach an audience in transit, when and where it is most relevant.



Available Inventory by Market

Media	CHI	DAL	MSP	NJ	NY	PHI	PIT	SF	SEA	Amtrak
Digital Urban Panels	●					●				
Digital Platform & Station Displays	●		●	●		●		●		
Digital Rail Interiors						●				
Specialty*					●	●				

*NY Penn Digital Wall Display, Dilworth Park Plaza/Street Level LED Wall, Suburban Station Concourse Video Wall

Products

Digital Urban Panels

Intersection's Digital Urban Panels are strategically placed at the entrance of the transit system or at downtown intersections to captivate those traveling or passing by.

SPECS

Screen Size	55"
Screen Resolution	1920 x 1080
Frame Rate	30 FPS
Compression	MPEG-2 / MOV / JPEG
Audio	None



Products

Digital Platform & Station Displays

Digital screens engage audiences by providing departure and arrival information, frequently updated content, and media messaging, in a high dwell time environment.

SPECS

Screen Size	Varies by Market
Screen Resolution	1920 x 1080, 1080 x 1920
Frame Rate	30 FPS
Compression	MPEG-2 / MOV / JPEG
Audio	None



Products

New York Penn Digital Wall Display

Located at the street level entrance of the Northwest corner of 7th Avenue and West 31st Street, the NY Penn Station Digital Wall Display reaches pedestrian traffic as well as NJ TRANSIT, LIRR, Amtrak and subway commuters entering one of the largest transit hubs in the world.

SPECS

Screen Size	140"
Screen Resolution	640 x 384
Frame Rate	30 FPS
Compression	MPEG-2 / MOV/JPEG
Audio	None



Digital Rail Interiors

Silverliner V Cars in Philadelphia appeal to a desirable commuter rail audience. With six screens per car, Interior Rail Advertising is a great way to reach busy commuters.

SPECS

Screen Size	19"
Screen Resolution	1920 x 1080
Frame Rate	30 FPS
Compression	MPEG-2 / MOV / JPEG
Audio	None



Products

Dilworth Park Plaza / Street Level LED Wall

Dilworth Park, adjacent to Philadelphia's City Hall, has been transformed into a sustainable, well-maintained, green public space. In addition to aesthetic upgrades, new digital and backlit assets are now available for advertising purposes.

SPECS

Screen Size	157"
Screen Resolution	288 x 384
Frame Rate	30 FPS
Compression	MPEG-2 / MOV / JPEG
Audio	None



Products

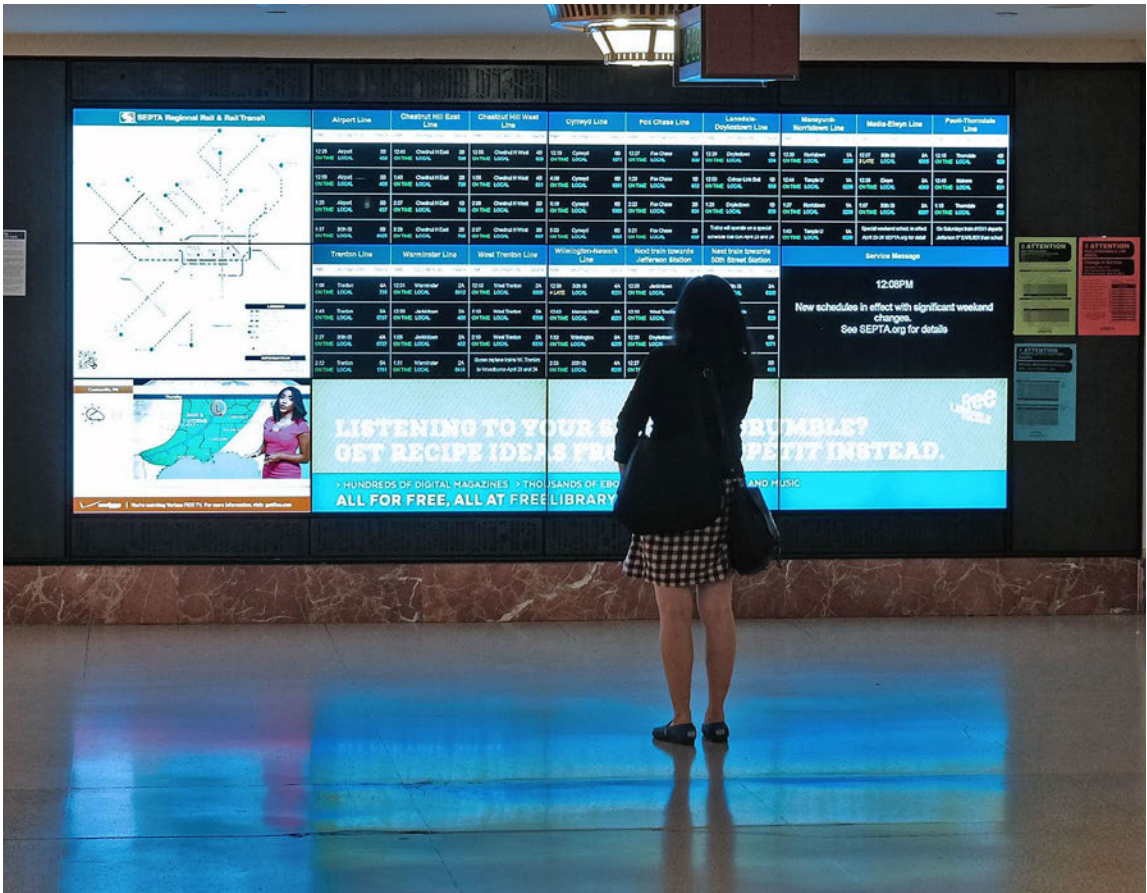
Suburban Station

Concourse Video Walls

Suburban Station, one of the most high profile rail stations in Philadelphia, has received a technology upgrade! The video walls provide real time train schedule updates and allow advertisers to use the lower one-third of the wall to reach the captive audience.

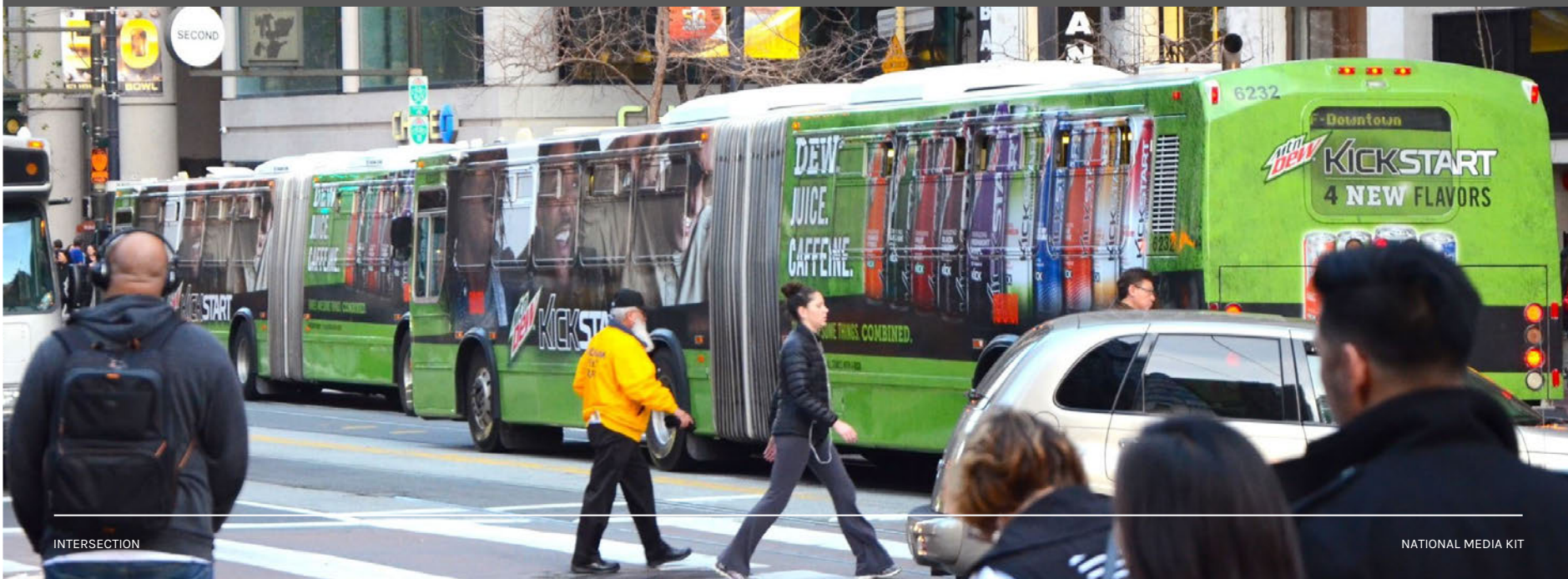
SPECS

Screen Size	120.9"W x 22.77"H
Screen Resolution	3840 x 720
Frame Rate	30 FPS
Compression	MPEG-2 / MOV / JPEG
Audio	None



Bus Media

The largest in the United States, Intersection's network delivers unbeatable eye-level coverage, in the heart of the country's largest cities and DMAs.



Inventory Availability by Market

Media	CHI	DAL	MSP	NJ	NY	PHI	PIT	SF	SEA
Bus Wraps	●	●	●	●		●	●	●	●
Bus Ultra Super Kings	●	●	●	●		●	●	●	●
Bus Kings	●	●	●	●	●	●	●	●	●
Bus Headlights & Tails									
Headlights	●	●	●	●	●				
Tails	●	●	●	●	●	●	●	●	●
Brand Buses	●	●	●	●		●	●	●	●
Bus Interiors	●	●	●	●		●	●	●	●
Bus Queens	●	●	●	●	●	●	●	●	●

Bus Wraps

Bus Wraps create a can't miss moment, taking over all the inventory on the perimeter of the bus and all of a consumer's attention.



DISPLAY TYPE

Bus Full Wrap

Custom Install

Bus Partial Wrap

Custom Install

Products

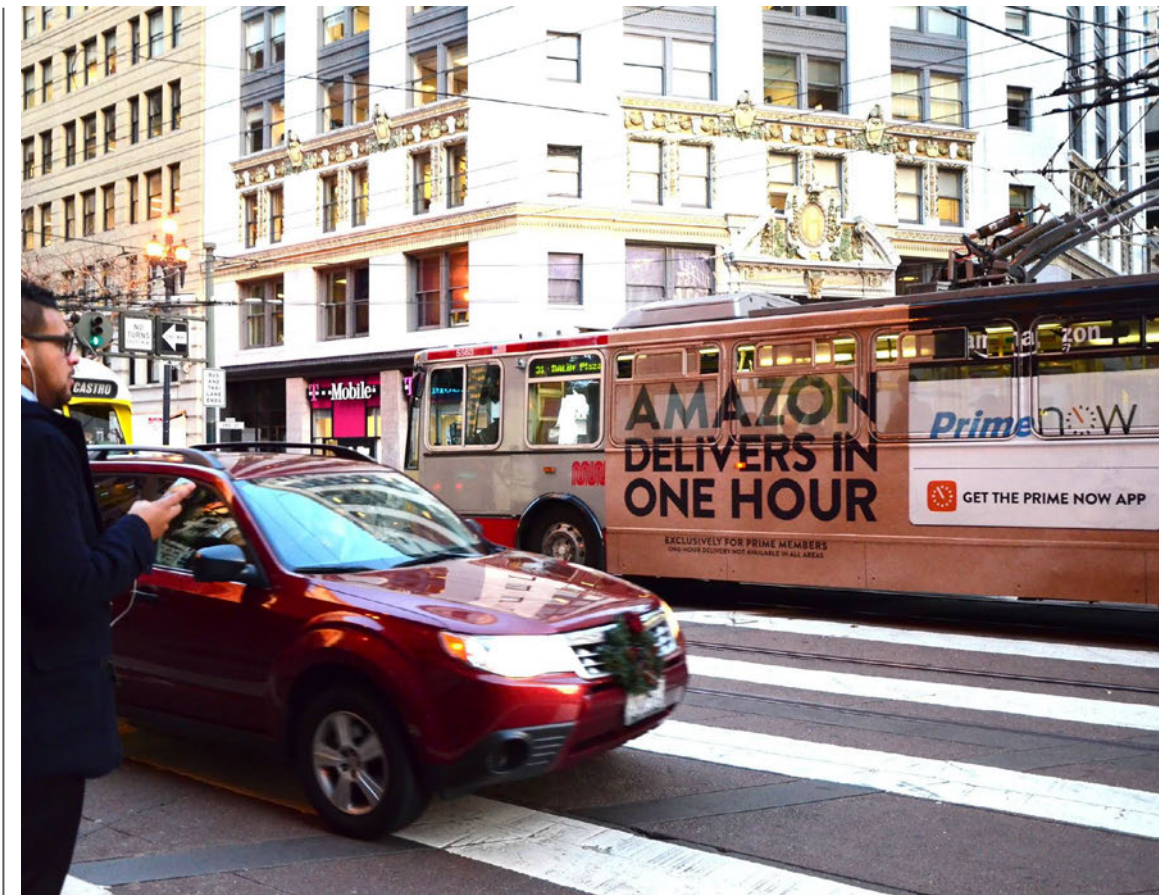
Bus Ultra Super Kings

Create a showstopping moment for your brand by combining the magnitude of a roadside billboard with eye-level impact.

DISPLAY TYPE

Ultra Super King

Custom install



Products

Bus Kings

All eyes on your brand from window to wheel. Bus Kings successfully reach pedestrians and commuters alike! Available in three sizes, King, Super King, and Kong, this media is impossible-to-miss.

DISPLAY TYPE

King	30"H x 144"W
King w/ Extension	Size varies by market
King w/ Headliner	Size varies by market
Super King	30"H x 240"W
Ultra King / Kong	36.75"H x 245"W



Products

Bus Headlights & Tails

As commuters watch the bus approach or depart, they'll also watch your brand arrive! Establish brand awareness throughout the city with Headlight Displays.



DISPLAY TYPE

Headlight	19.25"H x 44"W
Tail	Size varies by market
High Impact Tail	Size varies by market
Halfback	Custom install
Fullback	Custom Install

Products

Bus Queens

Targeting both pedestrians and commuters, Bus Queen Displays are perfect for advertisers looking for maximum market-penetration and recognition.

DISPLAY TYPE

Queen	Size varies by market
Queen w/ Headliner	Size varies by market



Products

Brand Buses

Why take a bite when you can have the whole piece?! Brand Buses allow one advertiser to dominate the bus interior, with the ability to communicate multiple messages, run a variety of creative executions, or further impress a message upon riders through repetition.

Michelangelos have the capability to be customized into any shape to add originality to any advertising campaign.

DISPLAY TYPE

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



Products

Bus Interiors

Interior Bus Cards allow you to reach a captive audience of commuters every day.

DISPLAY TYPE

Interior Car Cards	11"H x 28"W
	11"H x 46"W
	11"H x 56"W
	22"H x 21"W



Rail Media

Target a captive audience of on-the-go customers and business commuters with vibrant displays strategically placed throughout rail cars, major transit hubs, and on station platforms. Ranging from station dominations at major subway and rail stations, to traditional posters throughout entire rail systems, rail media is a constant across Intersection media markets.



Available Inventory by Market

Media	CHI	DAL	MSP	NJ	NY	PHI	PIT	SF	SEA
Dominations	●	●	●	●	●	●	●	●	●
Saturations	●	●	●	●		●	●	●	●
AMTRAK	Baltimore, Wilmington/Delaware, Washington D.C., New York, Philadelphia								
Train Wraps	●	●	●	●		●	●	●	●
Interior Brand Train	●	●	●	●		●	●	●	●
Interior Wraps	●	●		●		●	●	●	●
Interiors	●	●	●	●		●	●	●	●
Ultra Super Kings	●	●	●	●		●	●	●	
Queens	●	●		●		●	●	●	
Rail Platform	●		●	●		●		●	●
Street Media	●	●	●	●	●	●		●	●

Products

Station Dominations

Intersection's Station Dominations offer brand ownership of an entire station. With the combination of traditional and direct application media, the campaign will not be missed.

Dominations are the perfect way to create buzz and generate higher recall with out-of-the-box messaging that stops people in their tracks.

Note: many Station Dominations offer digital media as well



Station Saturations

Station Saturations allow an individual brand to take ownership of all traditional media at many stations. By saturating heavily visited rail stations, advertisers are able to creatively impact consumers with unavoidable and repeated brand presence.



Products

Amtrak Media

Amtrak's Northeast Corridor is the busiest rail line in the entire country; it spans 363 miles and serves over 12.4 million people annually, connecting Boston, NY, and Washington, D.C. Intersection offers rail platform media throughout the Northeast Corridor and sells some of the most dynamic station dominations in the country at New York Penn Station, Philadelphia 30th Street, and Washington Union Station.

QUICK FACTS

- + Northeast Corridor passengers represent 1.6 trillion in consumer spending
- + \$118,300 Median Household Income
- + 95% attended College
- + 47% have a graduate degree

AVAILABLE STATIONS

Baltimore New York

Delaware Philadelphia

Washington, DC



Products

Train Wraps

Full Wrap Train advertising covers the entire exterior of a train car and 50% of the windows. These huge ads allow plenty of space to create a “WOW!” factor.



DISPLAY TYPE

Full Wrap	Custom install
Partial Wrap	Custom install

Products

Ultra Super Kings

The subway rolls in and consumers stand waiting the door to open, catch them while they are captive and looking!

DISPLAY TYPE

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



Products

Interior Brand Trains

Once you are on the rail, there are no distractions, your message will be shared without interruption. Own all of the media and own the experience!

DISPLAY TYPE

Interior Car Card	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



Products

Interior Wraps

Full Wrapped Train Interiors actually allow riders to step in and be surrounded by your brand. Wrapped Interiors create an immediate impact and give advertisers the ability to own the inside of a train car in a unique and creative way.

DISPLAY TYPE

Full Wrap Interior

Custom Install



Products

Interiors

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

DISPLAY TYPE

Interior Car Card	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



Products

Queens

Let your message be the first thing consumers see as they begin their rail journey!

DISPLAY TYPE

Queen

30"H x 88"W



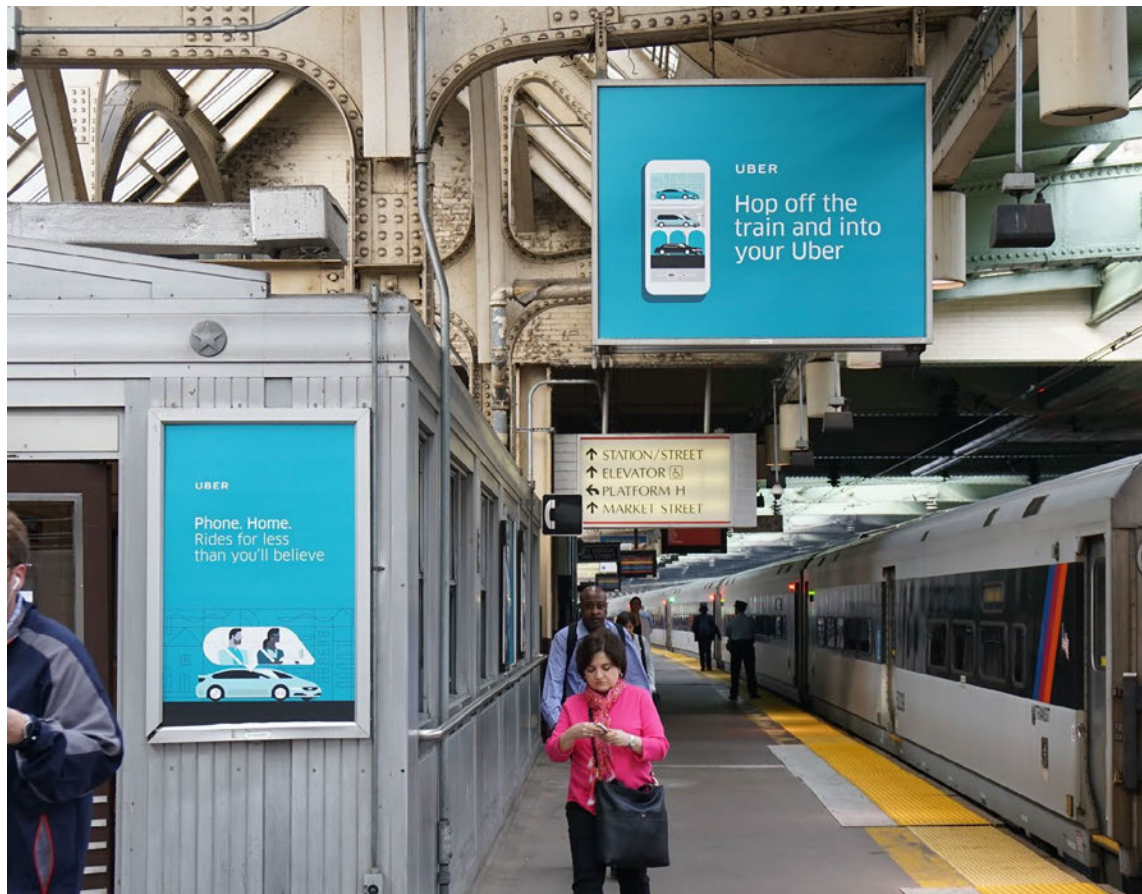
Products

Rail Platforms

Reach the upscale, suburban business commuter looking for solutions to make their day and lives move faster. With an average platform dwell time of ten minutes, your brand will have quality time with this key buying audience.

DISPLAY TYPE

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



Street Media

With Static and Digital formats, our street level media offers impossible-to-ignore messages placed throughout a consumer's daily route. From bus shelters to newsstands and kiosks to street banners, it's easy to spot the prominent messaging. Step outside with Intersection.



Available Inventory by Market

Media	CHI	DAL	MSP	NJ	NY	PHI	PIT	SF	SEA
Street Kiosk Displays									
Bus Shelters									
Urban Panels									
Street Banners									
Specialty									

Note: shelters in Chicago are PACE

Products

Street Kiosk Displays

With faces reading to the sidewalk and street, our Kiosks are visible to everyone en route! Enhance your campaign and speak one-on-one with consumers through our mobile retargeting platform.

DISPLAY TYPE

Vertical	50"H x 26"W
Horizontal	37"H x 77"W
2 Sheet	46"H x 60"W



Products

Bus Shelters

Whether you are walking down the street, waiting for the bus, or driving by, these oversized ads are sure to draw attention.

Enhance your campaign and speak one-on-one with consumers through our exclusive mobile retargeting platform.

DISPLAY TYPE

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



Products

Urban Panels

Urban Panels can be found at the entrances and exits of most of the major CTA rail stations. These units provide unparalleled visibility to millions of subway riders, pedestrians and motorists.

DISPLAY TYPE

Urban Panel

30"H x 60"W



Products

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. Perfectly situated high above the busy streets, Street Banners position your brand alongside some of the most famous locations and buildings!

DISPLAY TYPE

Street Banner

96"H x 36"W



Specialty Media

Specialty media breaks the unexpected in day-to-day paths and guarantees eyeballs in some of the nation's busiest cities.



Available Inventory by Market

Media	CHI	DAL	MSP	NJ	NY	PHI	PIT	SF	SEA
Elevator Wraps	●					●			
Headhouses	●					●			
Market Street Furniture Domination						●			
Tunnel Wraps	●							●	●
Turnstile Domination	●					●			
Window Displays				●					

Products

Elevator Wraps

Stand out in the crowd, Elevator Wraps dominate the landscape at high-traffic transit centers.

DISPLAY SIZES

Elevator Wraps

[See spec sheet](#)



Products

Headhouses

Intersection's Headhouses are located at or near major transit hubs in Philadelphia and Chicago, guaranteeing brands constant, eye-level exposure with commuters, visitors, and residents alike.

With potential for custom build-outs, these large format Headhouses create a unique opportunity for bold executions.

DISPLAY TYPE

Headhouses

[See spec sheet](#)



Products

Market Street Furniture Domination

Available in Center City, Philadelphia, footsteps away from numerous shopping, dining, entertainment, and historical venues, this domination positions advertisers directly in front of consumers at key decision-making moments of the day.

Seven oversized Headhouses and a wrapped elevator strategically sit on one of Philadelphia's major arteries, providing constant, eye-level exposure.

Display Type

Backlit Shelters	Custom Install
Headhouses	Custom install
Wrapped Elevators	Custom Install



Products

Tunnel Wraps

Our Tunnel Wrap Media provides an impossible-to-ignore message in high-traffic areas.



DISPLAY TYPE

Tunnel Wrap

Size varies by market

Hallway Wrap

Size varies by market

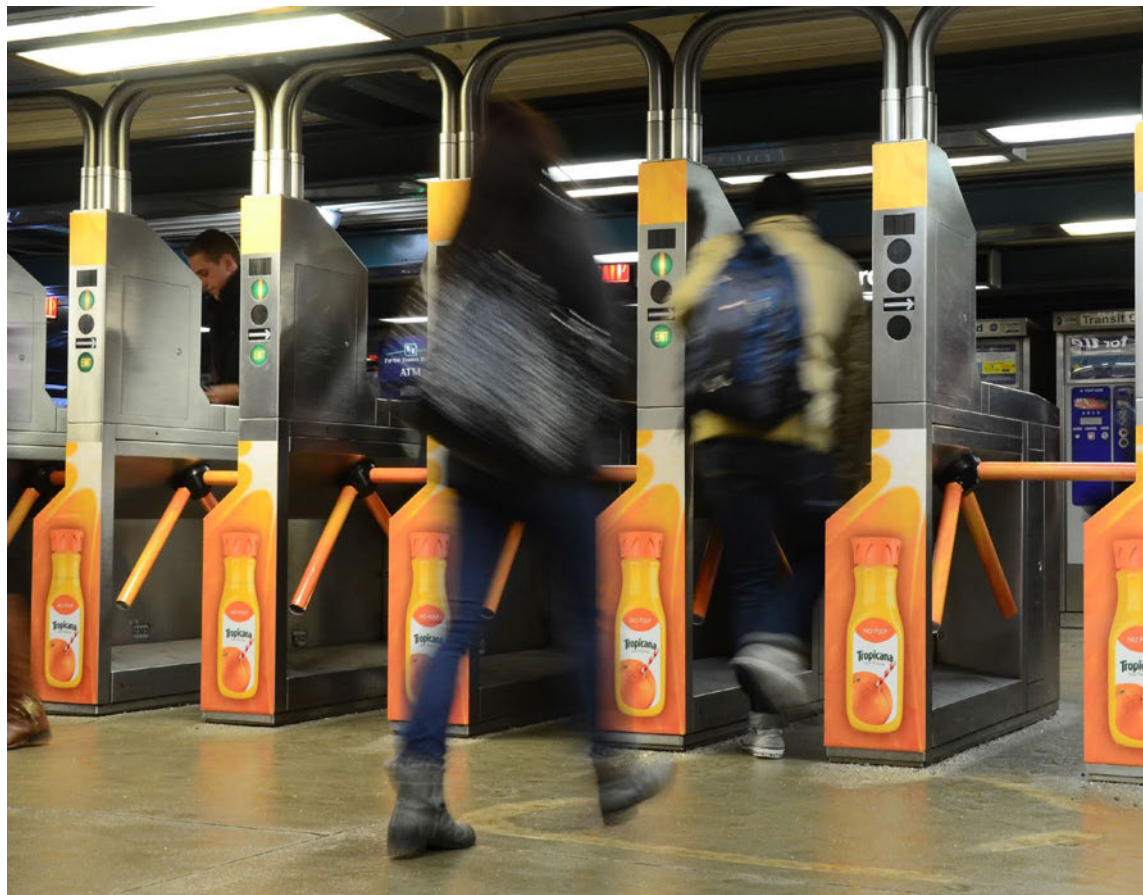
Products

Turnstile Domination

Intersection's Turnstiles reach on-the-go consumers at the beginning of their transit journey, before making purchasing decisions. Serving as the gatekeepers of transit stations, Turnstiles are the only format that guarantees literal contact with passengers, providing unique creative opportunities and unparalleled line of sight.

DISPLAY TYPE

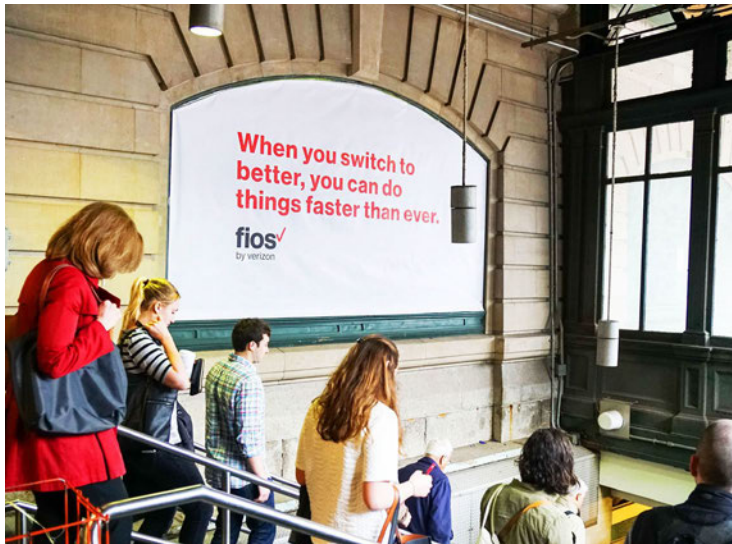
Custom Install



Products

Window Displays

These bold, large units provide unbeatable visibility and create consumer awareness.



New Jersey

Cherry Hill Shelter Window Displays

Hamilton Window Displays

Hoboken Window Display

Irvington Bus Terminal Window Displays

Metropark Window Shelter and Stairway Displays

Mount Arlington Window Displays

New Brunswick Window Displays

Paterson Bus Terminal Window Displays

Secaucus Junction Window Displays

Summit Window Displays

Trenton Window Displays

Wayne Route 23 Window Shelter Displays

Mobile

Maximize messaging by including a mobile overlay with an out-of-home campaign to increase reach and recall. From beacons to geofencing to mobile purchase, Intersection has pioneered the integration of mobile in out-of-home.



Air Media

Beginning the moment a consumer enters the airport, and lasting for the duration of the flight, messages are presented through traditional and digital media, as well as on-board and online media placements.



Intersection at Airports

AIRPORTS

Charlotte, NC Westchester, NY Houston, TX

Santa Ana, CA

UNITED AIRLINES

Atlanta, GA Jacksonville, FL Chicago, IL

Austin, TX Honolulu, HI Portland, OR

Cleveland, OH Dulles, VA Philadelphia, PA

Washington, DC New York, NY Phoenix, AZ

Denver, CO Las Vegas, NV Seattle, WA

Dallas-Ft. Worth, TX Los Angeles, CA San Francisco, CA

Newark, NJ Orlando, FL



Products

Air Partnerships

Intersection has the exclusive media rights to 4 major U.S. airports and an exclusive partnership with United Airlines resulting in access to an additional 200 airports.

Intersection reaches 230 million airline passengers annually. Pair that with the best, most varied Out-of-Home media in the business and it's easy to see why Intersection is the world's leading airline and largest "People-in-Transit" advertising company in the U.S.

EXCLUSIVE AIRPORTS

- + Charlotte Douglas International Airport
- + Houston George Bush Intercontinental Airport (Terminal E and Terminal B South)
- + John Wayne, Orange County Airport
- + White Plains, Westchester County Airport
- + United Airlines, Nationwide Assets



Products

Intersection & United Airlines

UNITED AIRLINES

Intersection is the sole advertising vendor of United Airlines media, helping brands continue their narrative across all touch-points.

United Airlines is the world's leading airline and the largest people-in transit advertising company in the U.S., operating an average of 5,472 flights a day to 381 airports across six continents.

In 2015, United and United Express carried more passenger traffic than any other airline in the world, operating nearly two million flights and carrying 140 million customers.

IAH

George Bush Intercontinental Airport is located in the country's fourth largest city and is the 10th largest Designated Market Area.

IAH serves over 40 million passengers annually and ranks 10th in passenger traffic. It is United's largest hub airport based on passenger traffic. 16 million passengers flow through United IAH Terminals annually. Intersection sells all media in Terminal E and Terminal B South.



Products

Intersection at Airports

CLT

Charlotte Douglas International Airport is the eighth busiest airport in the U.S offering more than 140 nonstop destinations around the globe & serving more than 41 million passengers annually. CLT oversees more than 700 departures and landings each day, and is served by seven domestic carriers and three foreign flag carriers. Charlotte also serves as the local airport for major corporations such as Bank of America, Wells Fargo, Lowes, Duke Energy, NASCAR, Electrolux, Lance, Lending Tree and many more.

HPN

A popular hub for business travel in the region, Westchester County Airport services 1.9 million passengers annually with more than 73% earning household incomes over \$75,000 a year (higher than both the Delta and US Airways Shuttles out of LaGuardia Airport). Westchester County Airport also serves as the local airport for numerous major corporations headquartered in the area including PepsiCo, IBM, MasterCard, Dannon, Gannett, Pernod Ricard, Nokia, Combe Inc. and Starwood.

SNA

A popular hub for business travel in the region, John Wayne Airport services over 8.6 million passengers annually, who individually are 165% more likely to have incomes over \$250,000 a year. SNA also serves as the local airport for numerous major corporations headquartered in the area.



Media Assets

Media	AUS	ATL	CLT	CLE	DEN	DFW	EWR	HNL	HPN	IAD	IAH	LAS	LAX	LGA	MCO	ORD	PDX	PHX	SEA	SFO	SNA	TOTAL
Premium Club Displays		1		1	2	1	3	1		3	4	1	1	1		3	1	1	1	2	1	29
Digital - Premium Club Displays	1	1			4		3	1		3	2		1	1		2	1		1	3	1	25
Digital - FIDS											7											7
Digital - Concourse			36						2		4										4	46
Digital - Atrium			2																			2
Digital - Baggage			8						2												12	22
Digital - Escalator Spectacular			3																		3	6
GIDS																						
Baggage TFB									3													3
Gate Hold TFB									6													6
Concourse TFB									20		9											29
Soffit TFB											11											11
FIDS TFB			5																			5
Concourse Pole Banners											36											36
Pillow Banners											6											6
Atrium Banners			3																			3

Media Assets (Continued)

Media	AUS	ATL	CLT	CLE	DEN	DFW	EWR	HNL	HPN	IAD	IAH	LAS	LAX	LGA	MCO	ORD	PDX	PHX	SEA	SFO	SNA	TOTAL
Ticketing Banners			10																			10
Walkway Banners			15																			15
360 Rotunda Banners			1																			1
Overhead Soffit Spectaculars			2																			2
7x11 Spectaculars			9																		6	15
4x12 Spectaculars			5																		3	8
Mini-Spectaculars			15								32										4	51
Wall Dioramas			29																		16	45
Wall Wraps			10						2													12
Jet Bridge Wraps			58	18					2		21					81				21	20	221
Column Wraps			17																		1	18
Escalator Soffit Wraps			2																			2
Overpass Exterior Wraps									1													1
Floors Exhibits			2						1		3										2	8
ICPC			4						1													5

GIDS

STATS	
Total Screens	736
Ad Spot Timing	7 Seconds
Major Airports	53

Airport	City	# GIDs	Airport	City	# GIDs	Airport	City	# GIDs
ALB	Albany, NY	6	GRR	Grand Rapids, MI	4	PHL	Philadelphia, PA	13
ANC	Anchorage, AK	3	GSO	Greensboro, NC	6	PHX	Phoenix, AZ	6
ASE	Aspen, CO	3	HKG	Hong Kong	2	PIA	Peoria, IL	1
ATL	Atlanta, GA	3	IAD	Dulles, VA	150	PIT	Pittsburgh, PA	14
BGR	Bangor, ME	1	IAH	Houston, TX	62	PWM	Portland, ME	2
BHM	Birmingham, AL	2	JAX	Jacksonville, FL	3	RDU	Morrisville, NC	15
BIL	Billings, MT	2	LAS	Las Vegas, NV	14	SAN	San Diego, CA	9
BOI	Boise, ID	6	LAX	Los Angeles, CA	46	SBA	Santa Barbara, CA	1
BWI	Baltimore, MD	8	LCH	Anchorage,	1	SBN	South Bend, IN	1
CLT	Charlotte, SC	3	LGA	New York City, NY	13	SEA	Seattle, WA	12
CMH	Columbus, OH	10	MCI	Kansas City, MO	17	SJC	San Jose, CA	2
CVG	Covington, KY	4	MCO	Orlando, FL	10	SJU	Puerto Rico	5
DCA	Arlington, VA	10	MDT	Harrisburg, PA	4	SLC	Salt Lake City, UT	5
DEN	Denver, CO	70	MKE	Milwaukee, WI	6	SMF	Sacramento, CA	6
DFW	Dallas, TX	7	MSP	Minneapolis, MI	12	SRQ	Sarasota, FL	1
DTW	Detroit, MI	5	OGG	Kahului, HI	9	TPA	Tampa, FL	7
ELM	Elmira, NY	2	OKC	Oklahoma City, OK	5	TUL	Tulsa, OK	4
EWR	Newark, NY	88	OMA	Omaha, NE	8	TUS	Tucson, AZ	3
FAT	Fresno, CA	3	ORF	Norfolk, VA	3	XNA	Fayetteville, AR	2
FSD	Sioux Falls, SD	8	PDX	Portland, OR	8			

Additional Offerings

Print

In addition to offering the space, Intersection can print your standard or large format ads for any of your out-of-home campaigns including all transit and billboard markets. Our tremendous buying power allows us to offer the best materials, processes, and costs. All you have to do is hit send!





Additional Offerings/Print

LARGE FORMAT

500K+

Square-Foot Large-Format
Daily Output

PRODUCTION

10

Digital Production
Presses

DELIVERY

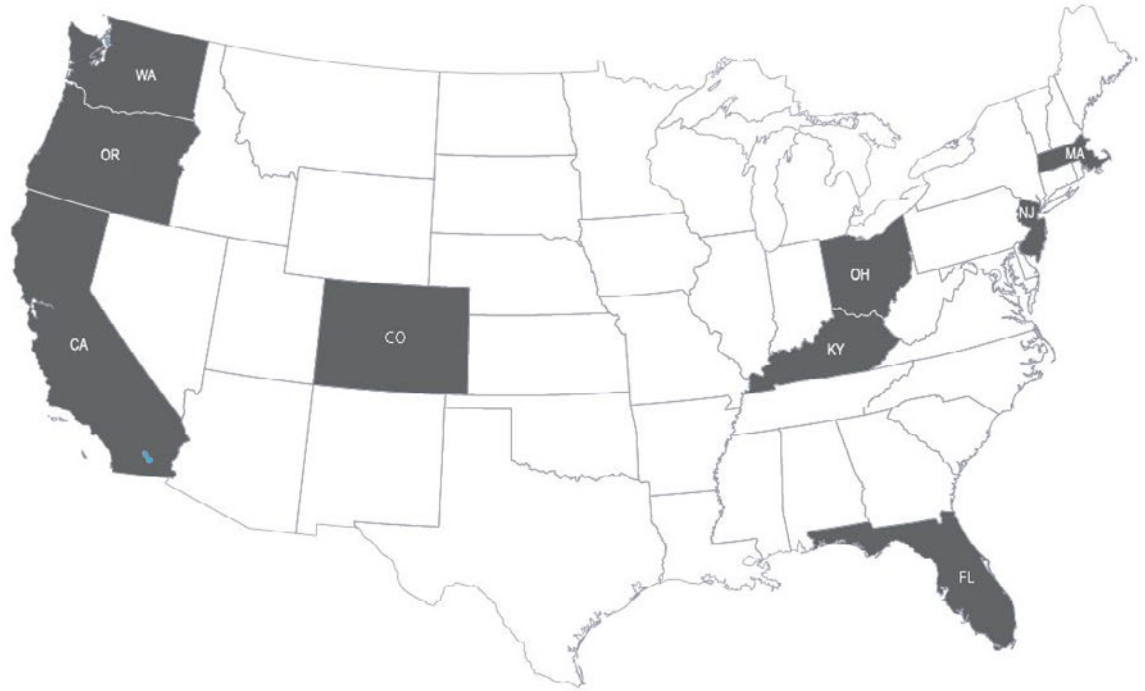
80%

2 Days Delivery
to 80% of the U.S.

Uniting with the right partners

By partnering with the most powerful and successful vendors across North America, Intersection is in a position to print, deliver, and post on time in a demanding and fast-paced environment.

We have strategically cultivated relationships with vendors we trust, confident that they will produce only the best finished quality product.



Additional Offerings/Print

With unlimited expertise, we have the ability to explore every form of media imaginable.

PRODUCTS

- + 3D molded props
- + Lenticular
- + Die-Cuts
- + Illumination solutions



Sponsorship

Want the biggest impact? Try owning the naming rights to an entire venue or rail! Intersection has the ability to offer naming rights of select venues, offering exclusive sponsorship along with dominations.



Experiential

Take your engagement with consumers beyond the ad with custom activations and experiential moments. Let's create a powerful show-stopping moment!



Design & Technology

We have technologists, media experts, engineers, designers, and strategists working together to create value for citizens, governments, and brands. Our teams find new avenues to connect the digital and physical worlds to make our experiences more connected, more seamless, and more human.





Intersection

Meet us at the Intersection of Technology & Media