Boston Media Kit 2026

Intersection

Contents

About Intersection 03
Products 08
Additional Offerings 12
Contact 13

BIKESHARE POSTER

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.

The Intersection Difference
Boston

Shelter coverage across 17 key neighborhoods boasting 112 million monthly impressions

- Our shelter coverage presents an exciting opportunity for brands to reach sports enthusiasts, students, entrepreneurs, and professionals as they travel throughout their day
- Intersection reaches more than 2x the amount of people at the Boston St. Patty's Day parade each month

Source: MBTA, Geopath

Join our mission to support public transit and improve the lives of consumers in Boston

The MBTA provides subway, bus, Commuter Rail, ferry, and paratransit service to eastern Massachusetts and parts of Rhode Island. Our products support mass transit and micro-mobility through providing consumer amenities, such as transit shelters.

We support our transit partners by generating revenue - **totaling over $1B in payments to municipalities over the last 10 years** - largely to support public mobility.

MBTA
Over 300 years of history and success

MBTA plays a vital role in keeping Boston connected and moving

- Target 17 neighborhoods with 200+ bus and rail shelters
- 875,642 trips taken on an average weekday
- 38% of MBTA rides occur on the bus, and these passengers can seamlessly be reached with our vast network of bus shelters

Source: MBTA 2024

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.

Bus Shelters

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

Specs

Standard Shelter	68.5” H x 47.5” W

Rail Shelters

Rail shelter ads run along the MBTA Green Line Subway and draw immediate attention from Boston commuters walking down the street, waiting for the subway, or driving by.

Specs

Standard Shelter	68.5” H x 47.5” W

Bikeshare Posters

Bikeshare Posters are located throughout Boston, with over 190 locations available. Capture the attention of an active, on-the-go audience, maximizing visibility and engagement in high-traffic environments.

Specs

Bikeshare Poster	56.75” H x 37.875” W

Bikeshare Posters

Bikeshare Posters are located throughout Boston, with over 190 locations available. Capture the attention of an active, on-the-go audience, maximizing visibility and engagement in high-traffic environments.

Specs

Bikeshare Poster	67.69” H x 37.5” W

Boston
Street Media

Legend

- Bus Shelters
- Rail Shelters
- Bikeshare Poster
- Core Bikeshare Poster

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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Intersection

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

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Crossix, Catalina, StreetMetrics

Three ways to develop attribution strategies:

1 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

2 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

3 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

*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