Amtrak Media Kit 2021

Table of Contents

1. About Intersection + Amtrak
2. Amtrak Products
3. Additional Offerings
4. Contact Us

1. About Intersection + Amtrak

Reach people on their daily journeys.

Travel patterns have changed in recent times, but we know people are on the go, and that they're getting outdoors with new appreciation for the world around them. 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, running errands, 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.

Amtrak

Our advertising partnership with Amtrak gives brands daily access to thousands of commuters through some of the country's busiest travel hubs.

- 87,000 customers ride more than 300 Amtrak trains daily.
- Nearly two-thirds of customers come from the 10 largest metropolitan areas.
- When included among U.S. airlines, Amtrak ranks No. 5 in domestic customers carried.
- Amtrak carried annually more than 3x as many riders between Washington, D.C., and NYC as all airlines combined.

Source: Amtrak

2. Amtrak Products

Station Media

Station media allows brands to target on-the-go travelers and daily commuters with station dominations and digital displays placed strategically throughout major transit hubs, and on station platforms.

Amtrak Station Media

- Baltimore Penn Station
- Chicago Union Station
- Harrisburg, PA Station
- Lancaster, PA Station
- New York Penn Station
- Philadelphia 30th Street Station
- Washington DC Union Station
- Wilmington, DE Station

New York
Penn Station

New York Penn Station is the largest and busiest Amtrak station in the Northeast Corridor with a monthly circulation of 6,138,875.

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.

Available Media: Dominations, Digital Kiosks, 4k Digital Projector

NY Penn Station Large Formation Digital Projection

Deliver long-format, brand-building video to a mass audience in public space.

Details:

- Two (2) 4K projectors creating 140”h x 480”w digital display
- :15, :30 and long-format static and video ads accepted
- SOV options including 50% and 100%

New York Penn Digital Displays

Place your ad on screens where consumer engagement is high in the heart of the Amtrak waiting area. These premium digital screens draw consistent attention from commuters.

Specs	
Screen Size / Resolution	27'W x 47.5"H 1080 x 1920
Frame Rate	30 FPS
Compression	MPEG-4 / MOV / JPEG
Audio	None at this time

ZERO

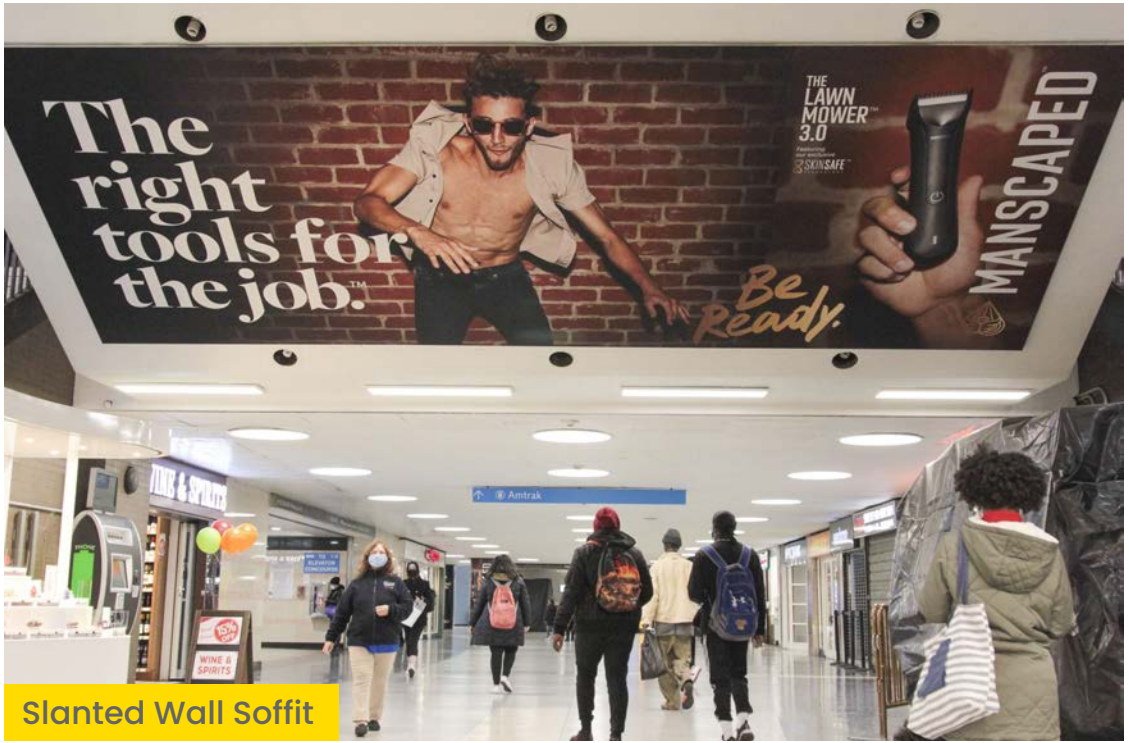
New York Penn Station Media

Rotunda Banner

Shelter Dioramas

Column Wraps

New York Penn Station Media



Slanted Wall Soffit

Banner

Stairs

New York Penn Station Media

Rotunda Banner

Diorama

Kiosk Display

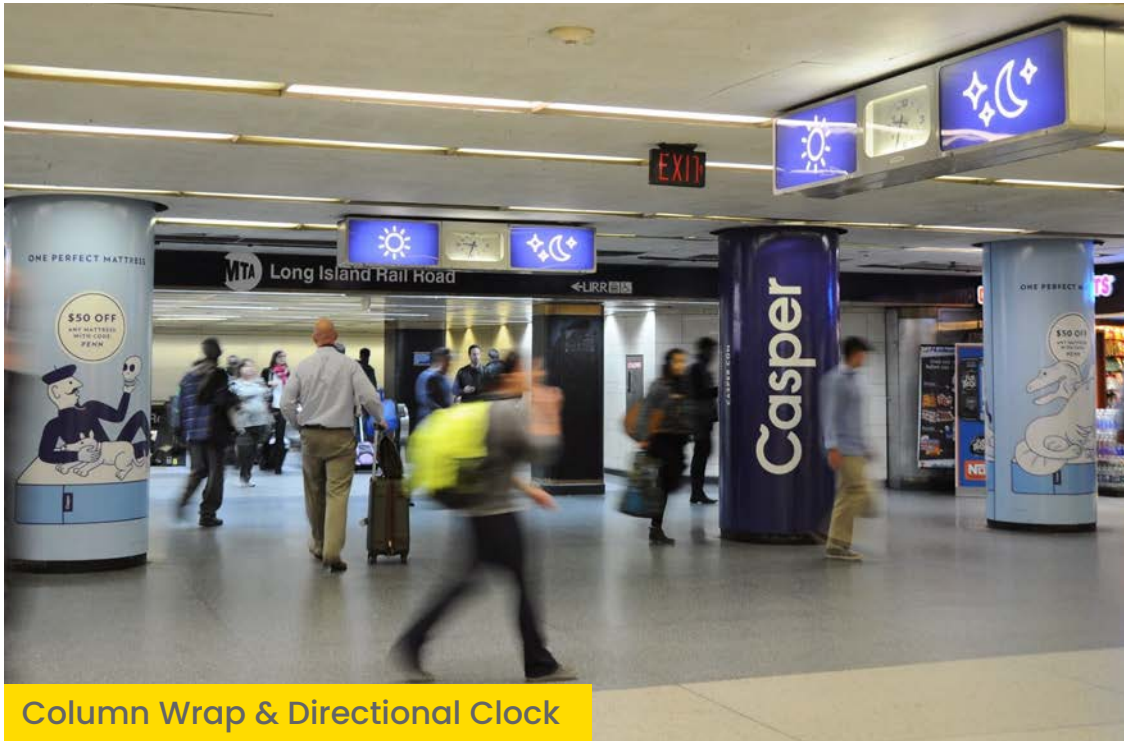
New York Penn Station Media

Stairs

Directional Clock

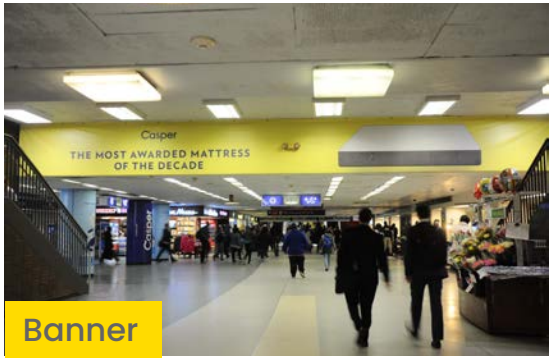
Shelter Dioramas

New York Penn Station Media



Column Wrap & Directional Clock

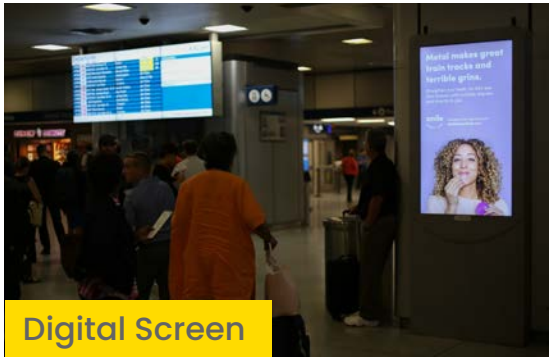
Slanted Wall Soffit

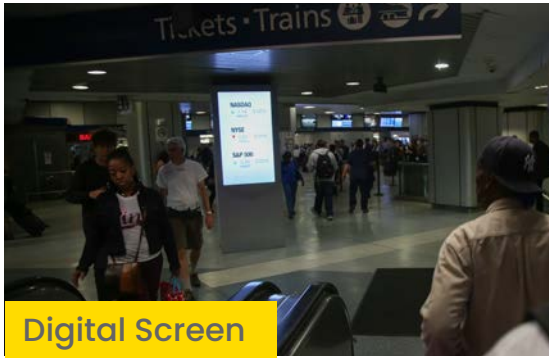


Banner

New York Penn Station Media

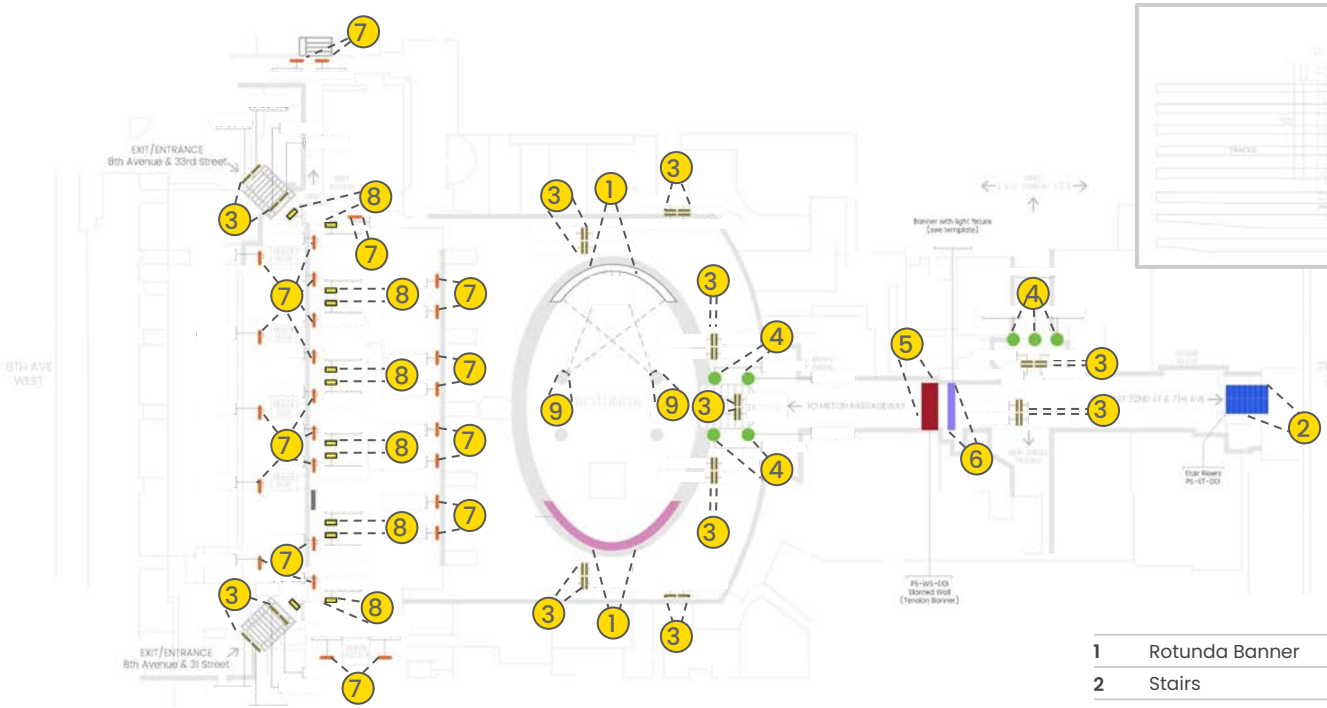
Digital Screen

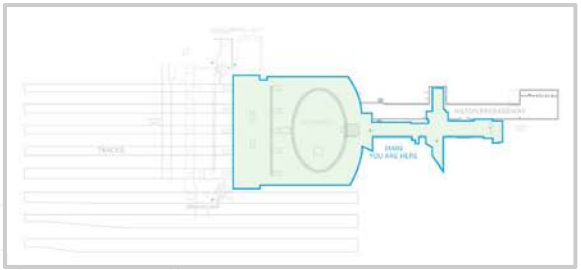

Digital Screen



Digital Screen

New York Penn Layout Amtrak Main Level

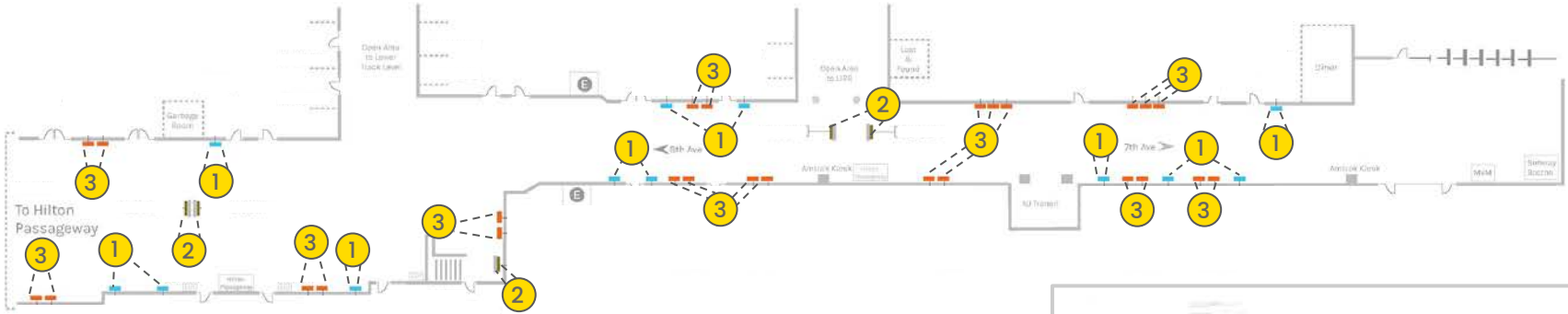


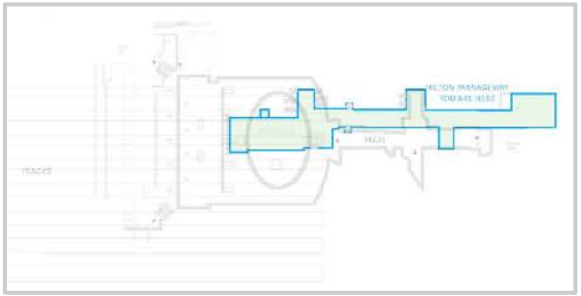


1	Rotunda Banner	6	Banner
2	Stairs	7	Diorama
3	Directional Clock	8	Digital Screen
4	Column Wrap	9	Digital Rotunda Projection
5	Slanted Wall Soffit		

Floor Plan Not Drawn To Scale
Media/maps can be subject to change. Final floor plans and art templates will be supplied upon contract.

New York Penn Layout Hilton Passageway

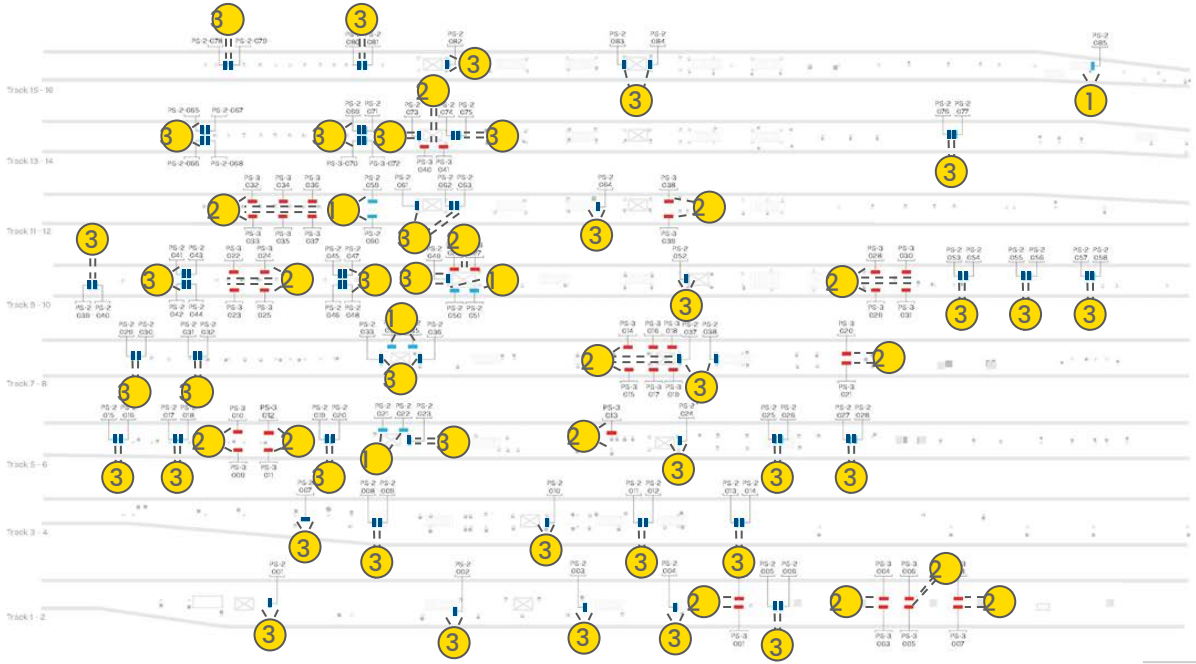


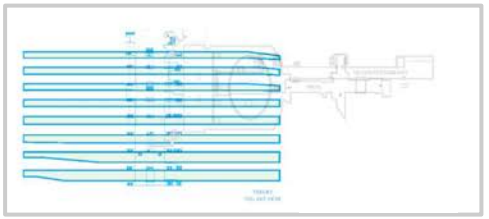


1	Two-Sheet Poster
2	Directional Clock
3	Shelter Sized Diorama

Floor Plan Not Drawn To Scale
Media/maps can be subject to change. Final floor plans and art templates will be supplied upon contract.

New York Penn Layout Amtrak Track Level

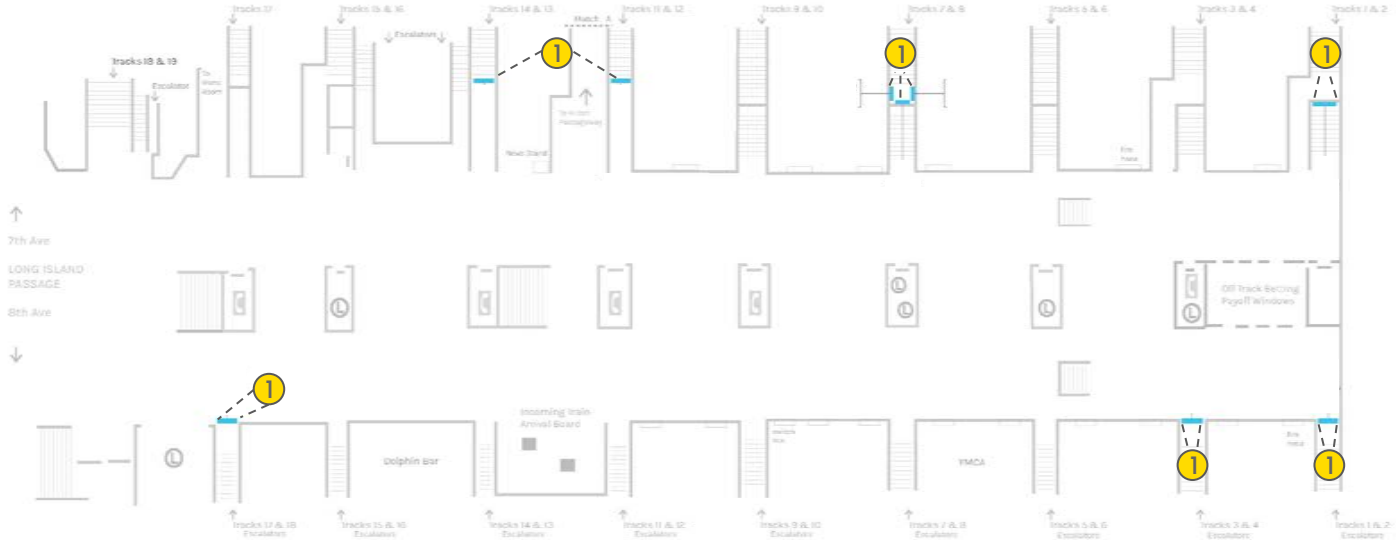


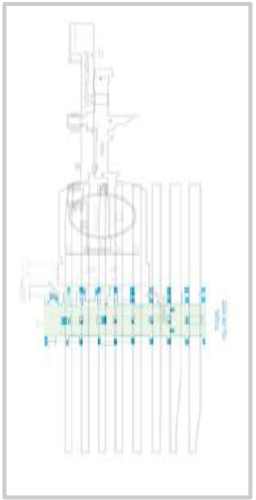


1	Two-Sheet Poster (Wall Mount)
2	Three-Sheet Poster
3	Two-Sheet Poster (Hanging)

Floor Plan Not Drawn To Scale
Media/maps can be subject to change. Final floor plans and art templates will be supplied upon contract.

New York Penn Layout Track Stairs





Floor Plan Not Drawn To Scale
Media/maps can be subject to change. Final floor plans and art templates will be supplied upon contract.

1	Two-Sheet Poster

Philadelphia
30th Street Station

Philadelphia's 30th Street Station is the second largest Amtrak hub in the Northeast Corridor and is heavily trafficked by affluent commuters on both Amtrak and SEPTA rail services. Located in the Center City business district and close to many universities (UPenn, Drexel, Lincoln University, and Moore College of Art & Design), 30th Street Station is in the heart of Philadelphia.

Available Media: Dominations, Digital Kiosks

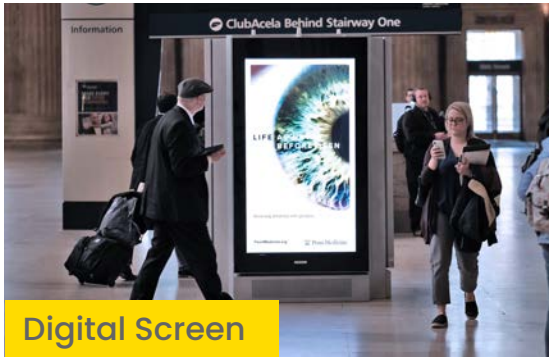
30th Street Station Digital Screens

30th Street Station is the second largest Amtrak hub in the Northeast Corridor and is heavily trafficked by affluent commuters on both Amtrak and SEPTA. Located in the Center City business district, this station is a major hub.

Specs	
Screen Size / Resolution	72" / 1080 x 1920
Ad Formats	Static – JPEG / PNG
Audio / Animation	Full Animation
Ad Spots / Loop Time	10 75 Seconds

30th Street Station Station Media

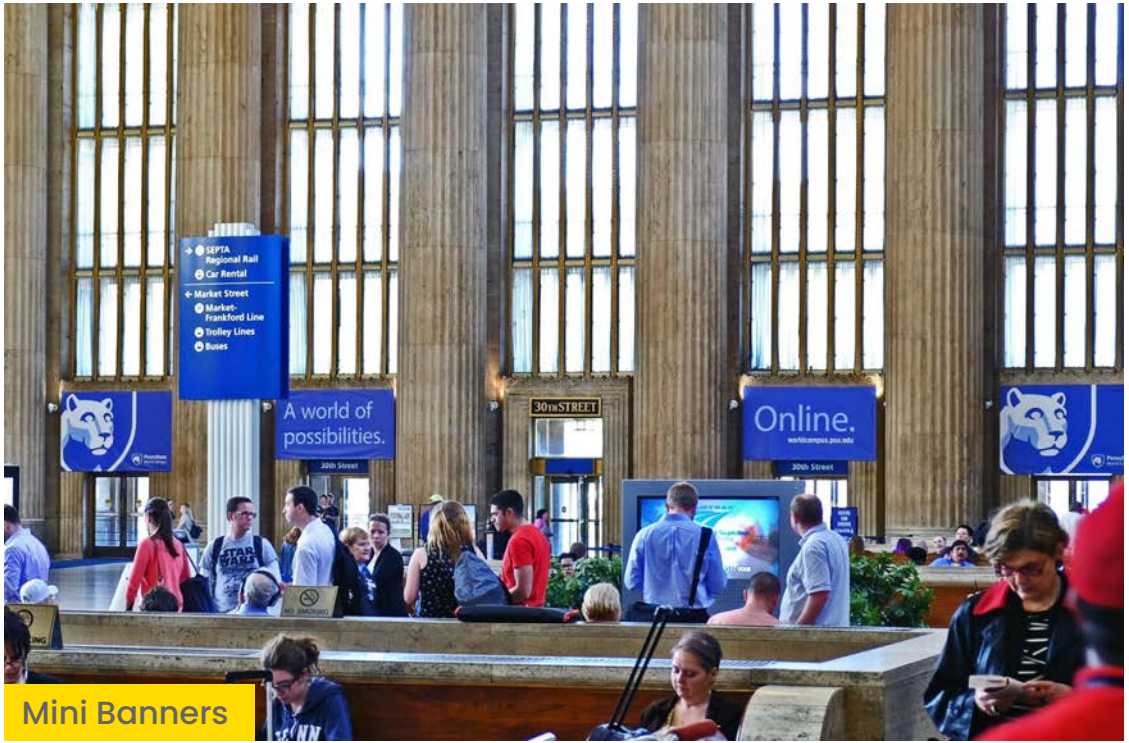
Backlit Spectacular



Digital Screen

2-Sheets

30th Street Station Station Media



Mini Banners

Banner

2-Sheets

30th Street Station Station Media

Banner

Window Graphic & Backlit

Kiosk

30th Street Station Station Media

Window Graphic

Banners

2-Sheets

30th Street Station Station Media

Backlit Spectacular

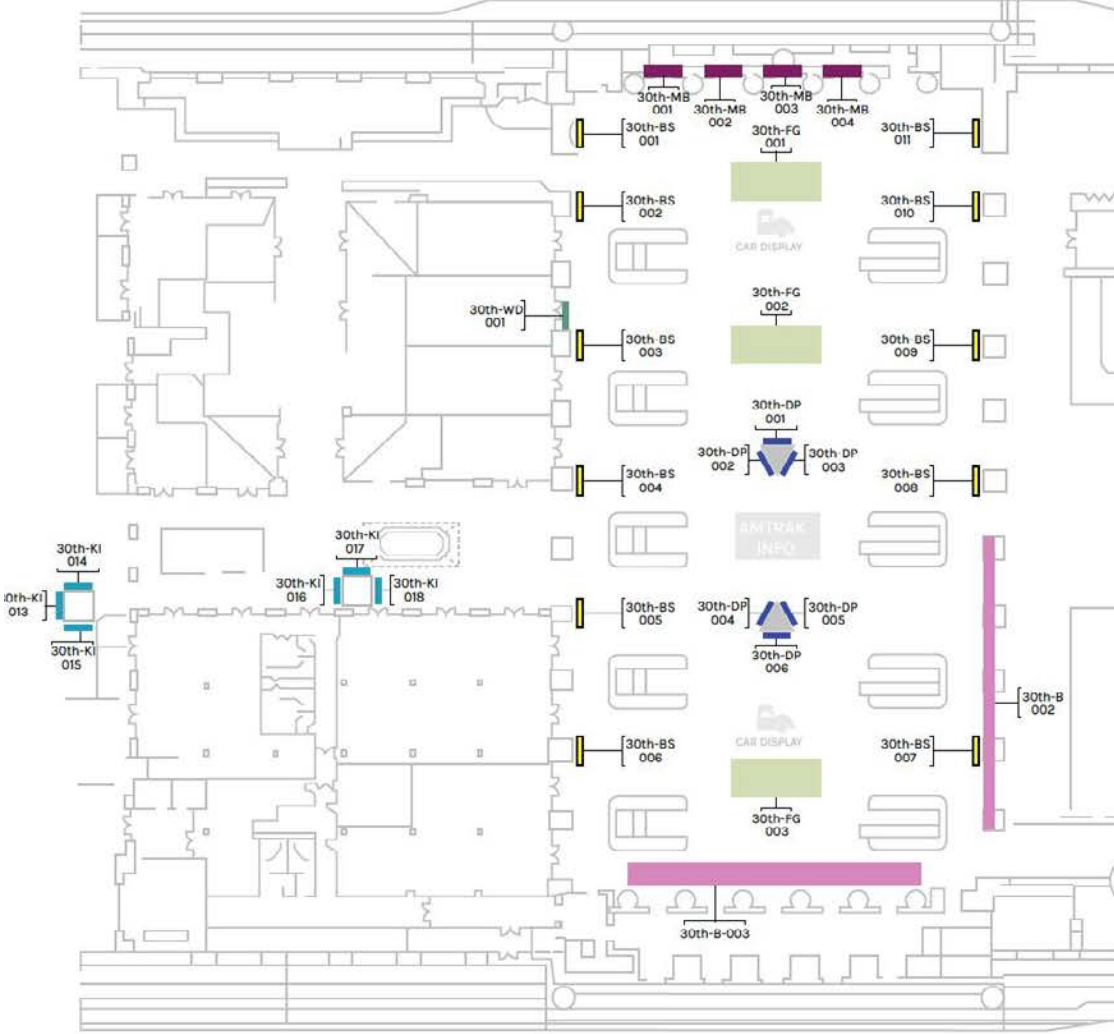
Floor Graphic

Banner

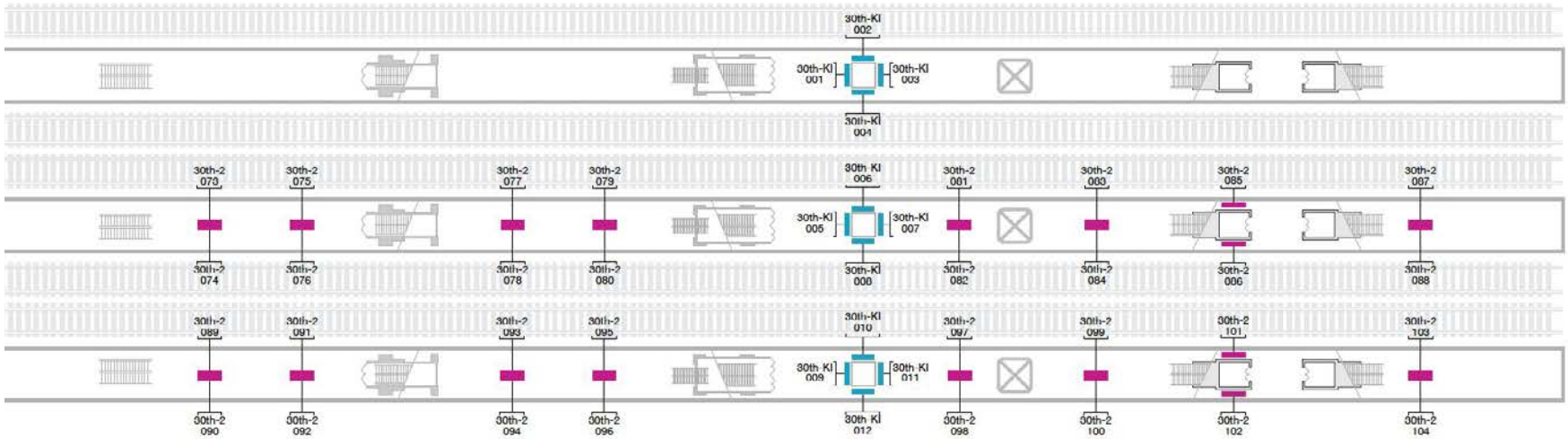
30th Street Station
Main Level

Specs	
Two-Sheets	72 SEPTA & Amtrak
Kiosks	18
Backlit Spectaculars	12
Floor Graphics	3
Banners	2
Mini Banners	4
Window Display	1
Digital Panels	6

Media/maps can be subject to change. Final floor plans and art templates will supplied upon contract.



30th Street Station Track Level



Two-Sheets	72 SEPTA & Amtrak	Banners	2
Kiosks	18	Mini Banners	4
Backlit Spectaculars	12	Window Display	1
Floor Graphics	3	Digital Panels	6

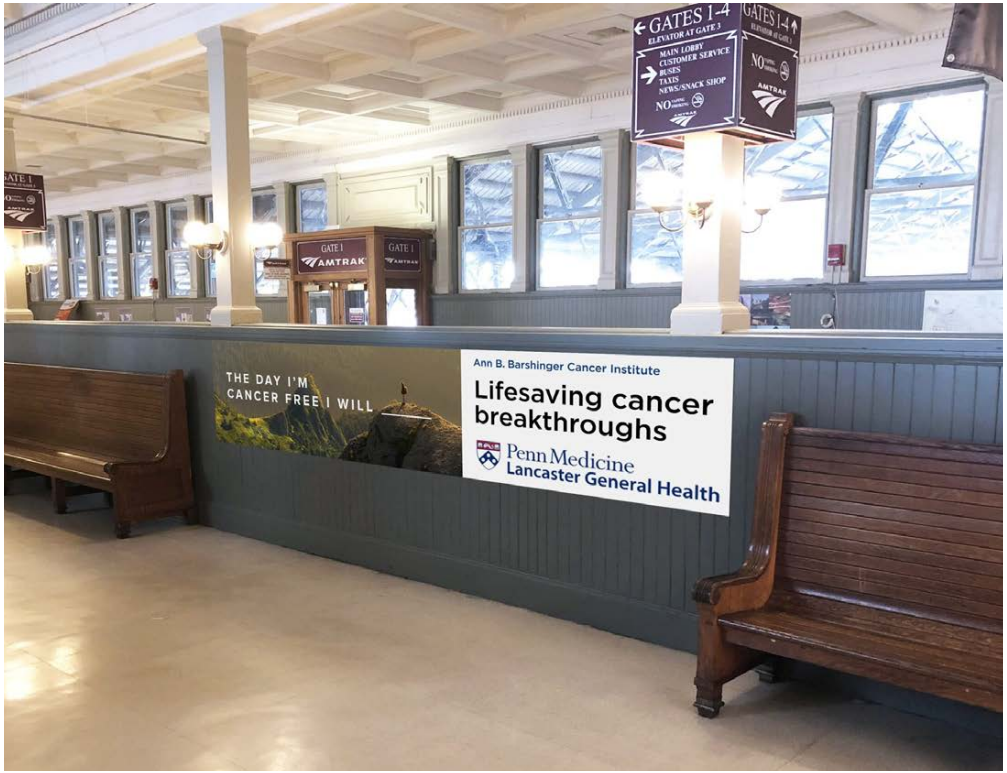
Media/maps can be subject to change. Final floor plans and art templates will supplied upon contract.

Harrisburg Station

Located in the capital of Pennsylvania, Harrisburg Station is a convenient distance from the Pennsylvania State Capitol Complex which houses multiple state buildings and offices. Known for being a key commuter station in the region, those riding the Keystone Line along the Northeast Corridor also gain easy access to New York, Philadelphia, and parts of New Jersey.

Available Media: Domination

Station Banners

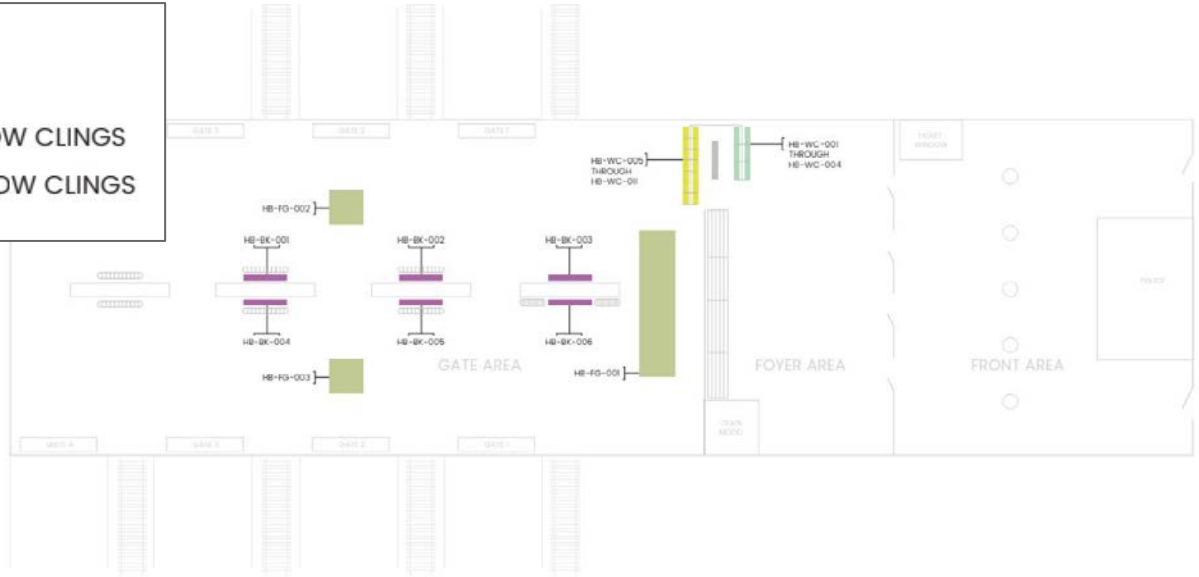


Entrance Graphics

Floor Graphics

Harrisburg Station

FG		FLOOR GRAPHIC
BK		BENCH KINGS
WC		UPPER RAMP WINDOW CLINGS
		LOWER RAMP WINDOW CLINGS



Media/maps can be subject to change. Final floor plans and art templates will supplied upon contract.

Lancaster Station

Lancaster Station is located in the heart of Pennsylvania Dutch Country! In close proximity to family friendly activities, dining, and shopping, Amtrak is a popular form of transportation for those looking to vacation in the region. Located along the Northeast Corridor, those looking to travel from New York, New Jersey, and Pennsylvania can make their way to Lancaster on the Keystone Line.

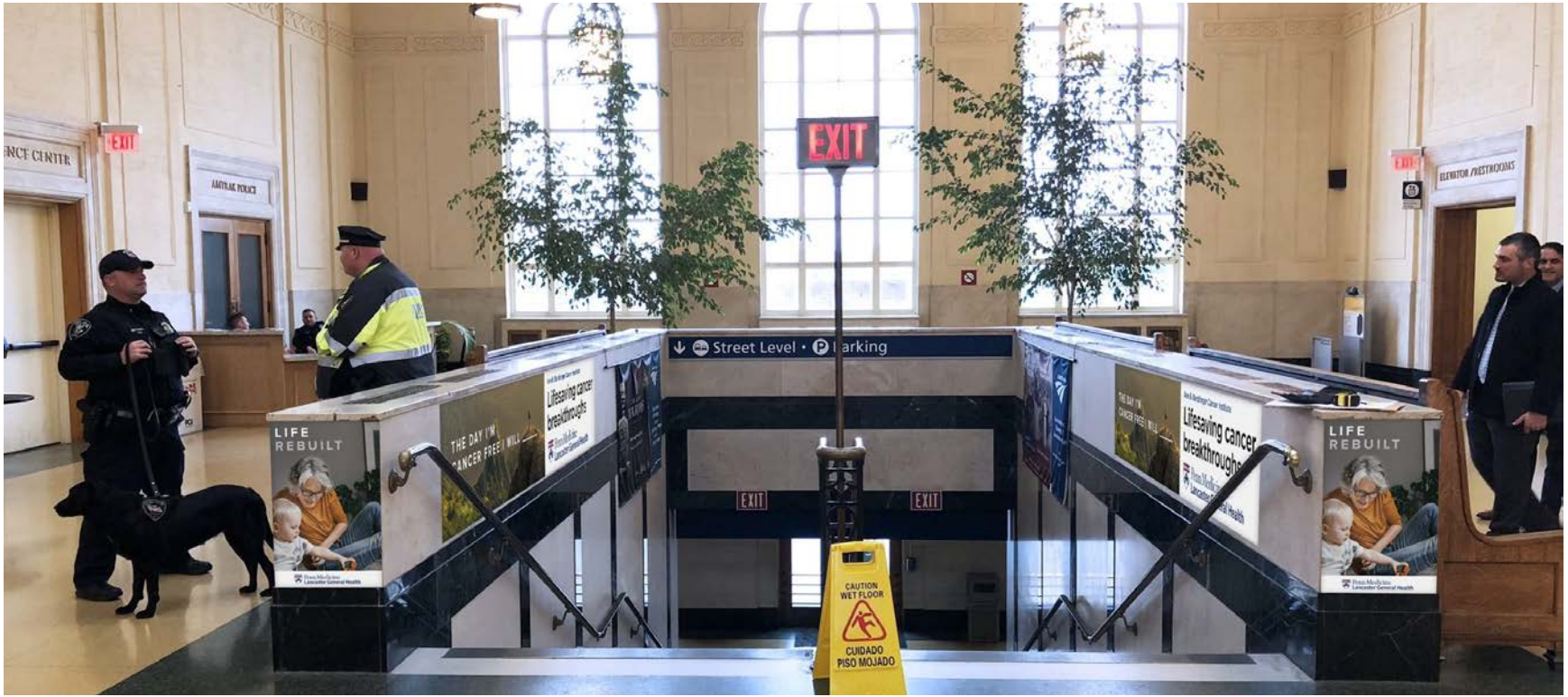
Available Media: Domination

Station Banners + Interior Window Clings

Wall Vinyls

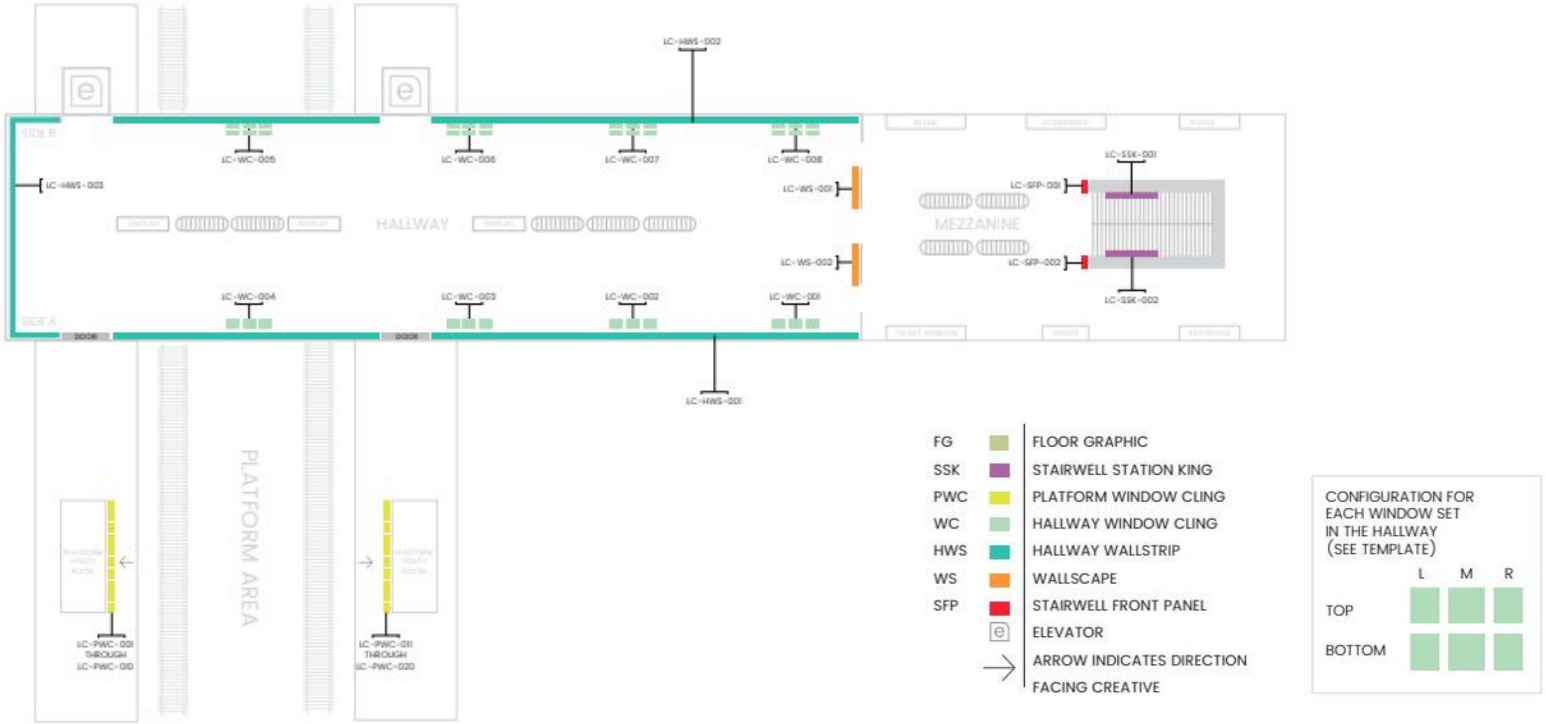
COURAGE
FOR
LIFE
Breast Cancer Care at the
Ann B. Barshinger Cancer Institute
COURAGE
FOR
LIFE
Breast Cancer Care at the
Ann B. Barshinger Cancer Institute
Penn Medicine
Lancaster General Health

Entrance Graphics



Exterior Window Clings

Lancaster Station



Media/maps can be subject to change. Final floor plans and art templates will supplied upon contract.

Chicago Union Station

Chicago Union Station is the fourth-busiest rail terminal in the United States, and Amtrak's overall fourth-busiest station— the busiest outside of its Northeast Corridor. It handles about 140,000 customers on an average weekday (130,000 Metra riders and 10,000 Amtrak) and is one Of Chicago's most iconic structures. Amtrak has recently completed a $22 million renovation of its skylight and decorative walls and ceiling.

Available Media: Dominations, Backlit Dios, Backlit Junior Posters

Mezzanine Domination

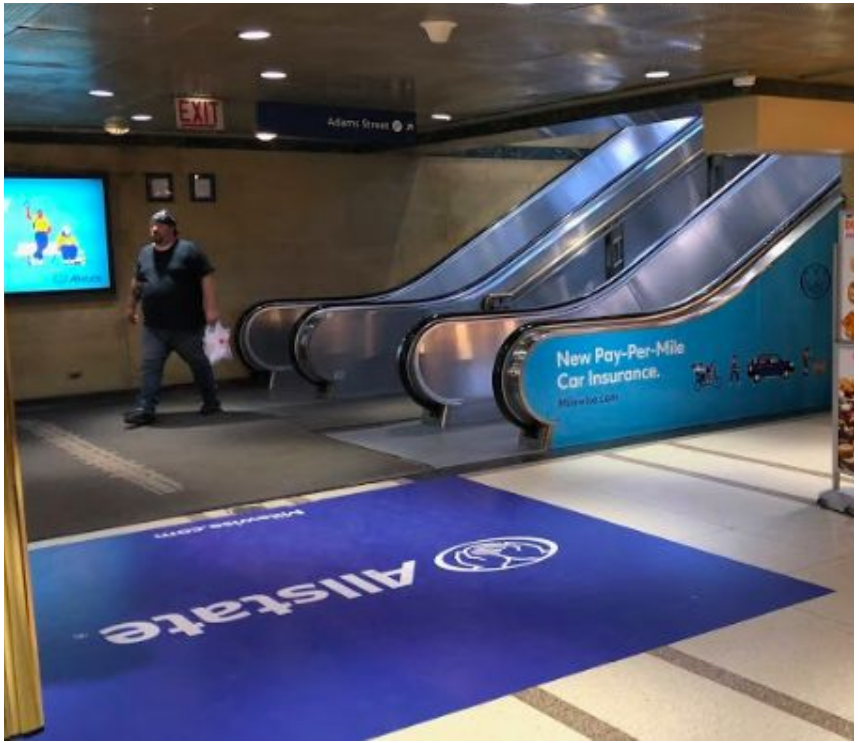
Capture consumers coming in and out from street level entrances, making their way up and down to Metra and Amtrak rail tracks. With a variety of shops and restaurants on the mezzanine, you can reach commuters grabbing coffee at Starbucks, breakfast at Pret a Manger, and an evening drink or snack for their journey home. This domination pairs well with the Escalator Domination.

Chicago Union Station Mezzanine Domination

Escalator Domination

Position your brand as the first and last that commuters see as they traverse to and from the office. Escalators reverse direction with the commute, building reach and frequency amongst commuters each day. With traditional and direct application media, this domination can drive impact, and also pairs well with the Mezzanine Domination.

Chicago Union Station Escalator Domination



Central Hall Domination

The boldest creative canvas available in this station, the Central Hall provides the uninterrupted space for brands to dominatinate and reach consumers on-the-go. The Central Hall leads into Union Station's Great Hall, a gorgeous space where passengers can wait for their train. All Amtrak ticketing is handled in the Great Hall.

Chicago Union Station Central Hall Domination

Purple lights were custom install and not standard for this domination

Backlit Dioramas

Backlit Dioramas reach passengers along their daily commute, and give your brand quality time with key consumers in areas where dwell time is high.

Specs	
Backlit Dioramas	46”H x 65”W

Backlit Junior Posters

Set of 7

Backlit Junior Posters capture consumers on their way in from their daily commute or rail journey. Prominent placement above station entrances make this media unmissable.

Specs	
Backlit Junior Posters (set of 7)	65”H x 137”W

Chicago Union Station Layout
Escalator Domination

ESCALATOR WRAP

STAIR RISER

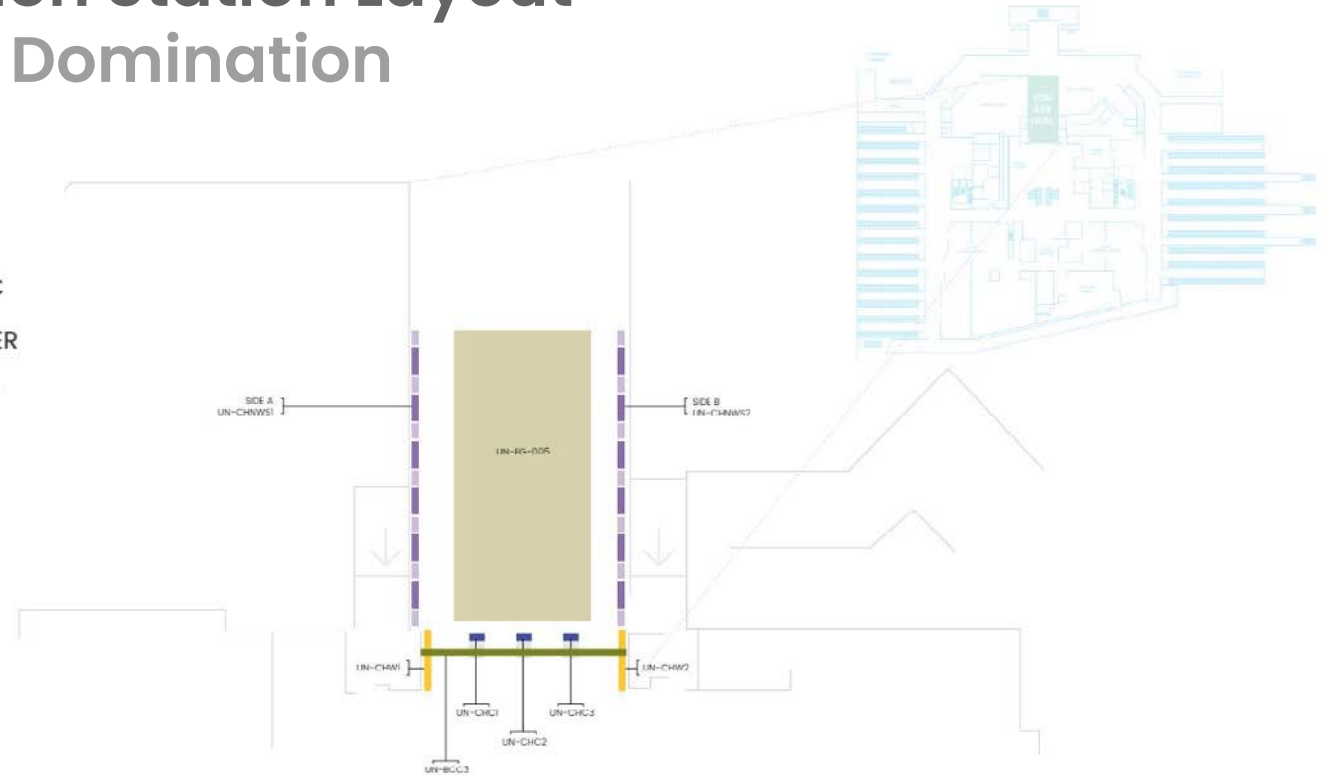
FLOOR GRAPHIC

DIORAMA

Media/maps can be subject to change. Final floor plans and art templates will supplied upon contract.

Chicago Union Station Layout
Central Hall Domination

- CLOCK BANNER
- FLOOR GRAPHIC
- COLUMN BANNER
- WINDOW WRAP
- WALLSCAPE



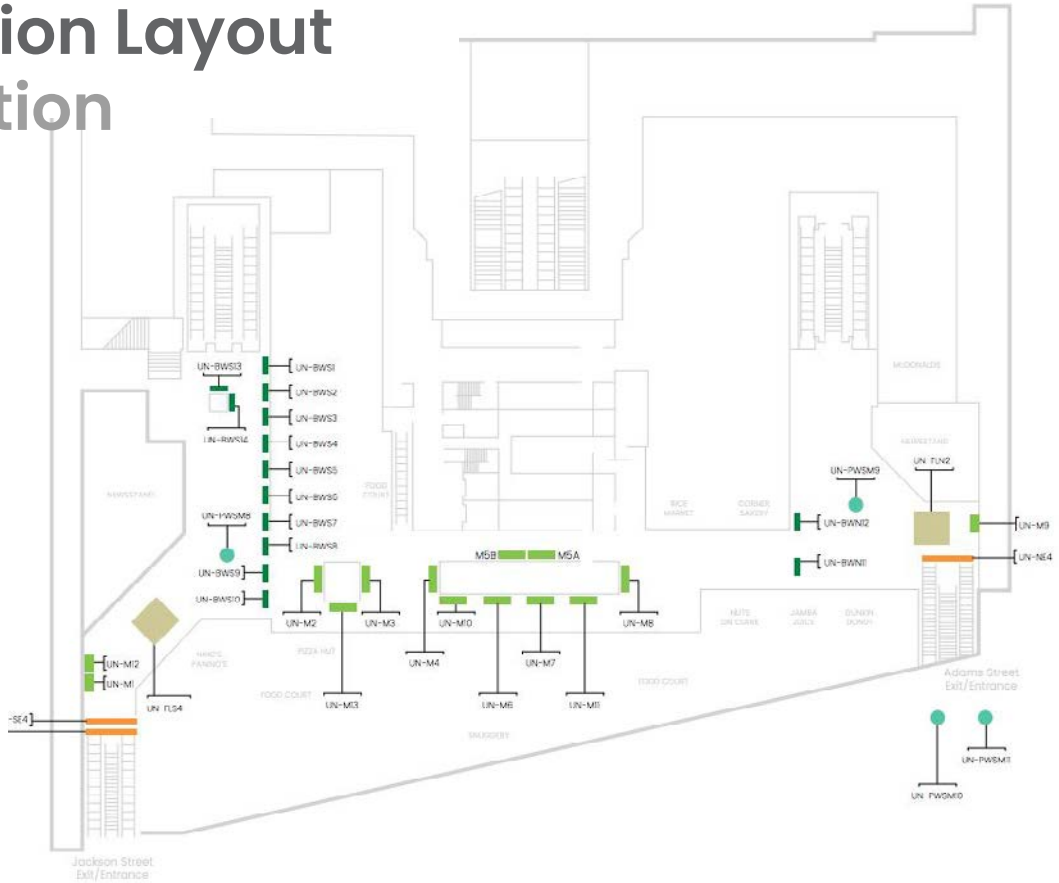
Media/maps can be subject to change. Final floor plans and art templates will supplied upon contract.

Chicago Union Station Layout

Mezzanine Domination

- COLUMN BANNER
- BACKLIT CONCOURSE DIORAMA
- BACKLIT DOUBLE DIORAMA
- COLUMN WRAP
- FLOOR GRAPHIC
- BACKLIT ESCALATOR DIO

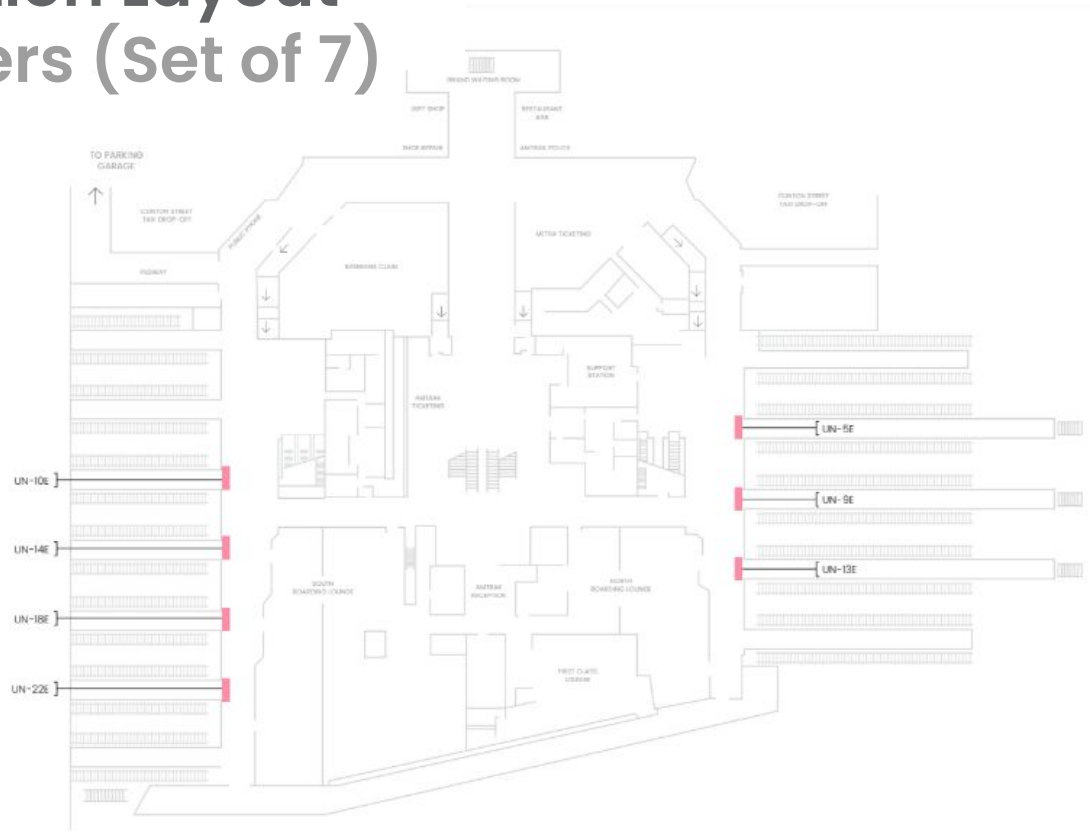
PLEASE NOTE:
BACKLIT ESCALATOR DIORAMAS
ARE ONLY AVAILABLE UNTIL 06.01.2020



Media/maps can be subject to change. Final floor plans and art templates will supplied upon contract.

Chicago Union Station Layout
Backlit Junior Posters (Set of 7)

7 BACKLIT JUNIOR POSTER



Media/maps can be subject to change. Final floor plans and art templates will supplied upon contract.

Washington DC Union Station

The Union Station transportation and retail destination is one of the busiest and most iconic venues in Washington, DC. Serving over 40 million travelers each year, Union Station is located in the heart of Washington, just blocks from the U.S. Capitol Building and minutes from the National Mall, providing a gateway for tourists and commuters alike. Union Station's vital transit hub connects Amtrak's Southern and Northern rail lines, serving over 5 million passengers each year.

Available Media: Dominations

DC Union Station Station Media

Banner & Column Wrap

Wallscape

Floor Graphic

DC Union Station Station Media

2-Sheets

Kiosks

2-Sheets

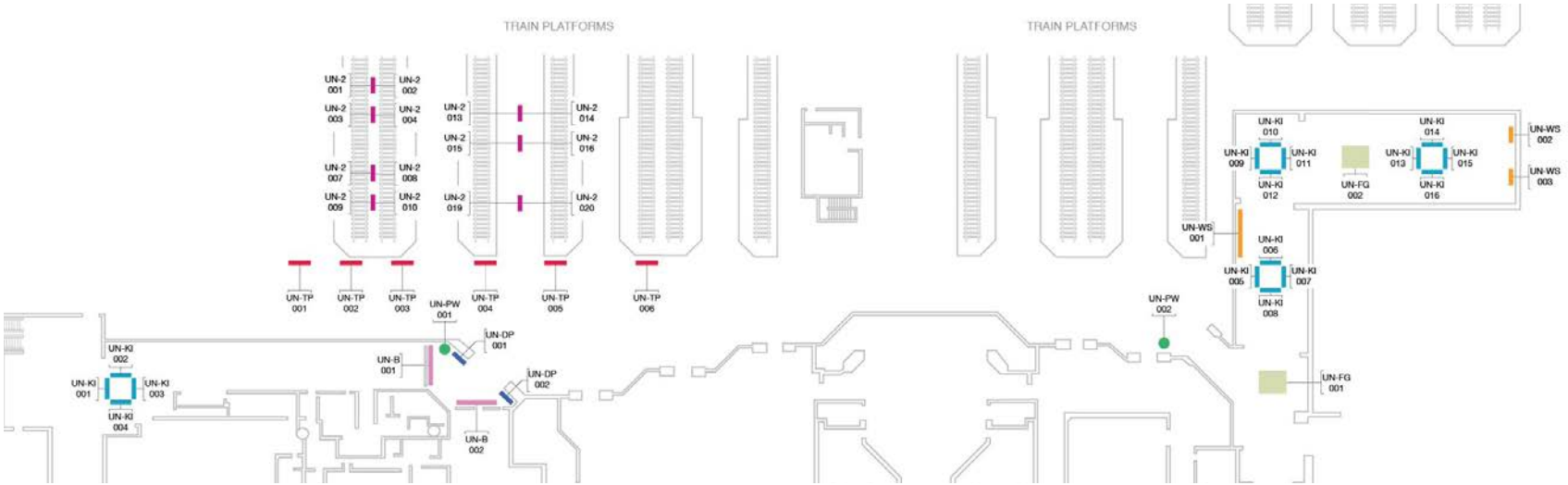
DC Union Station Station Media

Kiosk Posters

Banner & Pillar Wrap

Doorway Posters

DC Union Station Layout



Two-Sheets	7	Banners	2
Kiosks	16	Pillar Wraps	2
Wallscapes	3	Track Info Panels	7
Floor Graphics	2	Doorway Posters	2

Media/maps can be subject to change. Final floor plans and art templates will supplied upon contract.

Baltimore Penn Station

Baltimore Penn Station serves as an important hub between Amtrak and Maryland's light rail system. With its steady flow of commuters and travelers, Baltimore Penn Station is an ideal place to create brand awareness within a wide range of demographics.

Available Media: Dominations

Baltimore Penn Station Media

Kiosks

2-Sheets

2-Sheets

Baltimore Penn Station Media

Kiosks

Kiosks

2-Sheets

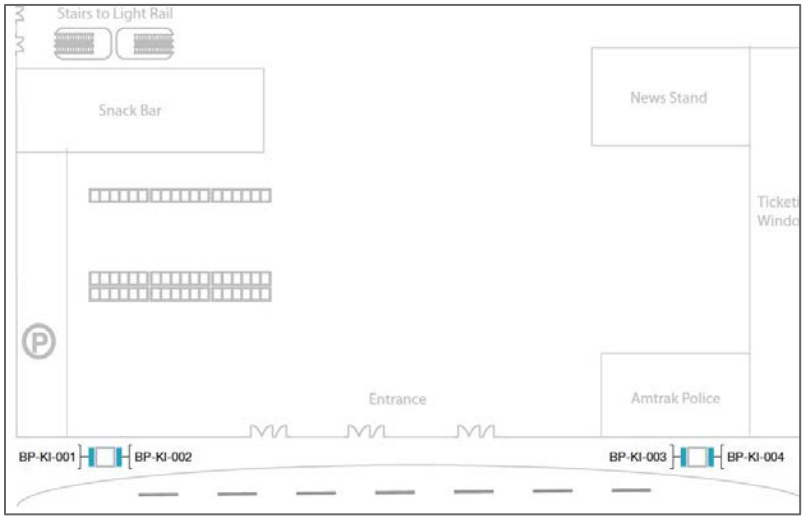
Baltimore Penn Station Media

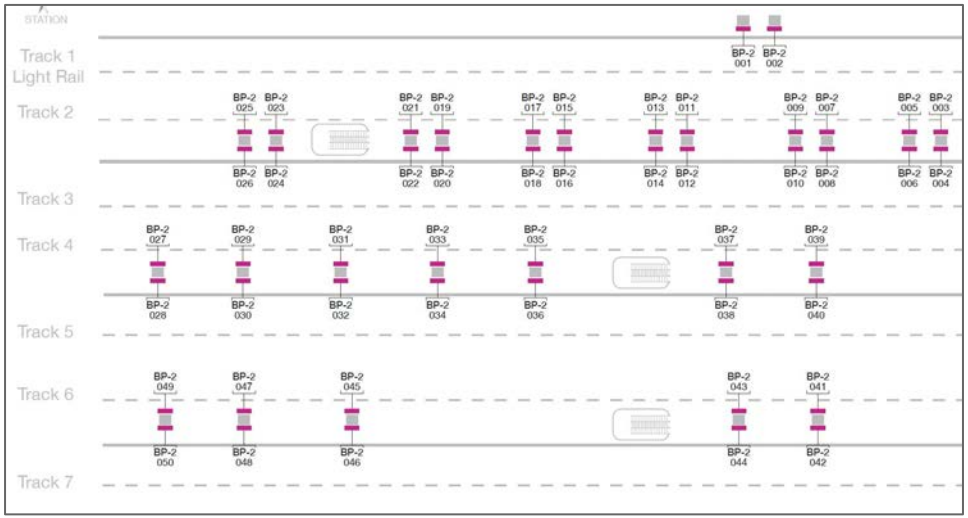
2-Sheets

Kiosks

2-Sheets

Baltimore Penn Station Mezzanine & Platform





Two-Sheets	50
Kiosks	4

Media/maps can be subject to change. Final floor plans and art templates will supplied upon contract.

Wilmington Station

Wilmington Station serves Philadelphia, New York, Baltimore, and Washington, DC via Amtrak's Northeast Corridor line. Wilmington station also provides service to Philadelphia and Newark, DE via SEPTA's Wilmington/Newark Line. As the transportation hub for the state of Delaware, it provides advertisers with an excellent opportunity to target travelers between some of the east coast's largest cities.

Available Media: Dominations, Digital Screens

Wilmington Station Digital Screens

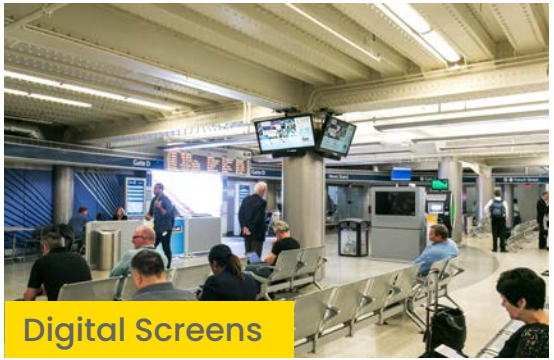
Wilmington Station serves Philadelphia, New York, Baltimore, and Washington, DC via Amtrak's Northeast Corridor. The station also provides service to Philadelphia and Newark, DE via SEPTA's Wilmington/Newark line.

Specs	
Screen Size / Resolution	55" LCD / 1080 x 1920
Ad Formats	Static – JPEG / PNG
Audio / Animation	Full Animation
Ad Spots / Loop Time	10 75 Seconds

Wilmington Station Station Media

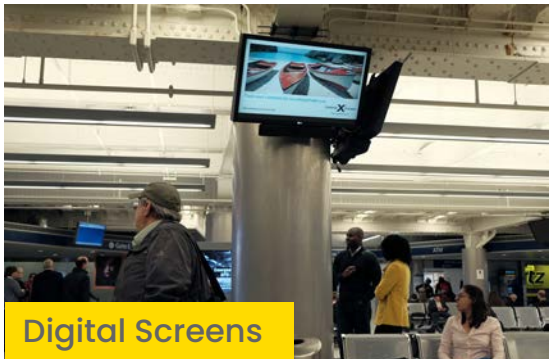
2-Sheets

2-Sheets

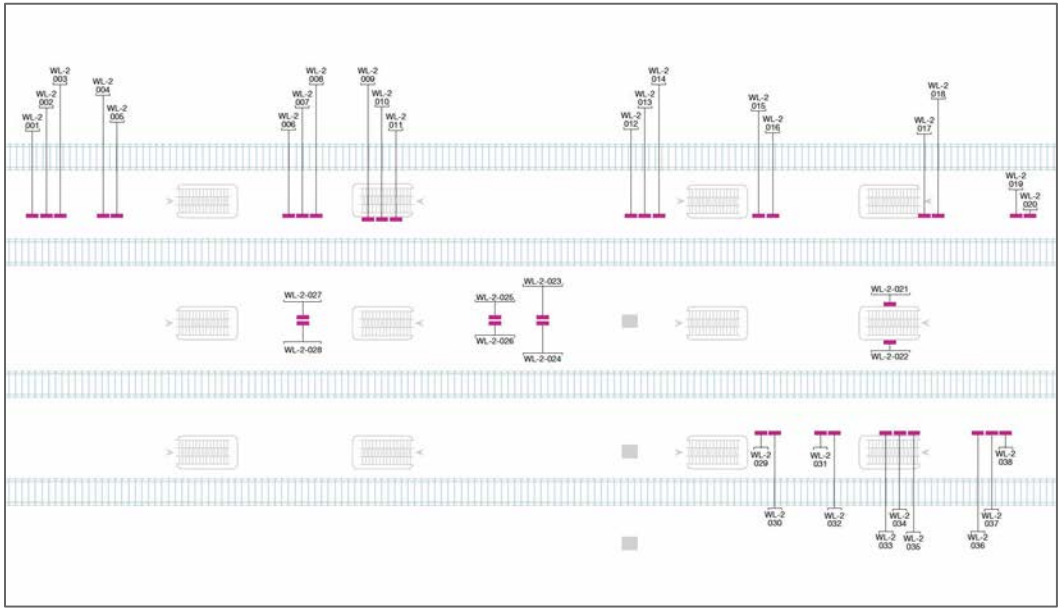


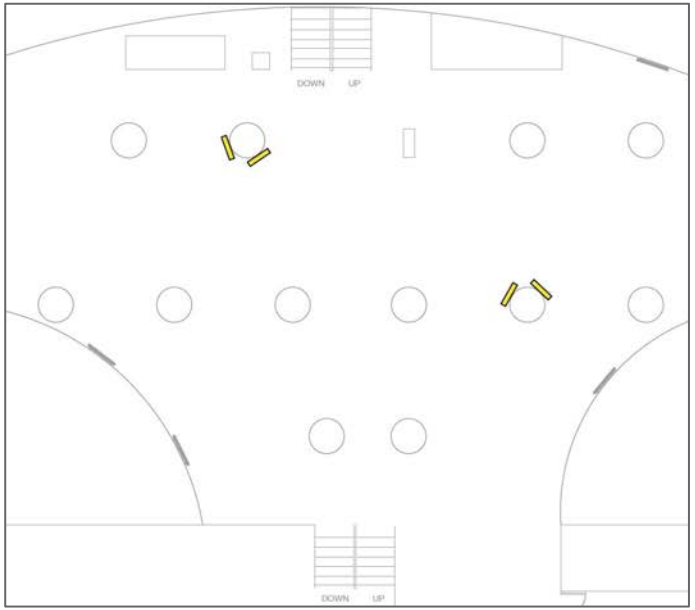
Digital Screens

Wilmington Station Station Media



Wilmington Station Layout Platform & Mezzanine





Two-Sheets	38
Digital Screens	4

Media/maps can be subject to change. Final floor plans and art templates will supplied upon contract.

Lounge Media

Reach frequent business travelers in Amtrak's Metropolitan & ClubAcela Lounges— available only to First-Class, Amtrak Guest, Reward Select Plus, Select, Executive members, and United Club Members. Amtrak is in the process of rebranding and re-imagining the ClubAcela experience with the rolling launch of Metropolitan Lounges across the country.

Poster Display

Inspire interest and awareness for your brand or product with free-standing posters located throughout select Metropolitan Lounge locations:

- New York Penn
- Philadelphia 30th Street
- Washington DC Union
- Boston’s South Station

Specs	
Poster	21”W x 33”H

On-Board Media

On-Board media connects with Acela and NE Regional Riders each day on their commutes to and from major NE corridor cities. Reach this captive audience with your brand message.

Interior Media

Connect with Acela and NE riders on their daily commutes. Available media includes:

Acela Express Static Posters

- Quantities of 40, 80, 120 &160

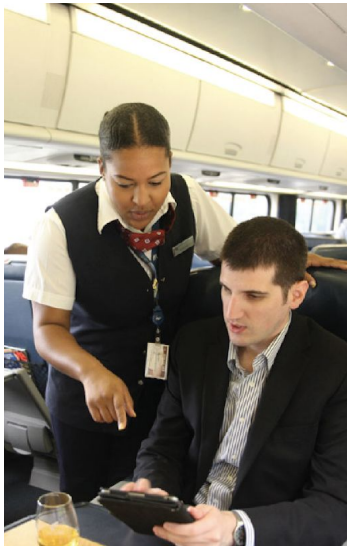
Acela Express Backlit Posters

- Quantities of 40, 80, 120 & 160

Northeast Regional (including Empire & Keystone service) Static Posters

- Quantities of 115, 230, 345 & 460

Specs	
Poster	12”x17” (exact sizes vary slightly)



3. Additional Offerings

Experiential

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

Intersection

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

Dallas
5420 LBJ Freeway, Suite 577
Dallas, TX 75240
214 575-3800

Los Angeles
700 N San Vicente Blvd.
Suite 7-131
West Hollywood, CA 90069
424 206-6160

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

New Jersey
1 Harmon Plaza, 8th Floor
Secaucus, NJ 07094
973 439-5621

Philadelphia
121 South Broad St., Suite 1200
Philadelphia, PA 19107
215 281-1980

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