

 Intersection

New York Media Kit 2021



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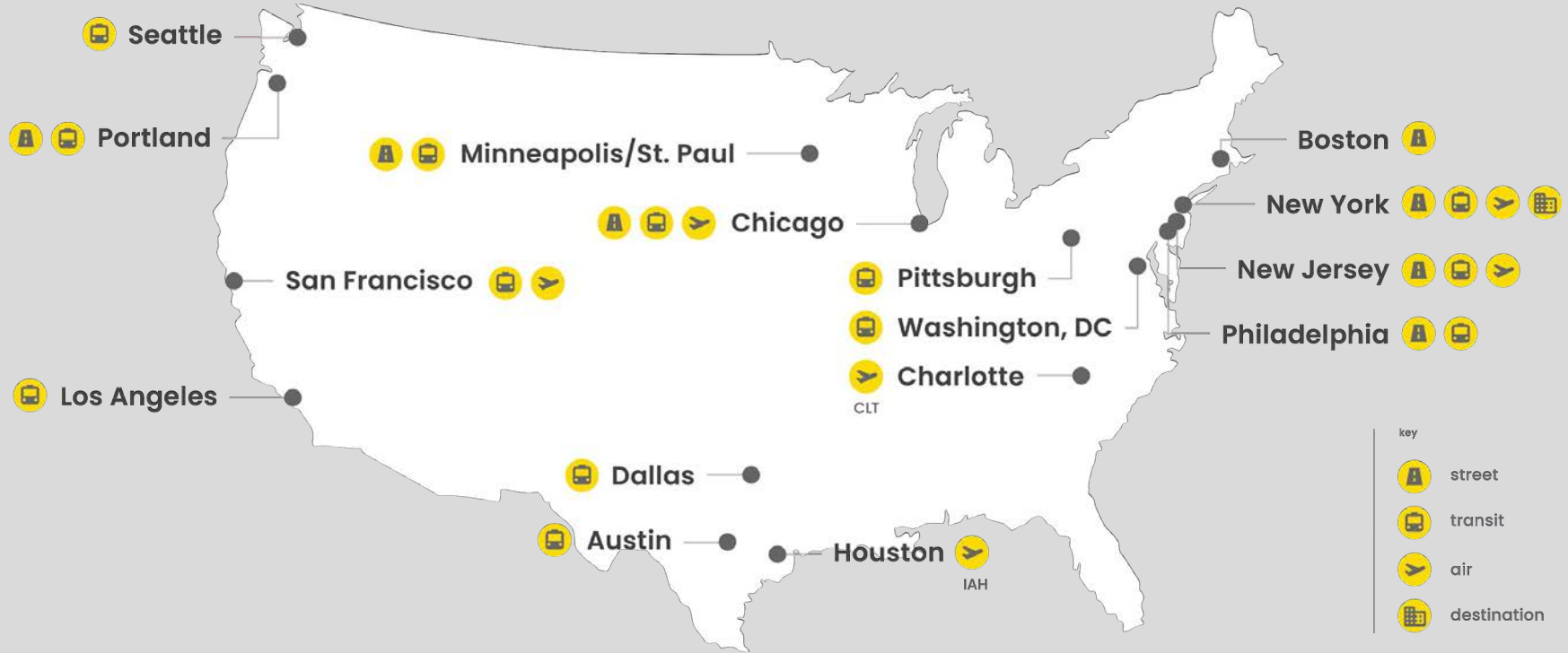
1. About Intersection

Reach people on their daily journeys.

We know people are always on the go and that their origins and destinations are strong indicators of who they are. We've strategically placed our media in well-traveled locations where people spend the most time—on city streets, at transit hubs, in rail cars and buses, at airports, and in top destinations. With advertising partnerships with some of the country's largest and busiest transit systems—including Chicago's CTA, SFMTA in San Francisco, and SEPTA in Philadelphia, plus many more—Intersection provides scale among valuable audiences that other media can't offer.

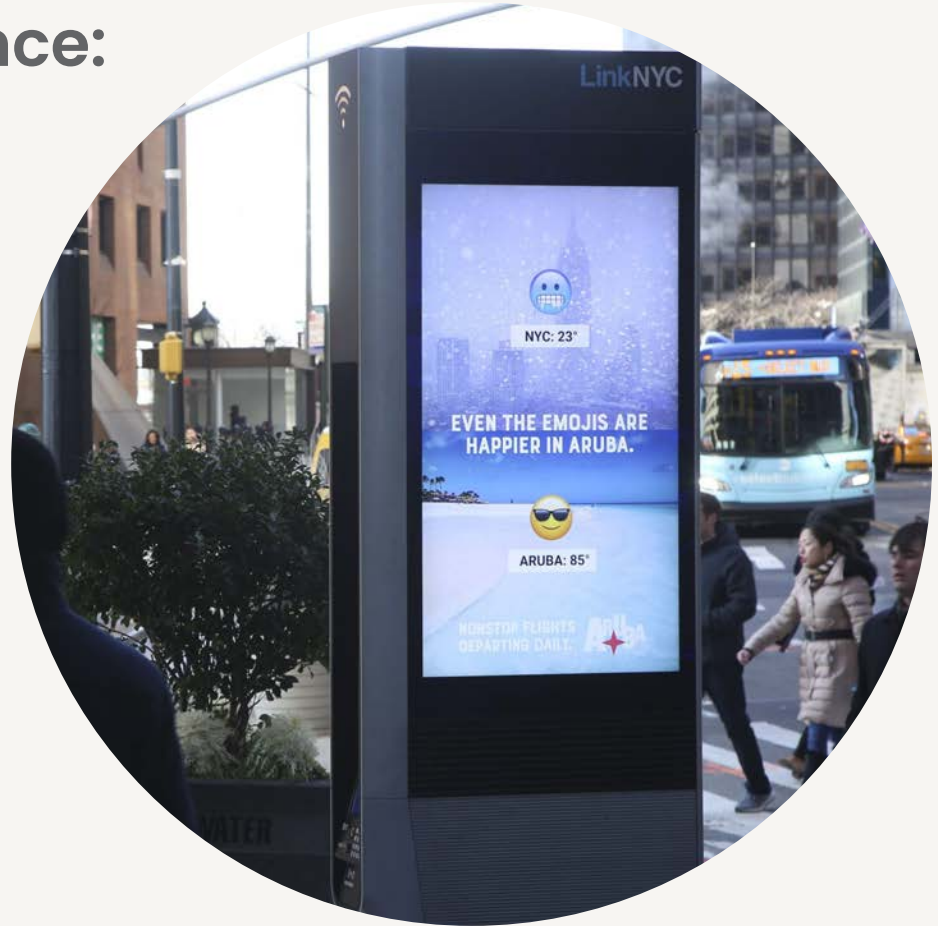


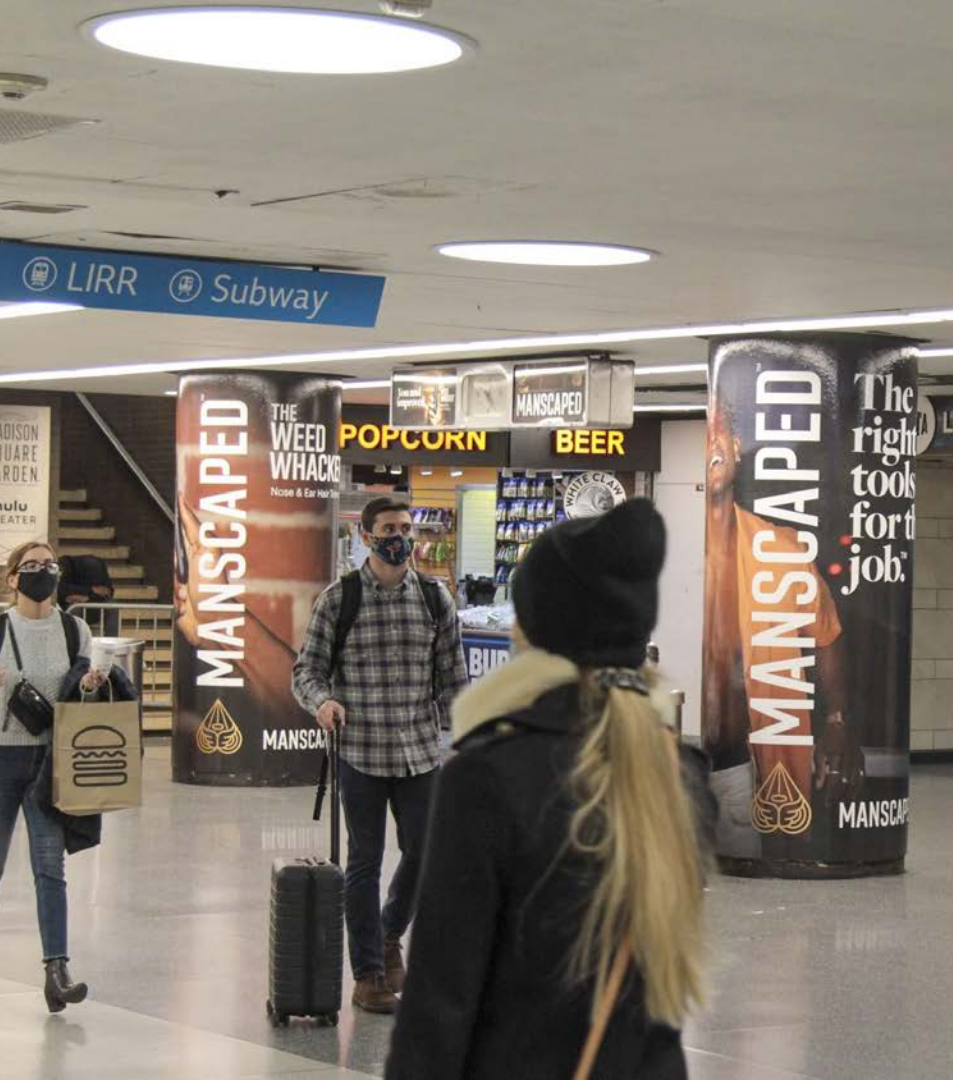
Premium products, national scale.



The Intersection Difference: New York

- **98%** of NYC residents are reached by Intersection every week
- We have the **largest street media network in New York City** deployed throughout the 5 boroughs
- We generate over **600 million weekly impressions** across static and digital media





Amtrak

Access to thousands of travelers & suburban commuters at 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 nation's busiest rail line. It spans 363 miles and serves over 12.4 million people annually, connecting Boston, NY, and Washington, D.C.



PATH

Connecting cities along the Hudson

- Serves as the primary transit link between Manhattan and neighboring New Jersey communities like Hoboken & Jersey City, as well as suburban commuter railroads.
- Over 280,000 average weekday passenger trips
- 350 rail cars, 4 routes, serving 13 rail stations

Source: PATH 2019



Hudson Yards

Engage consumers at the largest private real estate development in the US

- Hudson Yards brings thousands of new amenities and experiences—along with top stores, restaurants and businesses—to NYC residents, employees and tourists.
- Intersection is the only partner bringing unique digital products into this new space.

2. Products

Street Media

With static and dynamic digital formats, Intersection's street-level media is strategically placed throughout a consumer's daily route. From street furniture to wallscapes, creative and messaging is always prominent and eye catching.



Link

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.

Specs

Screen Size	55"
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Screen Resolution	1920 x 1080
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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





Rail Media

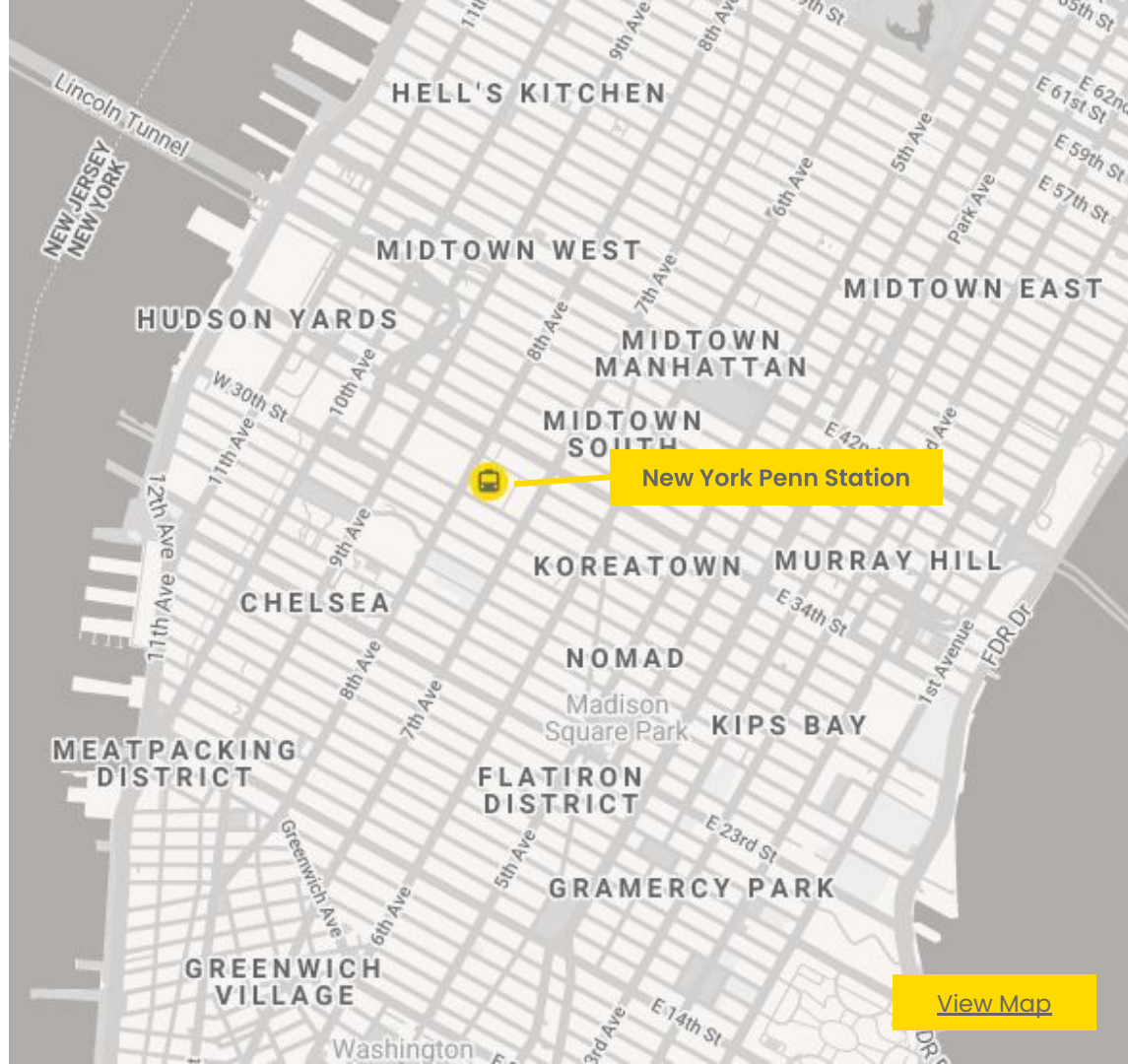
Rail media allows brands to target on-the-go riders and daily commuters with vibrant displays placed strategically throughout rail cars, major transit hubs, and on station platforms.



New York Amtrak Rail Coverage

Legend

New York Penn Station



[View Map](#)

New York & New Jersey PATH Rail Coverage

Legend

PATH Rail Routes



PATH Stations



Note: Newark Station has NJT media available



[View Map](#)

Station Domination

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. Dominations create buzz and generate recall with out-of-the-box executions that stop people in their tracks.

Available at:

- Amtrak: New York Penn Station
- PATH: World Trade Center & 33rd Street Stations



Note: Many Station Dominations offer digital media in addition to static media

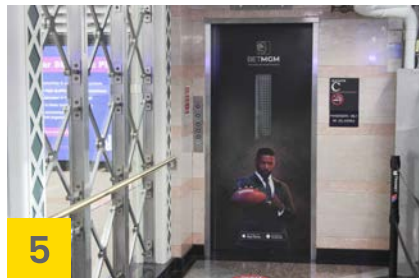
New York Penn NJT Exterior Station Domination

Take over the exterior and interior 7th Avenue entrance top-half window wraps and entryway signage, Stair risers capturing in and outbound traffic, and Elevator wraps that will help to drive mass reach amongst the Penn Station audience.

Available Formats

- | | | |
|--|--|--|
| 1. Interior top half window wraps (15) | 2. Interior entrance way wallscape (1) | 3. Exterior top half window wraps (27) |
| 4. Entrance window soffits (3) | 5. Elevator Wrap | 6. Stair risers |

NJT NY Penn video wall (2 spots)



Interactive Transit Kiosks

Kiosks connect commuters to valued information, and engage them with custom branded experiences.

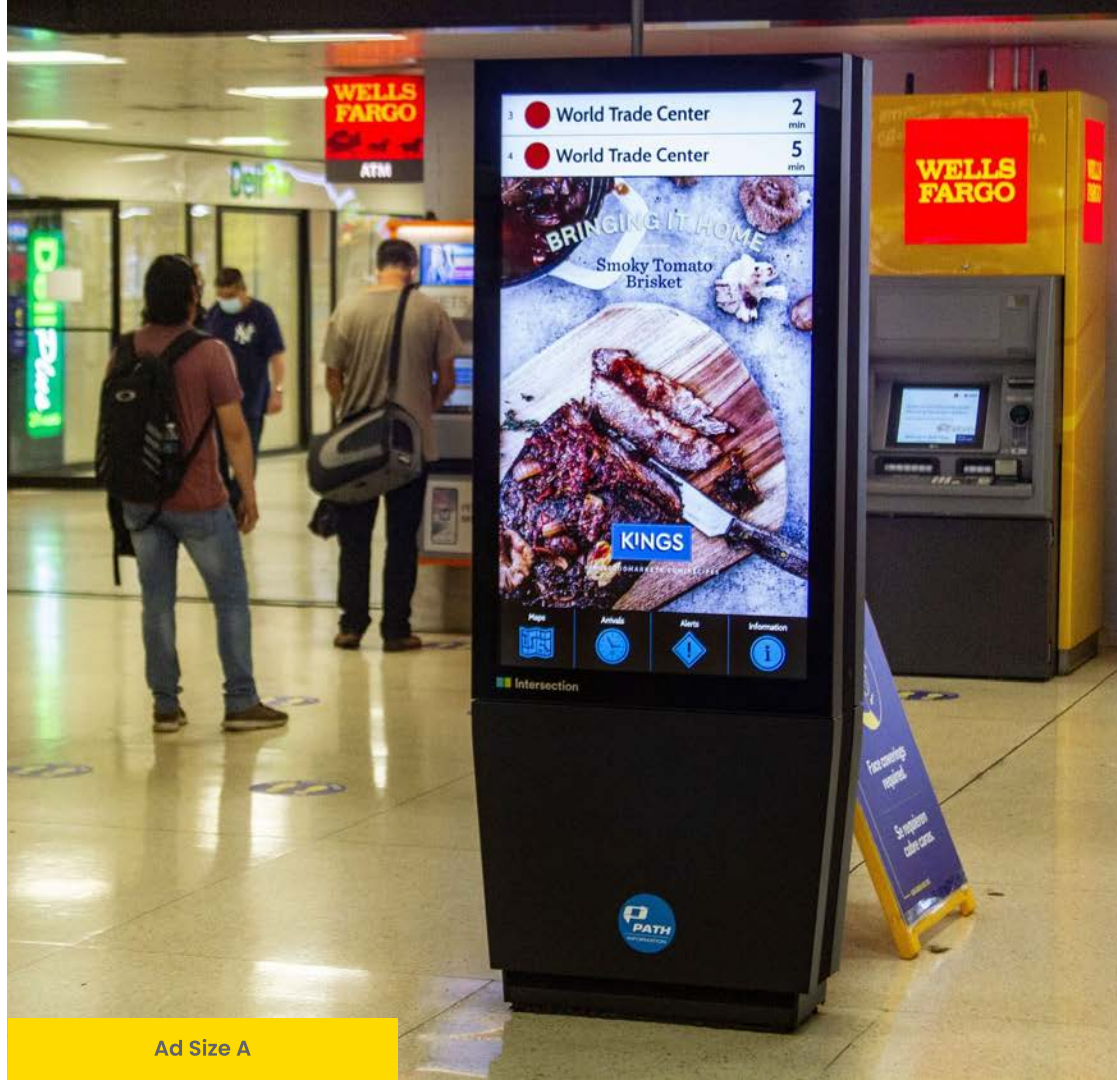
- Premium, HD digital displays
- Real-time transit information
- Commuter mapping & directions
- Touch-enabled advertising
- Kiosk branding available
- *Available at PATH Stations*

Specs

Ad Size A (Not in Use)	1080 W x 1440 H
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Ad Size B (In Use)	1080 W x 270 H
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Animation	Full & Touch Interactive
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Ad Size A



New York Penn Digital Displays



Place your ad on screens where consumer engagement is high at New York Penn Station. Screens provide relevant content, drawing 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



New York Penn Digital Projector

Generate massive reach through the digital projector at New York Penn Station. Deliver static, dynamic or full-motion video creative for a fully immersive commuter experience.

Specs

Screen Size	140" H x 480" W
Spot Length	15, 30 Seconds, and long format
Frame Rate	30 FPS



New York Penn NJT Digital Wall



Located at the street level entrance of the station at 7th Ave & W. 31st Street, the NJT NY Penn Digital Wall reaches the crush of commuters who frequent NJ TRANSIT, LIRR, Amtrak, and NYC subways.

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

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.



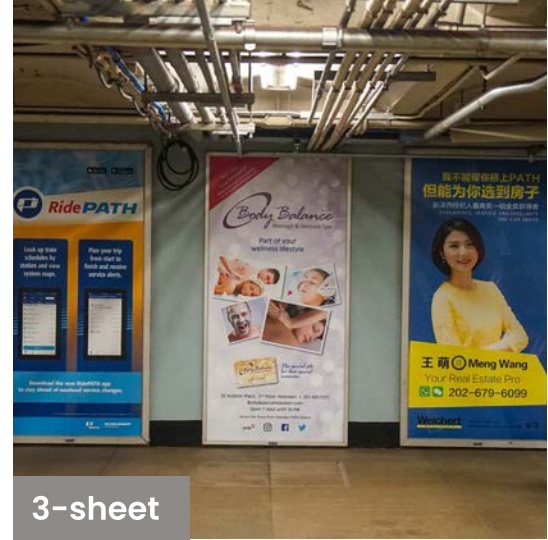
2-sheet

Specs

1-Sheet	46"H x 30"W
2-Sheet	46"H x 60"W
3-Sheet	84"H x 42"W



1-sheet



3-sheet

Backlit Dioramas

Backlit Dioramas are located in high-traffic areas at the Journal Square PATH station. Their bright illumination captures commuter attention and makes brands appear vibrant and fresh.

Specs

Diorama

43"H x 62"W





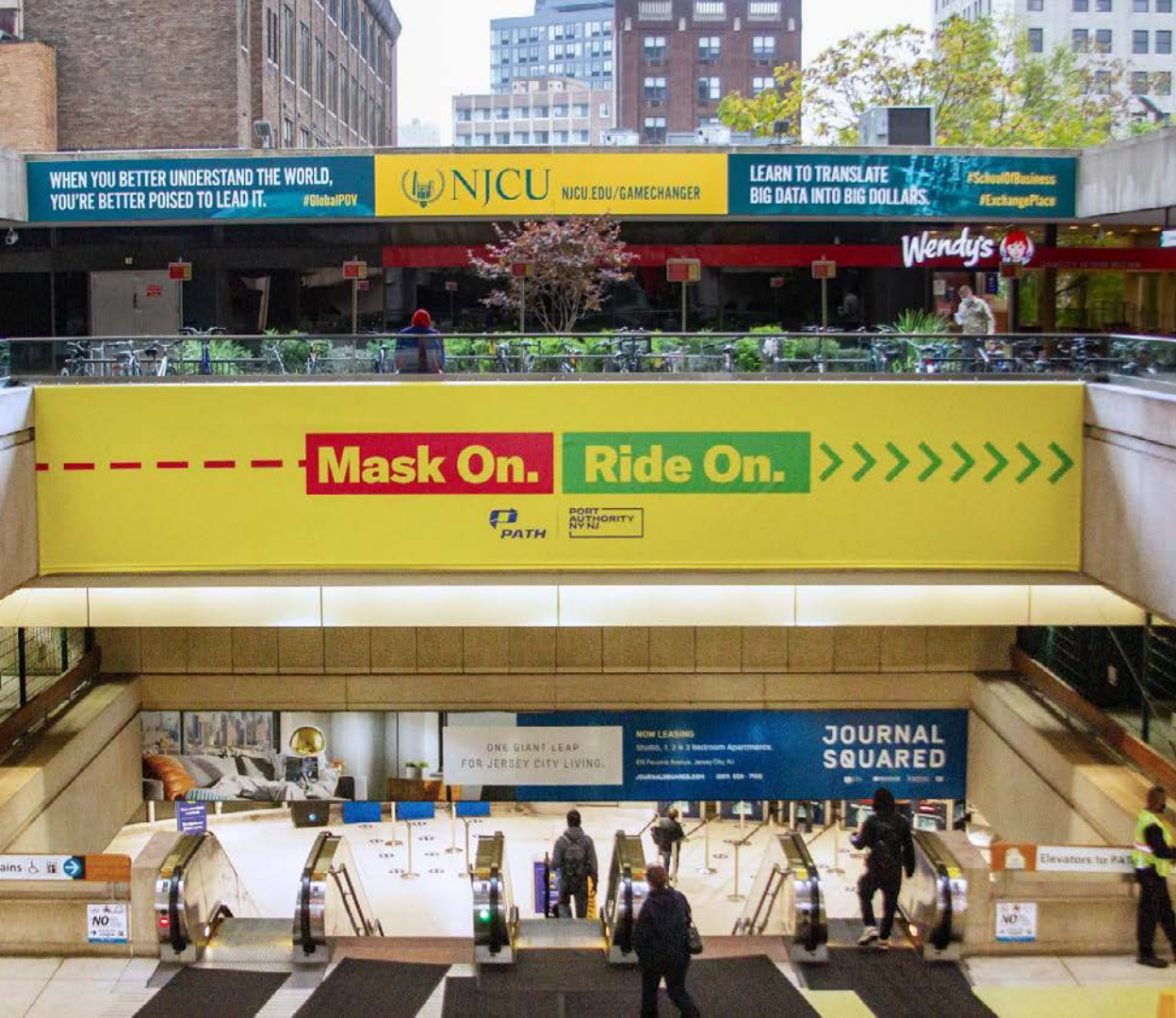
Interior Cards

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

Note: half brand cars are also available on dedicated trains

Specs

Interior Car Cards	10.875"H x 43.50"W
	33"H x 21"W



Specialty Media

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

Wall Wraps

Wall wraps at eye-level and higher in strategically placed, high-traffic areas, create impact in major stations.

Available at:

- 33rd Street
- Exchange Place
- Harrison Station
- Grove Street

Specs

Wall Wraps

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:

- 9th Street
- 14th Street
- 23rd Street
- Christopher Street
- Grove Street
- Journal Square
- Newport
- World Trade Center

Specs

Column Panels

Custom Install



Floor Graphics

Floor graphics create a multi-dimensional, immersive impact on commuters.

Available at:

- 9th Street
- 14th Street
- 23rd Street
- 33rd Street
- Christopher
- Exchange Place
- Grove Street
- Hoboken
- Journal Square
- Newport Station

Specs

Floor Graphics

Custom Install



Soffit Wraps

Larger-than-life soffits tower over commuters with unmissable messaging.

Available at:

- 33rd Street
- Grove Street
- Harrison
- Journal Square
- Newport Station

Specs

Soffit Wraps

Custom Install



Note: additional media other than soffit wraps are present in image



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:

- Harrison Station
- Journal Square

Specs

Elevator Wrap

Custom Install



Windows

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

Available at:

- Exchange Place (Exterior)
- Grove Street (Interior)
- Hoboken (Interior/Exterior)
- Journal Square (Interior)
- Newport (Interior/Exterior)

Specs

Windows

Custom Install





Destination Media

Media opportunities in private districts, real estate developments, and retail centers.

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.

Specs

Resolution	1080 W x 1920 H (portrait)
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Frame Rate	30 FPS
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Spot Length	15 Seconds
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Note: media formats are sold as a package and not as individual units

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 2880h (portrait)
Frame Rate	30 FPS
Spot Length	15 Seconds



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



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



Large Format Digital Walls/North East

This 176.38" x 382.68" digital wall located at the NE entrance will deliver static, dynamic, animated or full-motion video creative.

Specs

Resolution	1792 W x 3888 H
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Frame Rate	30 FPS
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Spot Length	15 Seconds
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Note: media formats are sold as a package and not as individual units



Digital Walls

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

- SE (2), SW (1), & NW (1) Lobbies
- Concierge Center (1)

Specs

Resolution

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





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.

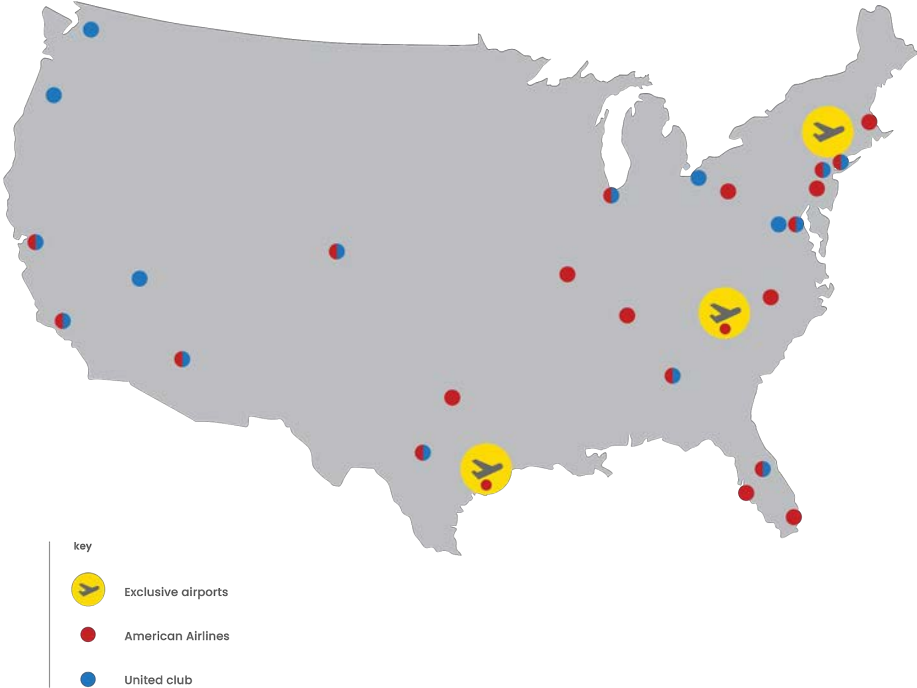
Intersection at Airports

Exclusive Airports

Charlotte, NC Westchester, NY Houston, TX

American & United Clubs

Atlanta, GA	Honolulu, HI	Phoenix, AZ
Austin, TX	Las Vegas, NV	Pittsburgh, PA
Boston, MA	Los Angeles, CA	Portland, OR
Charlotte, NC	Miami, FL	Raleigh, NC
Chicago, IL	Nashville, TN	San Francisco, CA
Cleveland, OH	Newark, NJ	Seattle, WA
Dallas, TX	New York, NY	St. Louis, MO
Denver, CO	Orlando, FL	Tampa, FL
Houston, TX	Philadelphia, PA	Washington, DC



Air Partnerships

Intersection reaches over 430 million airline passengers annually, with exclusive media rights to three major U.S. airports and exclusive partnerships with United & American Airlines. With these airport assets and a catalog of diverse static and digital media, Intersection is well positioned to reach and engage travelers across the country.

Exclusive Airports



Air Partnerships



Our Airports

IAH

George Bush Intercontinental
Airport

Houston, TX

- Located in the country's fourth-largest city
- Serving over 43MM passengers annually
- Exclusive in Terminals E & B South

CLT

Charlotte Douglas
International Airport

Charlotte, NC

- Serving over 46MM passengers annually
- 5th busiest airport in the US
- Offering over 170 nonstop destinations worldwide

HPN

Westchester
County Airport

Westchester, NY

- One of the most convenient airports in the New York Metro Area
- Popular hub for business travel in the region

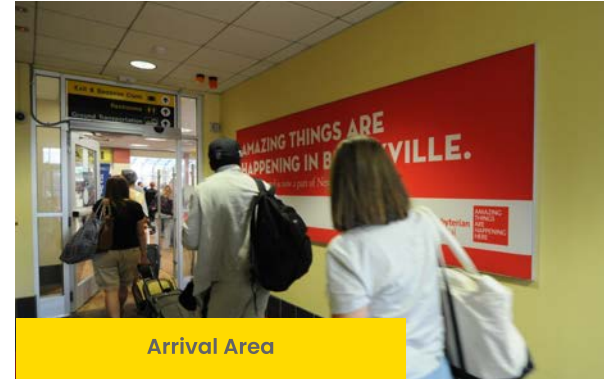
Westchester Tension Fabric Banners



Gate Hold Area



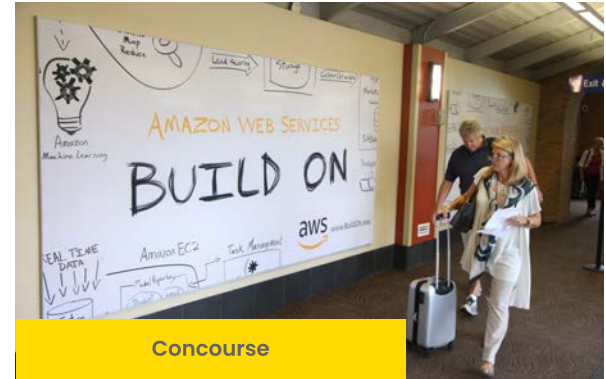
Gate Hold Area



Arrival Area



Charging Stations



Concourse

Westchester Additional Products



Our Exclusive Airline Partnerships

United Airlines

Continental US

Through our nationwide partnership with United Airlines, Intersection extends its coverage across 90+ airports.

- 140MM annual passengers
- 25 United clubs
- In-flight digital network on 450+ planes
- 1,200+ gate information display screens
- Jet Bridges in hub markets

American Airlines

Continental US & International

Through our global partnership with American Airlines, Intersection offers brands access to robust airport coverage through:

- 201MM annual passengers worldwide
- 51 Admirals clubs
- 16MM Passengers reached monthly with in-flight entertainment
- 1,500+ aircrafts

Club Digital Displays American Airlines & United

Lounge digital screens have full-motion capabilities and provide excellent brand exposure.

Airport	Airline
Newark	United Airlines
John F. Kennedy	American Airlines
LaGuardia	American Airlines



Club Charging Stations

American Airlines

Engage a captive audience as they charge their phones and devices. Utilize video or static ads rotating throughout premium customer content to promote brand messaging.

Airport	Airline
Newark	United Airlines
John F. Kennedy	American Airlines
LaGuardia	American Airlines



Gate Information Displays (GIDS) United Airlines

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.*

Airport

Newark

Airline

United Airlines



Club Static Displays

American Airlines & United

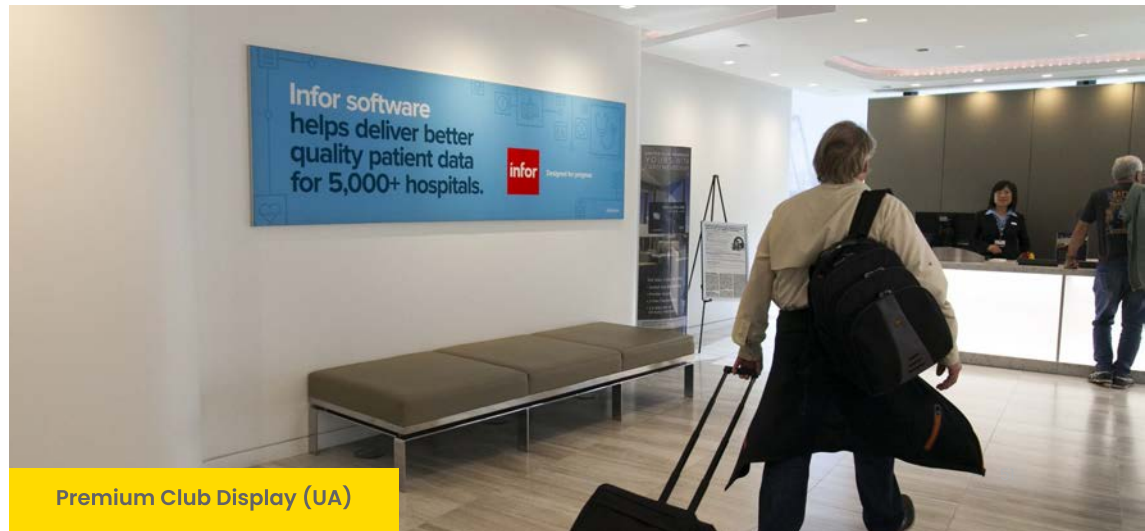
Static Displays are strategically placed in Lounge lobbies or other high-traffic club areas for maximum visibility with affluent business and leisure travelers.



Large Banners (AA)



Poster Display (AA)



Premium Club Display (UA)

Airport	Airline
Newark	United Airlines, American Airlines
John F. Kennedy	American Airlines
LaGuardia	American Airlines

3. Additional Offerings

Experiential

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



Digital Dynamic Capabilities

Intersection's dynamic offerings blend the strength of OOH media with the agility of digital delivery.

Opportunities Include

- Flexible API integrations
- Real-time updates
- Variety of data sources and dynamic widgets
- Creative triggers



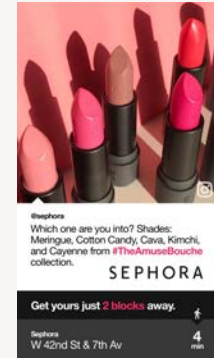
Weather



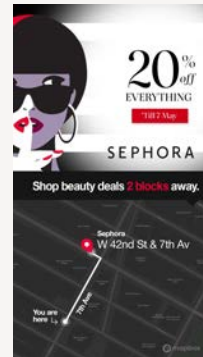
Transit



Showtimes



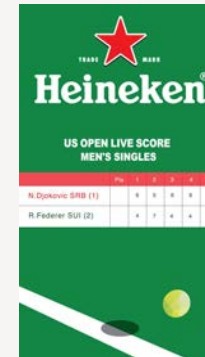
Social



Maps



Countdown



Scores



Premium Scheduling

Use Intersection's digital assets to storytell in physical spaces through creative ad delivery mechanisms.

Opportunities Include

- Network Takeovers
- Ad Adjacency



Visuals are for illustrative purposes

Thank You

Intersection

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