



# New Jersey Media Kit 2024



# Contents

About Intersection	03
Products	11
Additional Offerings	67
Contact Info	76



1

2

3

4

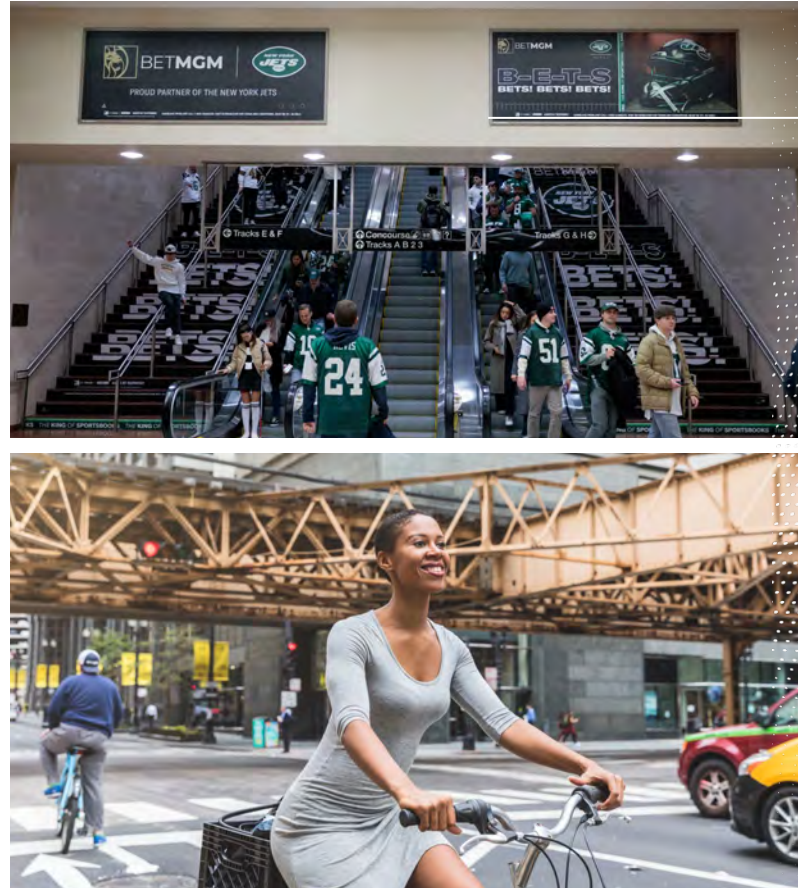
# About Intersection



# Reach diverse audiences in America's top cities

From New York to Los Angeles, and everywhere in-between, we know people are on the go, enjoying the best of what these great cities have to offer. 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, commuting to the office, 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.



# The Intersection difference New Jersey

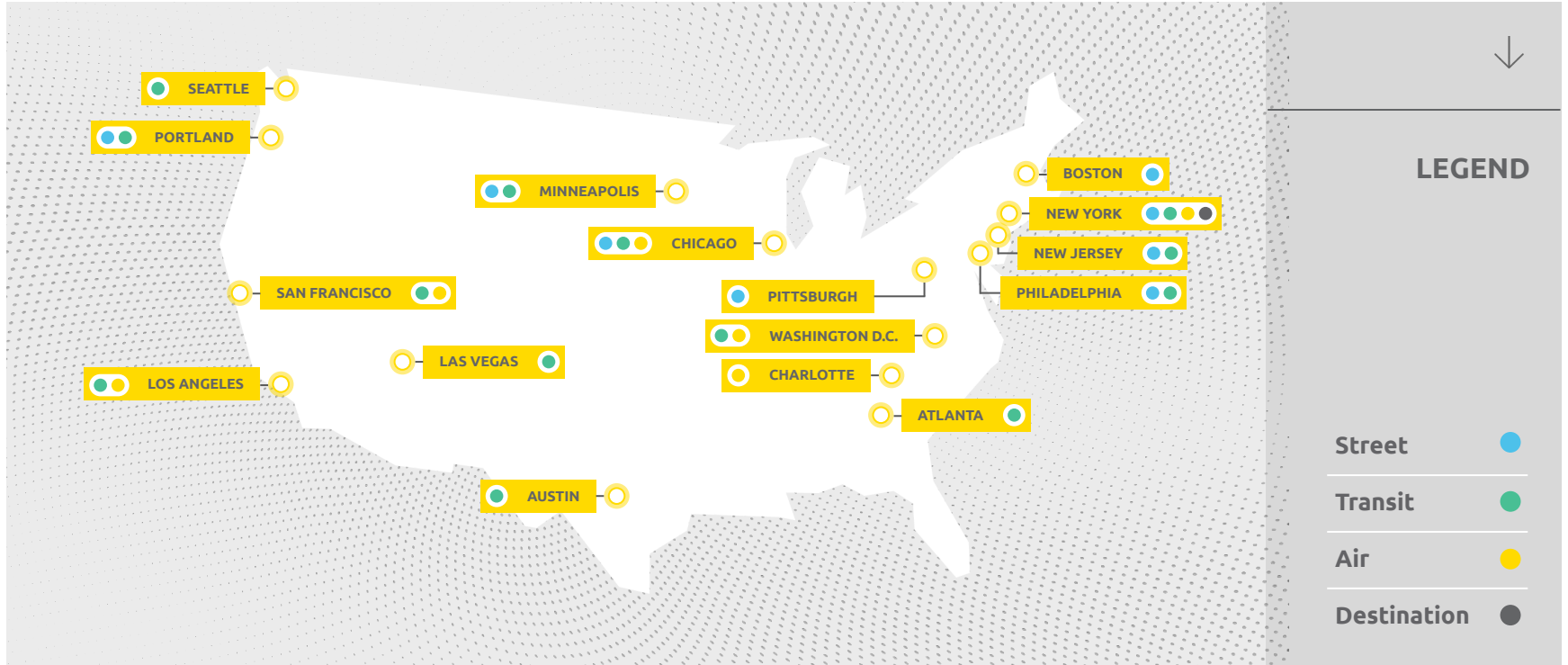
## The most comprehensive and targeted media solutions in the state of New Jersey

- 21MM+ passenger trips each month
- Exclusive partner for all rail media in NJ, with partnerships across NJ TRANSIT, HBLR, PATCO, Amtrak, and PATH
- Access to more consumers than any other OOH competitors on a weekly basis

Sources: NJ TRANSIT & PATH 2023 Ridership Reports, Geopath



# Premium products, national scale.



# Join our mission to support public transit and improve the lives of consumers in New Jersey

NJ TRANSIT is New Jersey's public transportation corporation. Its mission is to move New Jersey and the region by providing safe, reliable and affordable public transportation that connects people to their everyday lives, one trip at a time.

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.



# NJ TRANSIT

## The nation's largest statewide transit provider

NJ TRANSIT is the nation's largest statewide provider of bus, rail, and light rail transit; connecting New Jersey commuters to cities and towns throughout the state, as well as to Philadelphia and NYC.

- 17MM+ passenger trips monthly
- Covers a service area of 5,300+ square miles
- 255 bus routes, 12 commuter rail lines, 3 light rail lines

Source: NJ TRANSIT 2023, njtransit.com







# 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 4.3 million monthly weekday passenger trips
- 350 rail cars, 4 routes, serving 13 rail stations

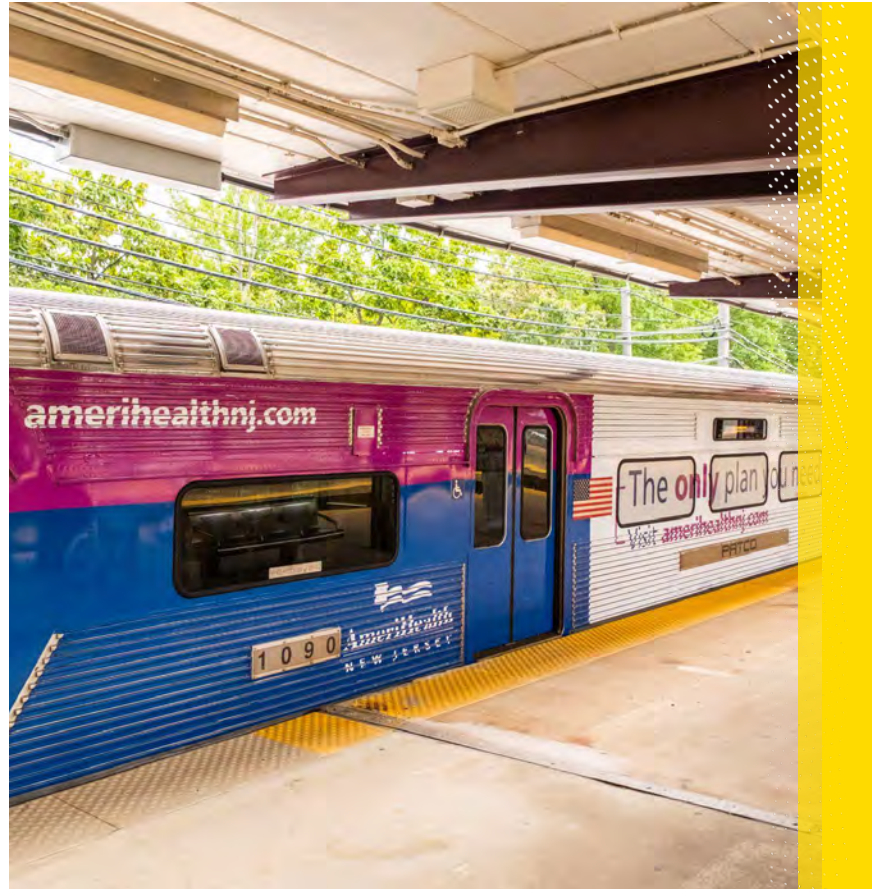
Source: PATH 2023

# PATCO

## High Speed Transit Line connecting Philadelphia and New Jersey

- Connects Philadelphia to Camden County
- 10.8 million annual ridership and 37,800+ weekday riders in 2019
- Operates 24 hours a day, 7 days a week

Source: PATCO



1

2

3

4

# Products

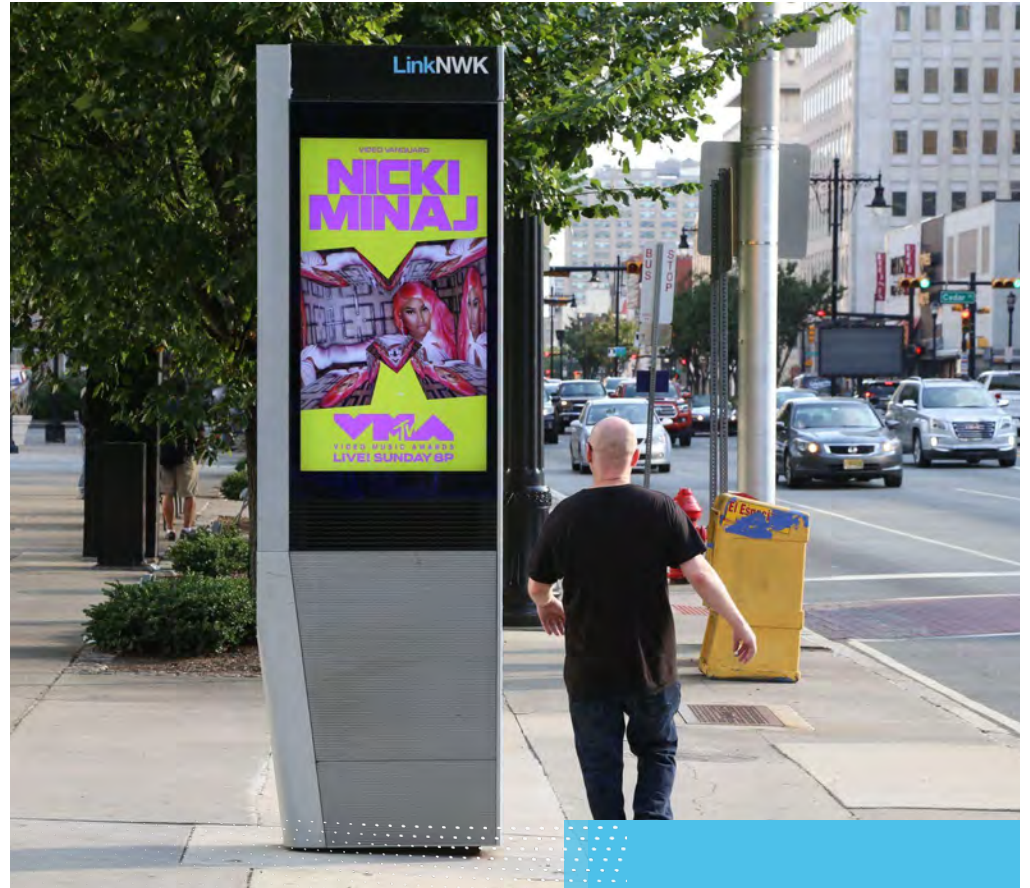


# Street Media



## Product overview

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



## Specs

Screen Size	55"
Resolution	1920H x 1080W



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.



# Headhouses

## Specs

Headhouse

Custom install



Located at Hoboken and Grove Street PATH entrances, Headhouses allow for bold, memorable executions, creating the perfect opportunity for social buzz.

# Bus Media



## Product overview

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 create a can't-miss moment, covering the perimeter of the bus and capturing the attention of both drivers and pedestrians on the street.

# Bus Wraps

## Specs

Bus Wraps

Custom Install







←

**Articulated Bus Wraps** provide a massive, mobile canvas moving through New Jersey to create traffic-stopping moments and deep market penetration.

# Articulated Bus Wraps

## Specs

Bus Wraps

Custom Install





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.

# Bus Ultra Super Kings

## Specs

Ultra Super Kings

Custom Install





A double-play media format unique to articulated buses, Double Ultra Super Kings (“DUSKs”) deliver a dual messaging opportunity.

## Articulated Bus Double Ultra Super Kings (Streetside)

### Specs

Double Ultra Super Kings

Custom Install





Articulated Bus Ultra Super Kings provide massive curbside exposure that creates can't miss moments for pedestrian traffic.

# Articulated Bus Double Ultra Super Kings (Curbside)

## Specs

Double Ultra Super Kings

Custom Install



# Bus Kings

## Specs

Bus Kings

30"H x 144"W



**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.**



# Bus Extensions & Window Clings



## Specs

Extensions

Varies

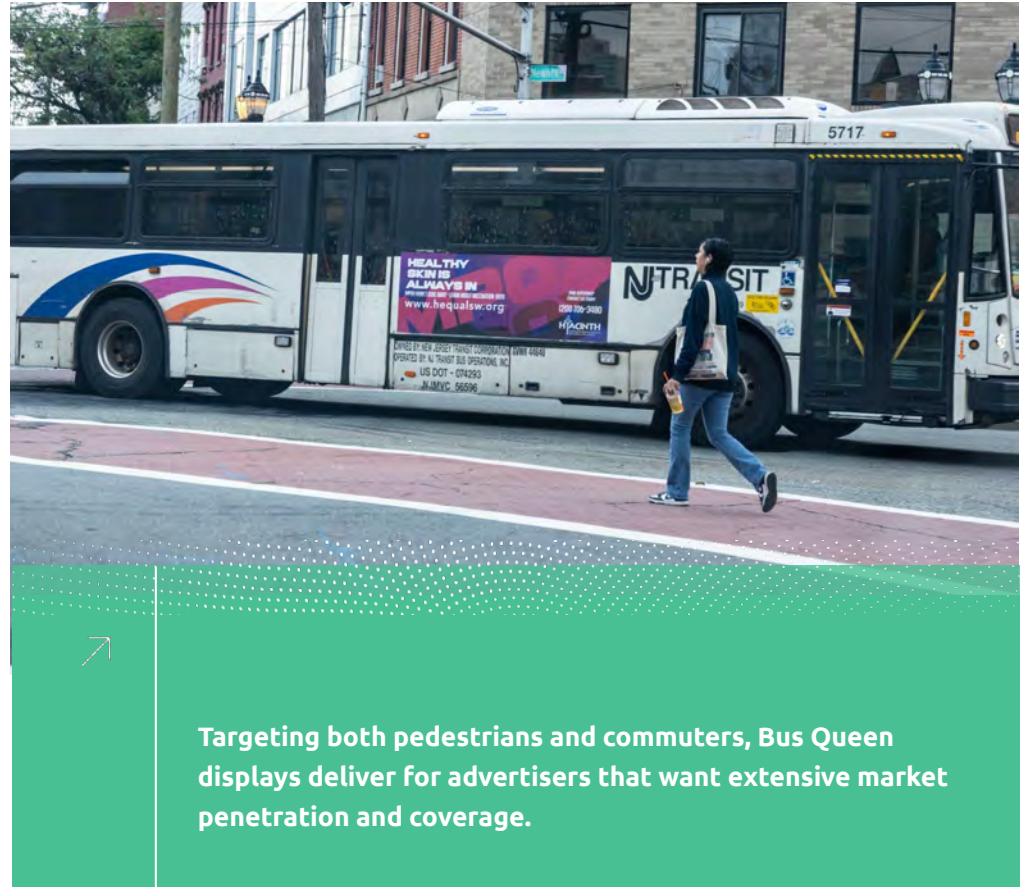
Window Clings

Varies



Bus Extensions and Window Clings enhance a brand message with eye-catching creative treatments that stand out in the eyes of New Jersey consumers.

# Bus Queens



## Specs

Bus Queen

30"H x 88"W



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

# Bus Headliners



## Specs

Headliner

Varies



Typically paired with Bus Queens or Bus Kings, Headliners create top-of-mind awareness and amplify advertising impact across New Jersey.



# Bus Tails



## Specs

Tail - MCI	21" H x 70" W
Tail - Nabi	21" H x 70" W
Tail	14.5" H x 52.5" W



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



Utilize Access Link half wraps and create a can't-miss moment, covering potential consumer attention on New Jersey streets, roads, and highways.

# Access Link Half Wraps

## Specs

Half Wrap

Custom Install



# Access Link Side Panels



**Access Link is a reservation-based service from NJ TRANSIT for disabled people who cannot access regular transit buses. These ADA-compliant commuter vehicles operate during the same days and hours as regular NJ TRANSIT services, including weekdays and holidays.**

## Specs

Side Panel

21"H x 82"W



# Bus Interiors



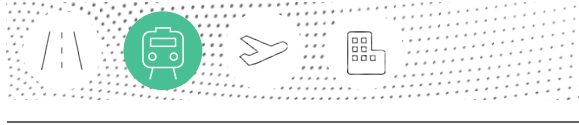
## Specs

Interior Car Card	11"H x 28"W
Interior Car Card	48"H x 24"W



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

# Commuter Rail Media



## Product overview

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 enable a brand to own an entire station with a combination of static, digital, and direct-application media that can't be missed.

# Station Dominations

## Specs

Station Domination

Custom Install





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.

# Train Wrap

## Specs

Train Wraps

Custom Install





←

**Rail Ultra Super Kings provide an ideal canvas for bold, eye-catching creative. This media reaches commuters, pedestrians, and drivers throughout cities and stations.**

# Ultra Super King

## Specs

Ultra Super King

Custom Install







As the NJT train rolls in and consumers stand waiting for the door to open, catch them while they are captive and attentive with Rail Super Kings.

# Super King

## Specs

Super King

30"H x 240"W





Mega Kings envelope nearly the entire train car, saturating the platform at NJ's busiest stations and commanding commuter attention.

# Mega King

## Specs

Mega King

37.25"H x 514"W



# Interior Brand Train

## 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

Ceiling Wrap Custom Install



Capture passengers where there are no distractions and share your message without interruption. Own all of the interior media and the riding experience.

# Rail Interiors



## 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



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

# Rail Platforms

## Specs

1-Sheet	46" H x 30" W
2-Sheet	46" H x 60" W
3-Sheet	82" H x 42" W



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.

# Digital Video Walls

## Specs

Screen Size Varies

Resolution Varies

Frame Rate 30 FPS

Spot Length 7.5 Seconds



**Video Walls display premium, relevant content and provide advertisers with a large-format digital asset to reach a captive commuter audience.**

# Digital Platform & Station

## Specs

Screen Size	Varies
Frame Rate	30 FPS
Resolution	1920H x 1080W
	960H x 1920W
Spot Length	15 Seconds



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.

# Interactive Transit Kiosks (ITK)

Interactive Transit 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

## Specs

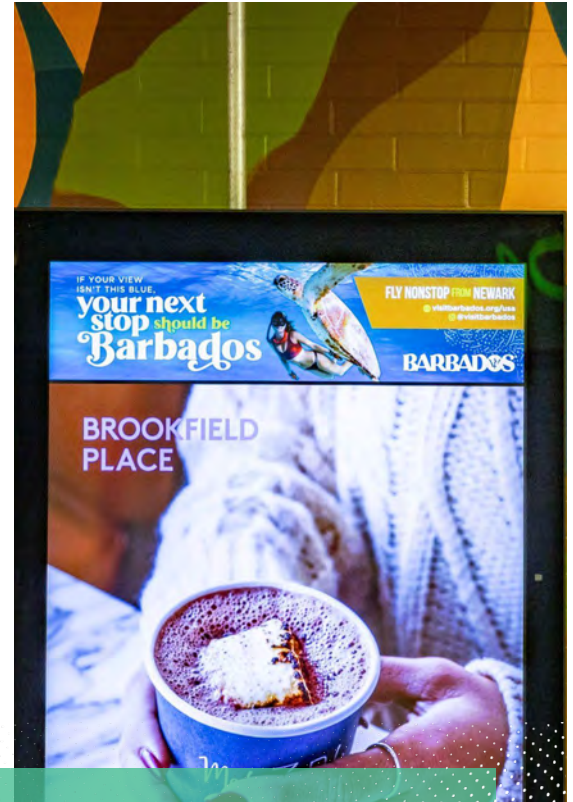
Size A (default) 1440H x 1080W

Size B (interaction) 270H x 1080W

Animation Full



Size A



Size B



# Light Rail Media



## Product overview

Light Rail Media is available on three different systems, serving both Northern and Southern NJ in Hudson, Essex, Burlington, and Camden counties.





Make a statement in Hudson County or the Southern NJ market with street-level, full wraps on the HBLR or River Line.

# Train Wrap

## Specs

Train Wraps

Custom Install





Rail Ultra Super Kings provide an ideal canvas for bold, eye-catching creative. This media reaches commuters, pedestrians, and drivers throughout cities and stations.

# Ultra Super King

## Specs

Ultra Super King

Custom Install





HBLR Rail Strips offer the unique opportunity to generate top-of-mind awareness within the local Hudson community.

# HBLR Rail Strips

## Specs

Rail Strips

Multiple Sizes



# Rail Platforms

## Specs

2-Sheet

46"H x 60"W



Hudson Bergen Light Rail 2-Sheet Posters reach a diverse audience of shoppers, students, and NYC-bound commuters enroute to Hoboken Terminal.

# HBLR Poster Display Case



## Specs

Display Case

50"H x 35.5"W



Display Cases are a cost-effective way to make a clear brand statement to NJ TRANSIT commuters. Complement an existing rail campaign and attract additional attention. This media is perfect for heavy trafficked stations where traditional inventory may not be available.



# Interior Brand Cars

## Specs

---

Interior Car Cards 11"H x 28"W

---

33.25"H x 21"W

---

Michelangelo 36"H x 24"W



Capture light rail passengers where there are no distractions and share your message without interruption. Own all of the interior media and the riding experience.

# Light Rail Interior Cards



## Specs

Interior Car Cards

11"H x 28"W

33.25"H x 21"W



Light Rail Interiors deliver a captive audience and provide repeated exposure to commuters across all three light rail systems in NJ.



# Light Rail Platform Banners

## Specs

Platform Banners

34.5"H x 22.5"W



**Dominate the platform with 8-12 two-sided banners per station that hang above the crowd and command the attention of NJ's light rail commuters on the River LINE and the Hudson Bergen Light Rail.**

# Interactive Transit Kiosks (ITK)

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

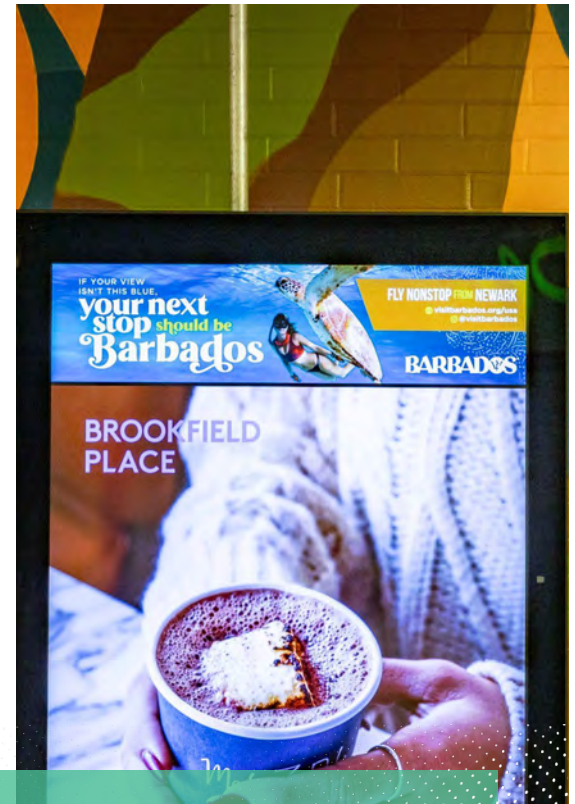
- Premium, HD digital displays
- Real-time transit information
- Commuter mapping & directions
- Touch-enabled advertising
- Kiosk branding available

## Specs

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



Size A



Size B

# PATH Rail Media



## Product overview

PATH rail media reaches commuters on-the-go at major transit hubs across New Jersey and New York City.





←

**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.

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

# Station Dominations

## Specs

Station Domination

Custom Install





**PATH Exterior Rail Wraps deliver an unparalleled canvas, allowing advertisers to reach a unique audience. Connect with commuters at buzzing transit hubs in NJ as well as NYC.**

# Train Wrap

## Specs

Train Wraps

Custom install



# Rail Platforms

## 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



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.

# Interior Brand Trains



## Specs

Interior Car Cards

11"H x 28"W

33"H x 21"W



Capture PATH passengers where there are no distractions and share your message without interruption. Own all of the interior media and the riding experience.

# Rail Interiors



## Specs

Interior Car Cards 10.875"H x 43.50"W

33"H x 21"W



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





# Interactive Transit Kiosks (ITK)

Interactive Transit 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

## Specs

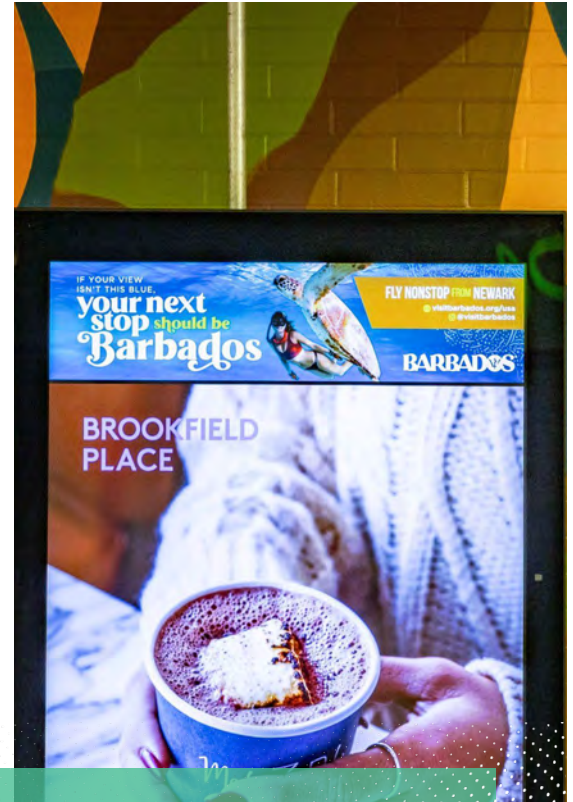
Size A (default) 1440H x 1080W

Size B (interaction) 270H x 1080W

Animation Full



Size A



Size B

# Digital Video Walls

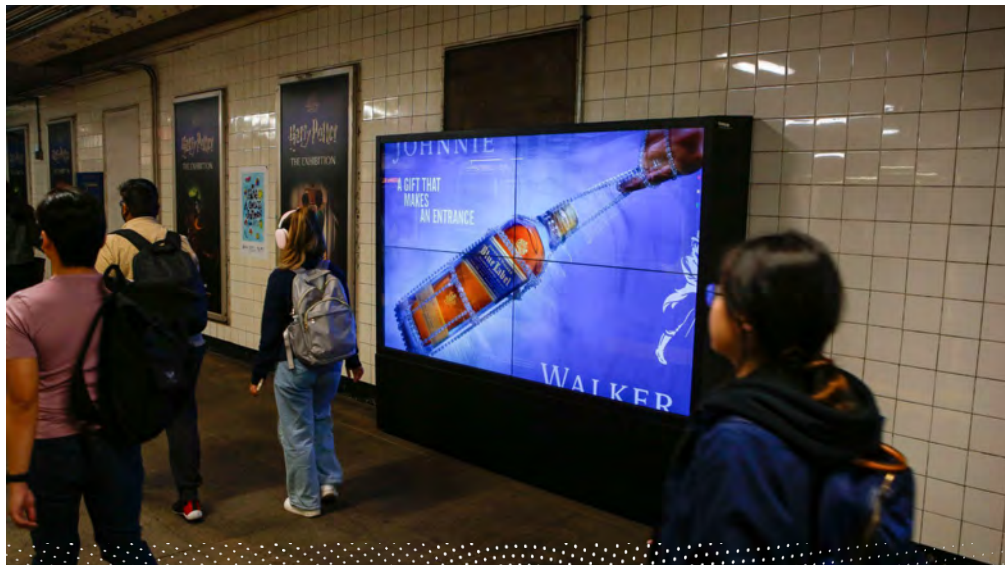
## Specs

Screen Size 143"W x 80.5"H

Resolution 1080H x 1920W

Frame Rate 30 FPS

Spot Length 7.5 Seconds



**Generate massive reach with large-format video walls at Journal Square, Hoboken, and 33rd Street. Video Walls display premium, relevant content and provide advertisers with a large-format digital asset to reach a captive commuter audience.**

# 75" Digital Platforms

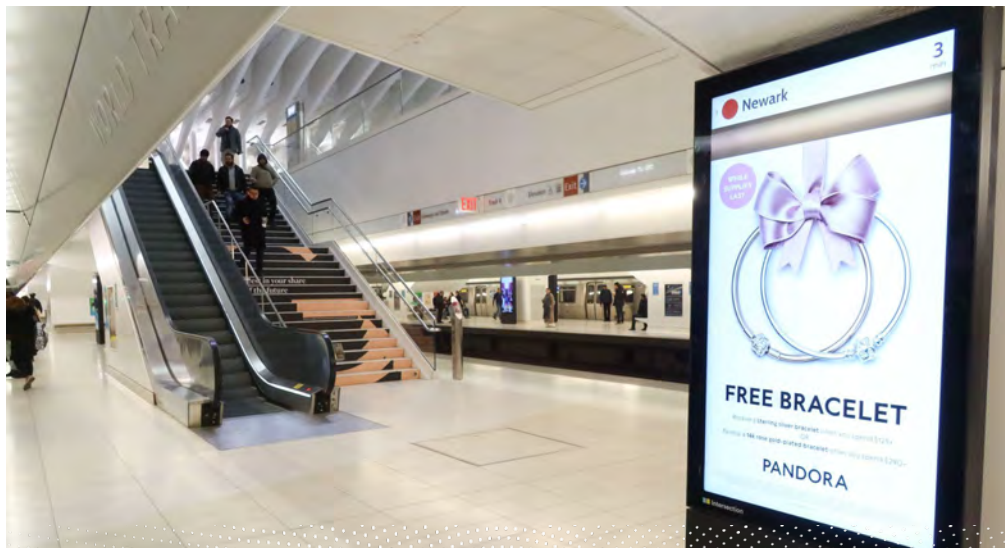
## Specs

Screen Size 75"

Resolution 3840H x 2160W

Frame Rate 30 FPS

Spot Length 15 Seconds



These large-format digital platforms provide advertisers with eye-level assets to reach a commuter audience at 33rd Street and WTC.

# Specialty Media



## Product overview

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



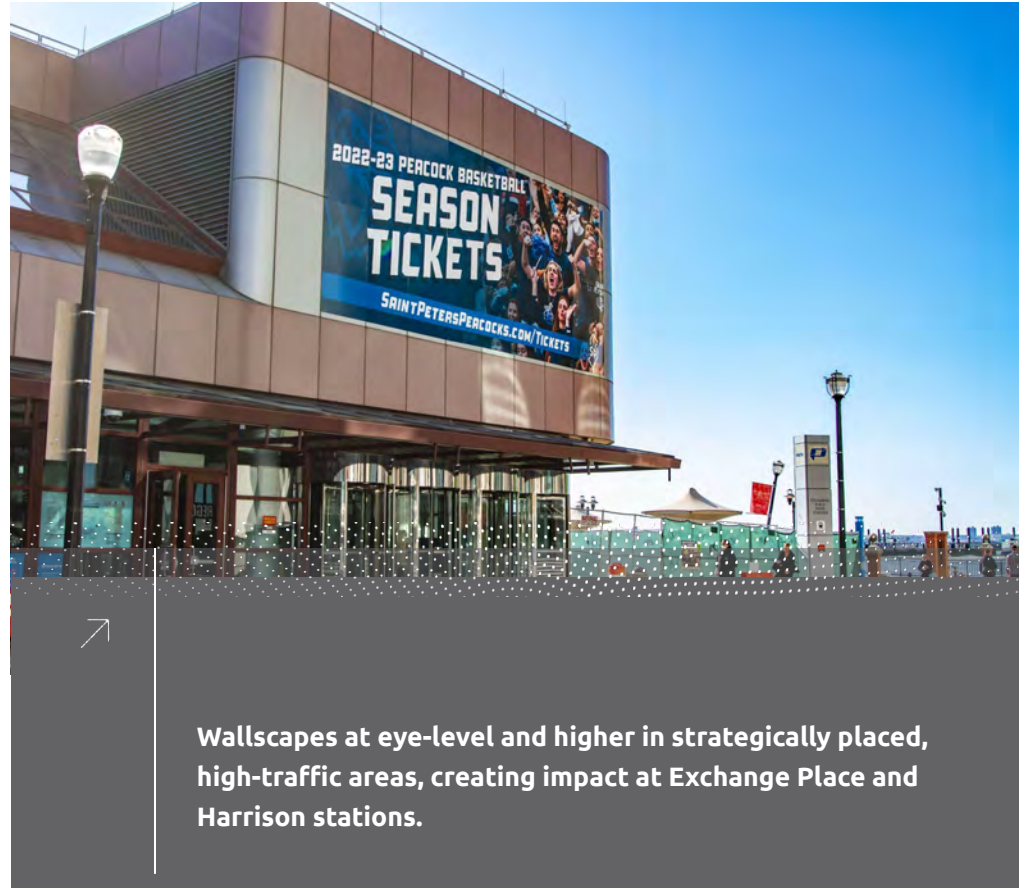
PATH ↙

# Wallscapes

## Specs

Wallscapes

Custom install



# Banners

## Specs

Banners

Custom Install



Overhead banners draws eyes upwards as commuters move throughout the station.

Available at:

33rd Street , Exchange Place, Grove Street, Hoboken

# Column Panels

## Specs

Column Panels

Custom install



Column panels cover the surface of structural elements in highly-trafficked areas of the station, creating a continuous canvas.

Available at:  
Journal Square, World Trade Center



Larger-than-life soffits tower over commuters with unmissable messaging at Journal Square and Harrison.

# Soffits

## Specs

Soffits

Custom install



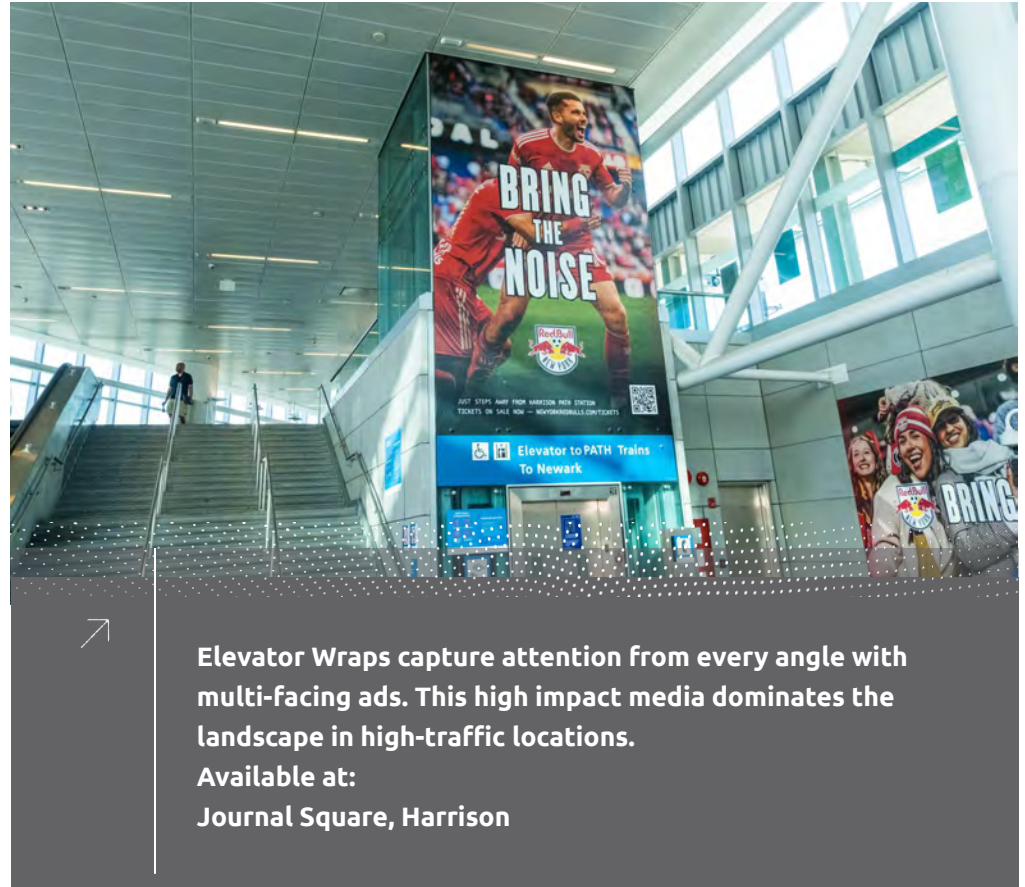


# Elevator Wraps

## Specs

Elevator Wraps

Custom install





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

# Windows

## Specs

Windows

Custom install



1

2

3

## Additional offerings



# Sponsorship

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



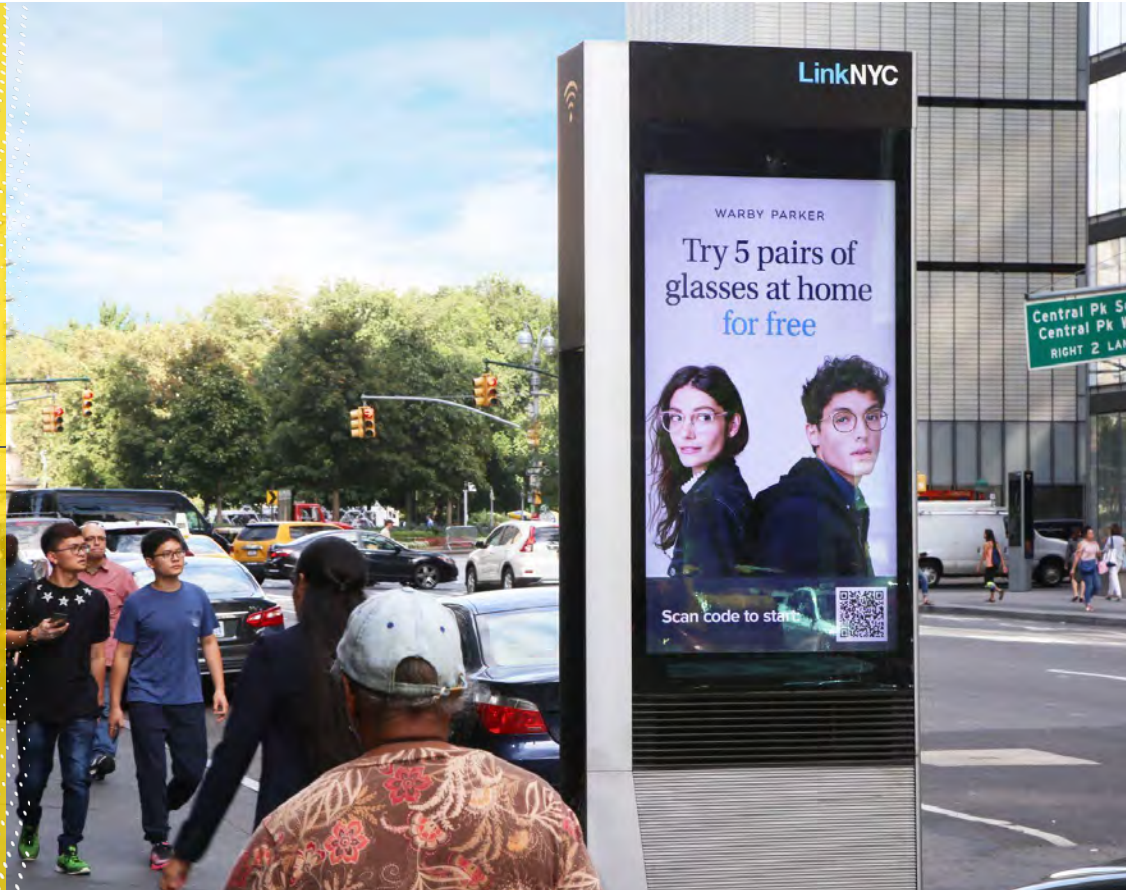
# Experiential

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



# Attribution

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



# 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  StreetMetrics
Brand Awareness	 mfour <small>mobile insights in real time™</small>
Brand Affinity & Health	 mfour <small>mobile insights in real time™</small>
CPG / Retail Sales Lift	CATALINA®
Script Lift	 CROSSIX <small>a Yestire company</small>



**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★
Conversions & Digital Events	KOCHAVA★
Foot Traffic	FOURSQUARE 
Brand Awareness	 mfour <small>mobile insights in real time™</small>
Brand Affinity & Health	 mfour <small>mobile insights in real time™</small>

[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:



 Intersection

**Thank You**



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