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## chicago pace bus media kit



Intersection

# people in transit

intersection is a leader in transit, airport,  
and out-of-home advertising in the united states

Intersection provides sales, marketing, creative, research and maintenance of advertising for Bus, Rail, Bulletin, Telephone Kiosk, Street Banner, Street Furniture, and Airport media. Intersection supplies national and local clients with creative media solutions in North America's top markets.

Intersection is more than just an Out-of-Home transit advertising company; we also lead the way in the development and successful introduction of market-leading digital Out-of-Home and Mobile platforms.

We provide 360° coverage of creative outdoor advertising in our markets, and Intersection's media reaches 3 billion transit riders annually.



# where we are

we're just about everywhere  
you want to be

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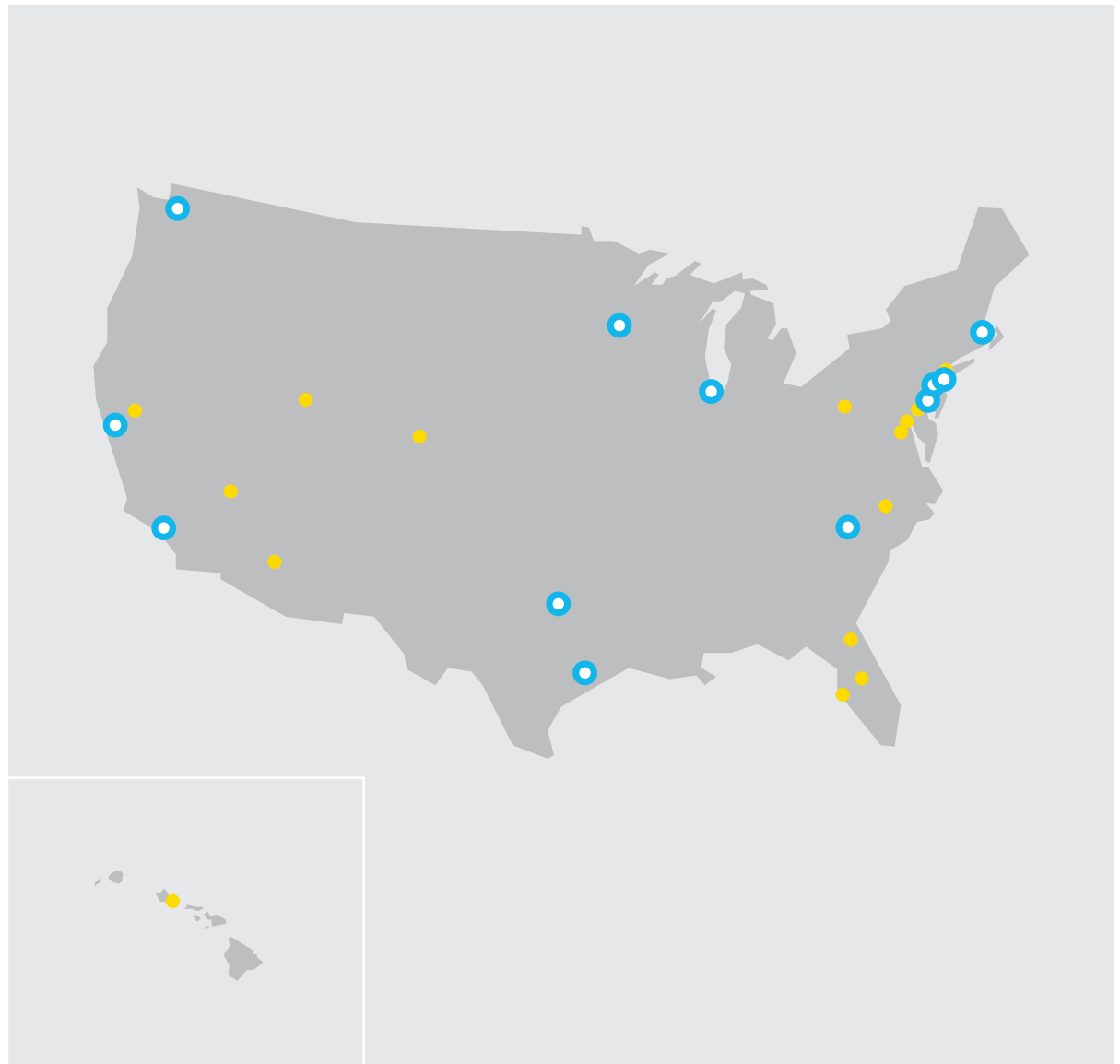
## offices

Boston, MA	Houston, TX	New York, NY
Charlotte, NC	Los Angeles, CA	Philadelphia, PA
Chicago, IL	Minneapolis-St. Paul, MN	San Francisco, CA
Dallas, TX	New Jersey	Seattle, WA

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## markets

Boston, MA	Los Angeles, CA	Salt Lake City, UT
Baltimore, MD	Minneapolis-St. Paul, MN	San Diego, CA
Charlotte, NC	New York, NY	San Francisco, CA
Chicago, IL	Newark, NJ	Seattle-Tacoma, WA
Dallas-Ft. Worth, TX	Orlando, FL	Tampa, FL
Denver, CO	Philadelphia, PA	Washington, DC
Honolulu, HI	Phoenix, AZ	Westchester, NY
Houston, TX	Pittsburgh, PA	Wilmington, DE
Jacksonville, FL	Portland, OR	
Las Vegas, NV	Raleigh-Durham, NC	



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## map legend

- Intersection offices
- Intersection markets

# what we have

or at least most of what we have



We've got you covered. Intersection's 360° coverage is not only available locally, but nationally as well. We provide remarkable media at an incredible value in the nation's top DMAs.

Please contact a local Intersection representative for Airport coverage.

	Amtrak <sup>1</sup>	BOS	CLT	CHI	DAL	LA	MSP	NJ	NY	PHI	PITT	SF	SEA
<b>Bus</b>													
Kings		●	●	●	●	●	●	●	●	●	●	●	●
Queens		●	●	●	●	●		●	●	●	●	●	●
Super Kings		●			●			●	●	●	●		
Ultra Kings			●				●		●	●			
Ultra Super Kings			●	●	●	●	●	●	●	●	●	●	●
Extensions		●	●	●	●	●	●	●	●	●		●	●
Partial Wraps		●		●	●	●			●			●	●
Full Wraps		●	●	●	●	●	●	●	●	●	●	●	●
Headlights			●	●	●		●	●					
Taillights		●	●	●	●	●	●	●	●	●	●	●	●
Fullbacks		●	●	●		●		●	●	●	●	●	●
Headliners		●	●	●	●	●	●	●	●	●	●	●	●
Interior Car Cards		●	●	●	●	●	●	●	●	●	●	●	●
Michelangelos		●	●	●	●	●	●	●	●	●		●	●
<b>Rail</b>													
Exterior Rail		●	●	●	●		●	●		●	●	●	●
Interior Car Cards		●	●	●	●		●	●		●	●	●	●
Platform Posters	●	●		●	●		●	●		●	●	●	●
Platform Banners		●					●	●		●			●
Station Dominations	●	●	●	●	●		●	●		●	●	●	●
Digital	●	●		●				●	●	●		●	
<b>Non-Transit Media</b>													
Bus Shelters				●				●		●			●
Urban Panels				●									
Digital Urban Panels				●									
Kiosk Displays									●				
Street Banners						●			●				
Specialty		●		●				●		●			

<sup>1</sup> Includes Baltimore; Delaware; Philadelphia; Washington, DC

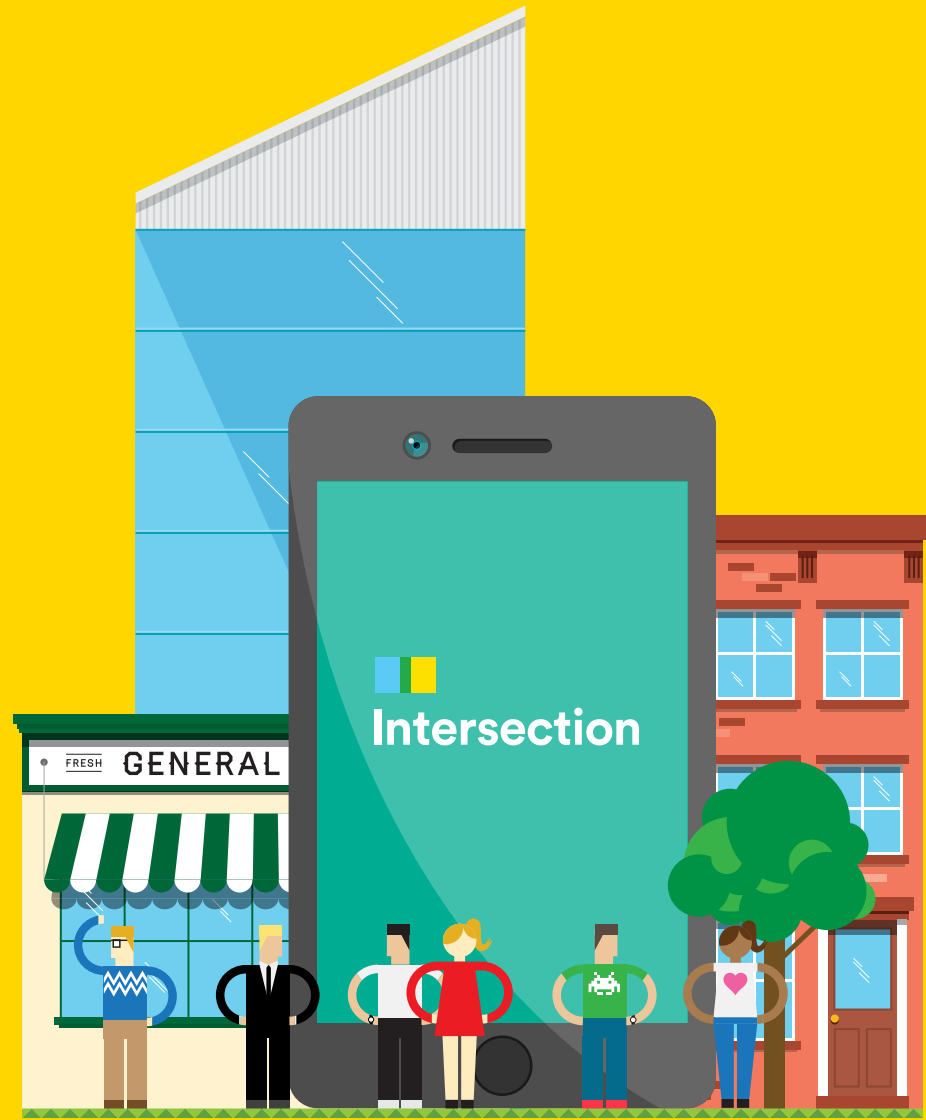
# next level campaigns

with mobile phones playing a larger role in everyone's lives, intersection can help you unlock the true potential of your campaign

With technologies like NFC interaction, mobile retargeting, augmented reality, and Gimbal beacons, Intersection provides richer brand experiences through our incredible blanketing mobile advertising platform. At the same time, we can help draw more traffic to your social media platforms to further activate your campaigns.

Our precise metrics drawn from consumer responses to calls-to-action also add a new degree of measurability to your campaign, allowing you to accurately gauge campaign effectiveness.

Ask a local Intersection representative about what value-added mobile advertising components are right for your campaign today!



# strengths of ooh advertising

## Is the average Chicagoan opting out of your ad?

Outdoor advertising is based on the mobility of consumers. The average Chicagoan will spend 70% of their waking hours outside of their home. This, along with consistent increases in population growth translate into a continually upward trend in outdoor advertising audiences.

Outdoor can provide advertisers an extensive presence in an otherwise busy market place. Because of its ability to

target audiences quickly, accurately and cost effectively, OOH can be an excellent stand alone medium or addition to a larger media mix.

As technology continues to challenge other media's effectiveness, Intersection Outdoor allows you to reach customers that other media might often miss or do not reach effectively.

### Technology in Chicago



50.2% of TV Households have a DVR



2.4 million Adults 18+ own an MP3 player



11.9% 893,900 have Satellite Radio

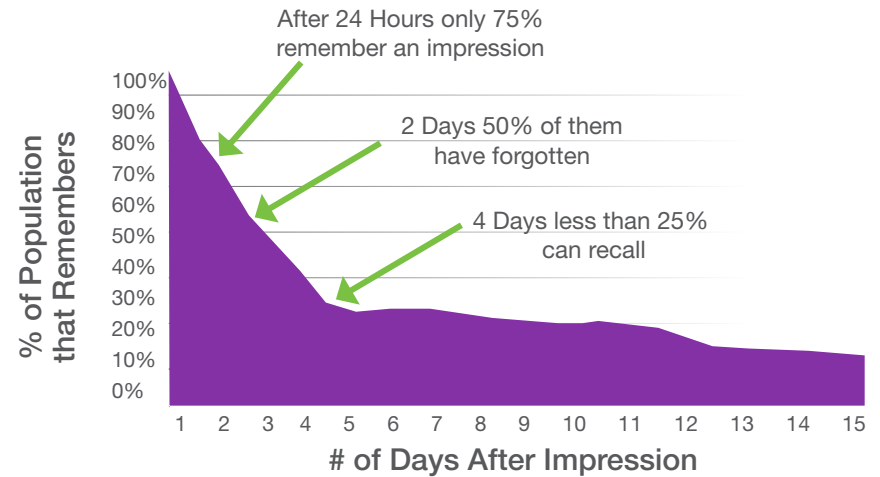


18,1% 1,360,500 own an e-reader

## intersection = frequency, frequency, frequency

Having a continuous, effective advertising presence is essential to a successful campaign. Intersection's broad Chicago coverage gets your messaging to the consumer time and time again as they commute throughout their day. With one of the lowest CPMs and a massive Chicagoland reach, Intersection's products provide the ability to blanket certain areas or the entire market with a

constant reminder of your brand. So at what point will a consumer forget your advertisement if not consistently reminded? Dr. Walter Dill Scott (Northwestern University) conducted many studies on advertising and the effectiveness of repetition. This chart illustrates at what point one advertising impression will be forgotten by consumers.



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# an explosion of data

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## intersection is proud to lead OOH media metrics out of the dark ages and into the age of accountability

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Intersection is delighted to introduce ground breaking research from the TAB that finally allows us as an industry to prove that people actually see our media.

With TAB OOH (Out-of-Home) Ratings, every piece of media has unique, granular metrics. This level of detail allows us to deliver targeted demographic audiences to you, the advertisers, more efficiently and accurately.

As a measurement system that is closer to a true commercial rating system, TAB OOH Ratings also lets advertisers and agencies plan their OOH spending better against other media formats by showing the true value of OOH.

Thanks to these new powerful metrics and our industry's newfound transparency, there's never been a better time to buy Intersection media.



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## some key things about TAB OOH ratings

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### no more DECs

Previously, when using DECs every media unit in the same count station received the same definition. Clearly, this is an inaccurate measure of impressions.

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### granular

With the new, more granular impression numbers we can deliver targeted demographic audiences more accurately by providing reach and frequency for every unit and location.

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### commercial

TAB OOH Ratings are much closer to a true commercial rating system. This allows for easier integration into advertiser/agency media planning systems.

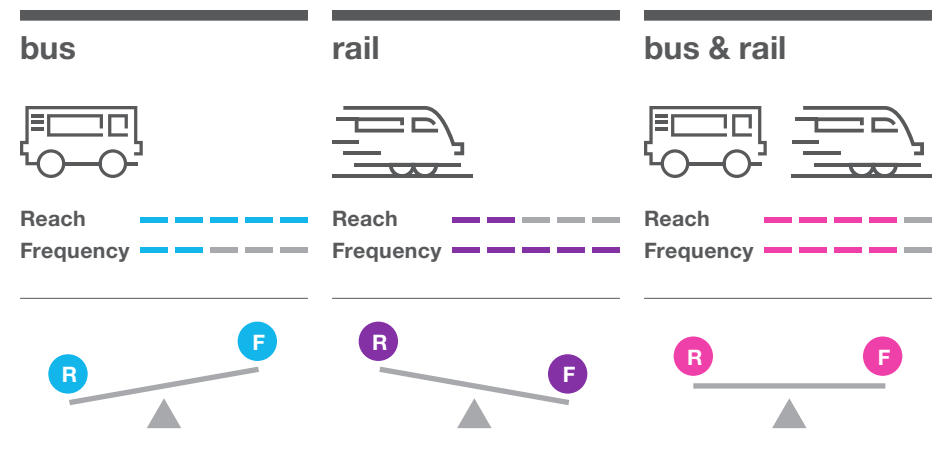




Above  
The power of combining media across your campaign to deliver great reach and frequency

# what is reach & frequency?

Reach and frequency are very basic terms in outdoor advertising that are commonly confused. As they provide the basis for understanding the metrics for which we are about to introduce to you, here is a simplified, real-world look at what reach and frequency mean in our world:



A Intersection bus travelling through the city will most likely be seen by many people and thus will have high reach. However, those people might not see that same bus again for quite awhile, so it has low frequency. Bus media is therefore considered “reach heavy”.

Anyone who commutes by train will most likely see a 2-sheet ad at least twice a day. Over the course of a campaign that adds up to a lot of views! However, since the 2-sheet is in only one location, it has low reach. Rail media is then considered “frequency heavy”.

By combining bus and rail media in a buy, you increase the reach and frequency of both media components in a campaign and have much more balance.



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# the center of the midwest

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make sure your message stands out with  
the best media in the business

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Advertising in Chicago is a necessity. As the Midwest's center for culture, finance, arts and entertainment, Chicago and its surrounding areas attract an unparalleled demographic of potential customers. Make the most of your ad dollars by utilizing Intersection's unmistakably Chicago media and get in with a city that can activate your brand campaigns like no other. Check out the following page for our media partners in the Chicagoland area!

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## chicago metro facts

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Average Household Income	\$80,403
Exposed to Chicago Transit Media	86.7%
College Education or greater	60.3%

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# why intersection chicago?

**offering the best media at the  
best value, intersection is your  
ticket in the windy city**

Advertising in Chicago is a necessity. As the Midwest's center for culture, finance, arts and entertainment Chicago and it's surrounding areas attract an unparallel demographic of potential customers. Make the most of your ad dollars by utilizing Intersection's unmistakably Chicago media and get in with a city that can activate your brand campaigns like no other.

## our friends



The Chicago Transit Authority (CTA) operates the nation's second largest public transportation system—a regional transit system that serves the City of Chicago and 35 neighboring communities. CTA provides 1.7 million rides on an average weekday, accounting for over 80% of all transit trips taken in the six-county Chicago metropolitan region.

CTA's 'L' system has eight rapid transit routes and consists of 145 stations over approximately 224.1 miles of track. Parts of the 'L' run above ground, in subway tunnels and tubes, as well as at grade or in expressway medians. Two routes—the Red and Blue Lines—operate 24 hours, every day.



Pace is the suburban bus division of the Regional Transportation Authority and is the premier suburban transit provider, quickly moving people to work and school safely and efficiently. The backbone of Chicago's suburbs, Pace serves tens of thousands of daily riders with more fixed bus routes, vanpools and Dial-a-Ride programs.

**over 127 CTA  
bus routes**

**CTA buses make  
over 19,000 trips  
every day**

**Pace covers almost  
3,500 square miles**



Sources: <http://www.transitchicago.com/about/facts.aspx>;  
[pacebus.com/sub/about/history\\_facts.asp](http://pacebus.com/sub/about/history_facts.asp)

# bus media

**bus advertising is an excellent way to reach a large audience and offers high visibility with consistent daily views**

Intersection's bus advertising network is the largest in the United States. Bus advertising is an excellent way to reach a large audience and offers high visibility with consistent daily views.

Your ad will go where the people are and will be seen by pedestrians as well as motorists every day. That is the equivalent of millions of impressions. Over 74 million individuals see a Intersection bus ad every month.

Intersection's bus advertising is a powerful medium for promoting your advertising message to reach a massive audience across the US.





# pace bus coverage

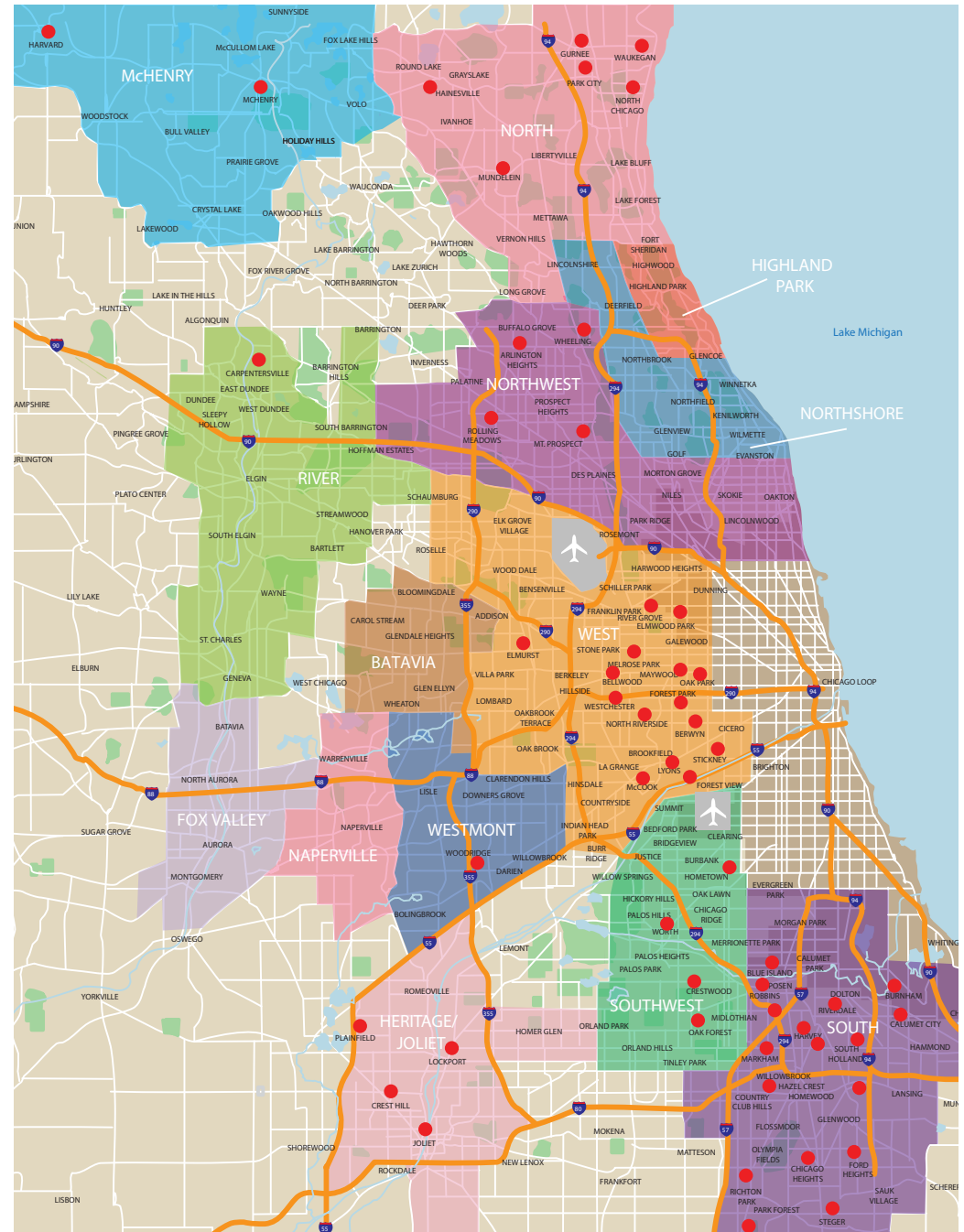
PACE bus coverage includes Cook, DuPage, Kane, Lake, McHenry and Will counties.



## map legend

## ridership

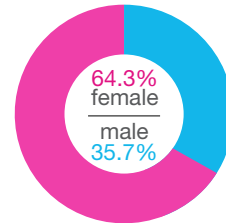
Garage	1-Week Ridership	4-Week Ridership	Monthly Ridership
West	142,440	569,760	617,240
Northwest	129,238	516,952	560,031
South	127,467	509,868	552,357
Southwest	64,870	259,480	281,103
North	38,243	152,972	165,720
Northshore	33,327	133,308	144,417
Heritage	21,667	86,668	93,890
River	32,901	131,604	142,571
Fox Valley	14,359	57,436	62,222
Naperville	7,170	28,680	31,070
Batavia	4,632	18,530	256,035
Westmont	4,180	16,720	18,113
Highland Park	2,790	11,160	12,090
McHenry	727	2,908	3,151



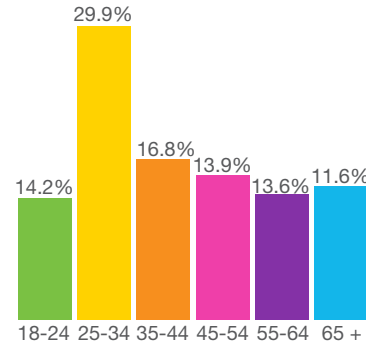
# pace commuter profile



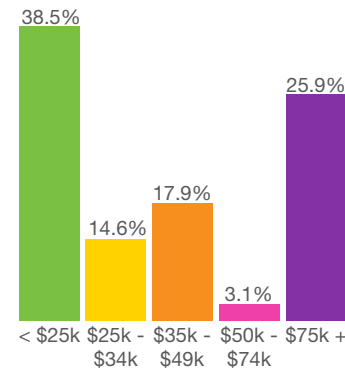
## pace gender



## pace age



## pace hhi



employment status	pace
full-time	27.5%
white collar	26.9%
management, business financial	5.2%
professional	5.8%
service	14.2%
sales, office	16.0%

education level attained	pace
high school	45.7%
some college (1-3 years)	31.3%
college graduate	16.9%

residence status	pace
own	38.2%
rent	59.2%
neither	2.0%

children under 18 in household	pace
none	53.9%
one	20.1%
two	13.5%
three or more	12.5%

race	pace
white	43.2%
african american	47.0%
hispanic	20.2%
asian	1.6%
other	9.8%



# pace bus product gallery



**Bus Queens**  
30"H x 96"W



**Bus Kings**  
30"H x 144"W



**Bus Headliners**  
Size Varies



**Bus Ultra Super Kings**  
Size Varies



**Full Wraps**  
Size Varies



**Fullbacks**  
Size Varies



# pace bus product gallery



**Bus Tails**  
21"H x 72"W



**Headlights**  
30"H x 96"W



**Window Clings**  
Size Varies



**Brand Bus**  
Sizes Varies



**Interior Cards**  
11"H x 46.5"W



**Interior w/Take Ones**  
Size Varies



# pace bus product gallery



**Bus Michelangelos**  
30"H x 30"W



**Bus Shelter Wraps**  
Size Varies



**Bus Shelters**  
68.5"H x 47.5"W

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# effective outdoor design guidelines

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## Designing an out-of-home advertisement is different than designing a print ad.

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An OOH ad's main purpose is functionality, so it is mainly about how to make it read. Even the best design is worthless if it is not legible from a distance. Once readability has been mastered then creativity can follow. With that in mind, listed below are Intersection's recommended guidelines for designing a Transit/Outdoor ad.

Of course there are always exceptions to the rule. That being said, Intersection has an extensive creative team eager to share their expertise. If a question of legibility or design does arise, feel free at any time to ask your Account Executive for a creative critique.



- Outdoor ads typically are viewed from a distance away and with transit motion must also be taken into consideration. Therefore, all text must be large and legible, and simple, clear and easy to read.
- Always use large, legible typefaces. At a distance, thin lines optically fade or break up and very heavy fonts blur together. Avoid decorative, italic, or serif fonts.
- Simplify everything. Don't present a complex message or numerous images. Have one thing that you want your audience to do or to recognize.
- Use no more than ten words total on the entire ad – and that includes the logo or product. We recommend seven words or less for the headline. Keep the words short for faster comprehension.
- Be sure to make the advertiser's name legible. A creative idea is worthless if no one knows who the advertiser is. Sometimes it is necessary to make a logo take up half the space.
- Make sure your chosen imagery has reference to the subject matter. Avoid using landscapes or complex scenes. We recommend 3 elements or less, total. For example: 1 image, 1 logo and 1 headline.
- Being subtle does not work in outdoor. Put black type on a yellow or white background. Never use color combinations that vibrate, like red type on a blue background, for instance.
- Use a strong image off a solid color background, to create a high-impact visual. An elaborate background or gradient will only increase the time needed to discern the image/message.
- Don't risk having some of your message being cut off by placing it too close to the edge/frame. Intersection templates are available upon request.
- An outdoor ad is not a print ad, the average viewing time is only about 7 seconds if the viewer is driving or walking by. A bus or train rider may ride on average approx. 30 minutes. On a platform you may have a dwell time of up to 8 minutes. A good test is to show the design to someone for a few seconds, then ask them about it. Did they understand it? Who was the advertiser? What do they think the advertiser wants them to do? Is the ad intriguing enough to engage them?

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# intersection creative services

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## Intersection offers creative teams dedicated to one medium: transit outdoor

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Our emphasis is on forming partnerships with clients. Our customers provide details, desires and goals; we supply concepts, experience and creativity. The final outcome – dynamic campaigns that gets results.

At Intersection, we offer clients the opportunity to see various creative solutions before producing the final design(s). We are equipped with the latest technology and have streamlined the process to keep you on time and budget. Let the design experts at Intersection create your next award-worthy campaign!



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## here's how it works

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### the process

- At this time, you should provide your AE with the necessary materials (see below).
- Based upon your input, the art department will provide solutions with a variety of concept layouts.
- If changes are necessary, changes will be made at no cost to you up to three times.
- Artwork done beyond the third revision, will be billed at \$150 per hour, charged on a quarter-hour basis.
- Intersection must charge clients who wish to utilize our artwork for other purposes. These charges begin at \$150 and will vary depending on the amount of time spent in creating the campaign.

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### you will need to provide

- Logo in digital .eps vector format from Adobe Illustrator or Freehand.
- Specify any Pantone numbers for colors that are to be used in your logo/artwork.
- Photo, transparency or high-res digital file if image is to be used in layout.
- All images need to be minimum of 4" x 6" @ 300 dpi.
- A signed photo waiver will be required for all client supplied imagery.
- Any current ads or promotional materials for reference.
- Please note: project will not begin until all necessary elements are provided.

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### production

- Once the design(s) meets your approval please provide confirmation to your AE.
- You will be provided with a proof which requires your final approval.
- Intersection will handle your printing, delivery and installation.

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# production & time lines

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You've just bought the best media in the business – now make sure your message goes up the way you envisioned. Intersection Print can provide you with world-class printing solutions to ensure the quality you desire at competitive prices.



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## here's how it works

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### supplying art

- Your Intersection Account Executive will supply you with info on art specifications, templates and uploading art.
- 4 weeks before start date: submit artwork for proofing.
- You will be supplied with an electronic proof for your approval/edits. A timely response is appreciated & will keep you on schedule.
- If necessary hard proofs are available for additional cost. Printing & shipping proofs add days on to your time line, so please plan accordingly.
- Once the proof(s) are approved the files will be produced.

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### rush orders

Expediting a job is possible for an extra fee. The additional cost will be on a per job basis, pdf proofs will only be supplied for approval.

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### coverage

All contracts require coverage. Additional printed amounts can and will vary by media form. Your Intersection Representative will advise quantities necessary for your campaign.

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### third party printers

If you are using a third party printer, please note that all materials must arrive in our warehouse 10 days prior to the campaign start date.

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### copy approval









Both CTA and PACE need to approve all copy. Early in the art process, it is imperative that you send pdfs of your campaign to your Intersection Rep. for transit authority approval.

Sensitive copy that may be rejected includes, but is not limited to: guns, nudity, blood, religion, foul language, poor representation of the public transit authority/system, etc. All copy is subject to review and final approval by the transit authority prior to production. Please allow up to 5 to 7 business days for transit authority review.

Political, testimonial, non-commercial clients must include a "sponsored by" notation within their advertisement. "Advertisement paid for by \_\_\_\_\_" or "This message is sponsored by \_\_\_\_\_." Exterior ads must have this message in 72 point type, and 24 point for interior ads.

Alcohol advertising must use 3% percent of the advertisement area to display a statement indicating the legal drinking age in Illinois and the dangers of alcohol consumption during pregnancy, in connection with the operation of heavy machinery, or while driving.

# media synopsis

bus	rail	street	digital	air	online	mobile	specialty
							
<p>Intersection's bus advertising network is the largest in the United States. When it comes to visibility, reach and frequency, no other media type matches Intersection's bus network.</p>	<p>With the largest rail advertising network in North America, Intersection's media reaches millions of people. Intersection's rail offerings include media in major transit hubs, on station platforms, digital and inside the train—engrossing the consumer in a truly 360° media experience.</p>	<p>Intersection's impressive array of traditional outdoor street furniture not only supplements our powerful transit assets, but also reiterates our aim to provide our clients with media that encompasses the consumer throughout every step of their day outside the home.</p>	<p>Intersection has an unparalleled history in creating Digital out-of-home media in its transit locations. Using only the most modern technology, our Digital Network is the future of OOH advertising.</p>	<p>In 2012, Intersection launched Intersection Air to expand the incredibly diverse audience we can deliver to advertisers.</p> <p>We target consumers from driveway to runway. Captivate consumers with a continuing narrative along every part of their journey.</p>	<p>Through our partnerships with United Airlines and SEPTA (Southeast Pennsylvania Transit Authority), Intersection can help you reach people through their screens at home and on the go.</p>	<p>With more smart phones being used than ever before, Intersection can help you deliver rich media experiences straight to people's hands.</p>	<p>Break through the monotony of pattern and catch eyeballs with the unexpected from Intersection.</p>
<b>Availability</b>	<b>Availability</b>	<b>Availability</b>	<b>Availability</b>	<b>Availability</b>	<b>Availability</b>	<b>Availability</b>	<b>Availability</b>
Boston, Charlotte, Chicago, Dallas, Los Angeles, Minneapolis/St. Paul, New Jersey, New York, Philadelphia, Pittsburgh, San Francisco, Seattle	Baltimore, Boston, Charlotte, Chicago, Dallas, Delaware, Minneapolis/St. Paul, New Jersey, New York, Philadelphia, Pittsburgh, San Francisco, Washington DC	Boston, Charlotte, Chicago, Dallas, New Jersey, New York, Philadelphia, Seattle	Boston, Chicago, Delaware, New Jersey, New York, Philadelphia	Charlotte, Los Angeles, Westchester, United Airline airports	United.com, SEPTA.org	Just about anywhere	Contact a Intersection representative to find out about specialty media opportunities



# Intersection

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## our place

30 N LaSalle, Suite 2600  
Chicago, IL 60602

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## our numbers

**T** 312.629.1680  
**F** 312.629.1838

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## our website

[www.intersection.com](http://www.intersection.com)