

 Intersection

NUCATS + Intersection

April 2021



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

Access to thousands of travelers & suburban commuters at Chicago Union Station

- Chicago Union Station is the 4th largest rail terminal in the country, the largest outside of the East Coast.
- Chicago Union Station serves 38MM Metra customers and 3MM Amtrak customers annually in 2019.

 Intersection

Media

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

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.

Proposal

INTERSECTION AMTRAK PLANNING GRID		QTY	MEDIA			PRODUCTION			TOTAL
MEDIA	COMMENTS/RATIONALE	UNITS	PROGRAM RATE CARD VALUE	TOTAL MEDIA COST	# OF 4 WEEK PERIODS (PAID)	PROD QTY	TOTAL PRODUCTION COST	PRODUCTION LEAD TIME FOR DELIVERY	TOTAL PROGRAM COST (Including Production)
AMTRAK RAIL STATION									
Backlit Concourse Dioramas	Union Station - Chicago	10	\$15,000.00	\$10,000.00	1.00	12	\$2,100.00	4 weeks	\$12,100.00
Backlit Junior Posters	Union Station - Chicago (must be sold in set of 7)	7	\$12,250.00	\$11,550.00	1.00	9	\$5,400.00	4 weeks	\$16,950.00

Bonus units are subject to space availability

Disclaimer: All rates include printing with ground shipping, overnight shipping charges are extra.

Creative Limitations: Rates listed for quantities of 1-25 units include 1 creative execution. Rates for quantities of 26 or more units include up to 5 creative executions.

Additional creative executions will be charged an art setup fee of \$75 per design; ex. 50 units, 8 designs, additional fee of \$225.

Thank You!

Intersection

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