



**PURSUIT & PERSISTENCE** | 300 YEARS OF  
**WOMEN IN SCIENCE**

AN EXHIBITION AT THE APS MUSEUM  
**MARCH 31—DECEMBER 30**  
amphilsoc.org

Warmminster 30th Street Gray On time 9:33 Warmminster Warminster 2 min late 9:34

 Intersection

# American Philosophical Society + Intersection

Spring/Summer 2024

# About Intersection & OOH

# The Intersection Difference: Philadelphia

## Intersection has the most comprehensive and targeted media solutions available



**One million** Philly suburbs residents live within a mile of a SEPTA station



**98% of Philadelphians** reached each week by Intersection media



**60 people per acre** live in downtown Philadelphia. This is 4X more than the surrounding suburbs

Source: 1 - Philly Mag, 2 - Transit authority service reports, 3-Geopath



# Static and digital out of home ads rank in the top 5 of consumer media channel preference



1 Sponsored events

2 Cinema ads

3 Out of home



4 Point of sale

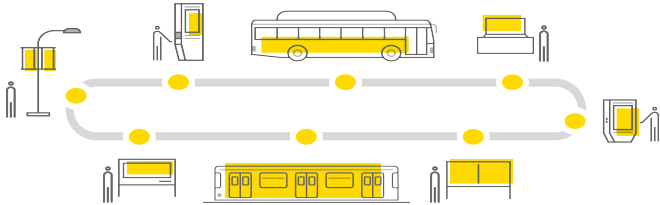
5 Digital out of home



Source Kantar Media Reactions 2023:



OOH media weaves through the physical world, reaching consumers along inherently personal paths to purchase and leaves a lasting impression for your brand



106%

increase in perception of brand quality for advertisers that dedicated 15% or more budget to OOH



46%

of adults have used internet search after seeing an OOH ad



70%

of adults recall seeing an OOH ad



\$6

in sales generated for every \$1 spent on OOH

# Proposed Media & Proposal Breakdown



## Rail Interiors

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



### Specs

Interior Car Card	33.25" H x 21" W
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### 4-Week Pricing & Impressions Per Unit

Rate Card Price	\$150
Company Floor Price	\$80
Impressions	5,981

# Rail 2-Sheets

Give your brand an unmistakable presence on all rail lines including SEPTA, and AMTRAK Rail Lines. They are highly visible to the sea of commuters who wait an average of 10 minutes for their trains to arrive.

## Specs

2-Sheet 46" H x 60" W

## 4-Week Pricing & Impressions Per Unit

Rate Card Price	\$1,100
Company Floor Price	\$750
Impressions	59,959





# Digital Platform & Station

Place your ad on screens where consumer engagement is high. Screens provide departure and arrivals, and relevant transit content, drawing consistent attention from commuters.

## Specs

Screen Size	Varies by Station
Screen Resolution	1920 x 1080

## 4-Week Pricing Per Unit

Rate Card Price	\$1,250
Company Floor Price	\$1,000





## Interior Cards

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



### Specs

Interior Car Card	11" H x 28" W
	22" H x 21" W
	11" H x 56" W

### 4-Week Pricing & Impressions Per Unit

Rate Card Price	\$75
Discounted Price	\$45
Impressions	2,063

# PATCO Digital Displays

There are over 50 digital screens located throughout the PATCO Rail System. Each station offers different numbers of screens to best reach each station's audience & riders.

## Specs

Resolution	1920 x 1080
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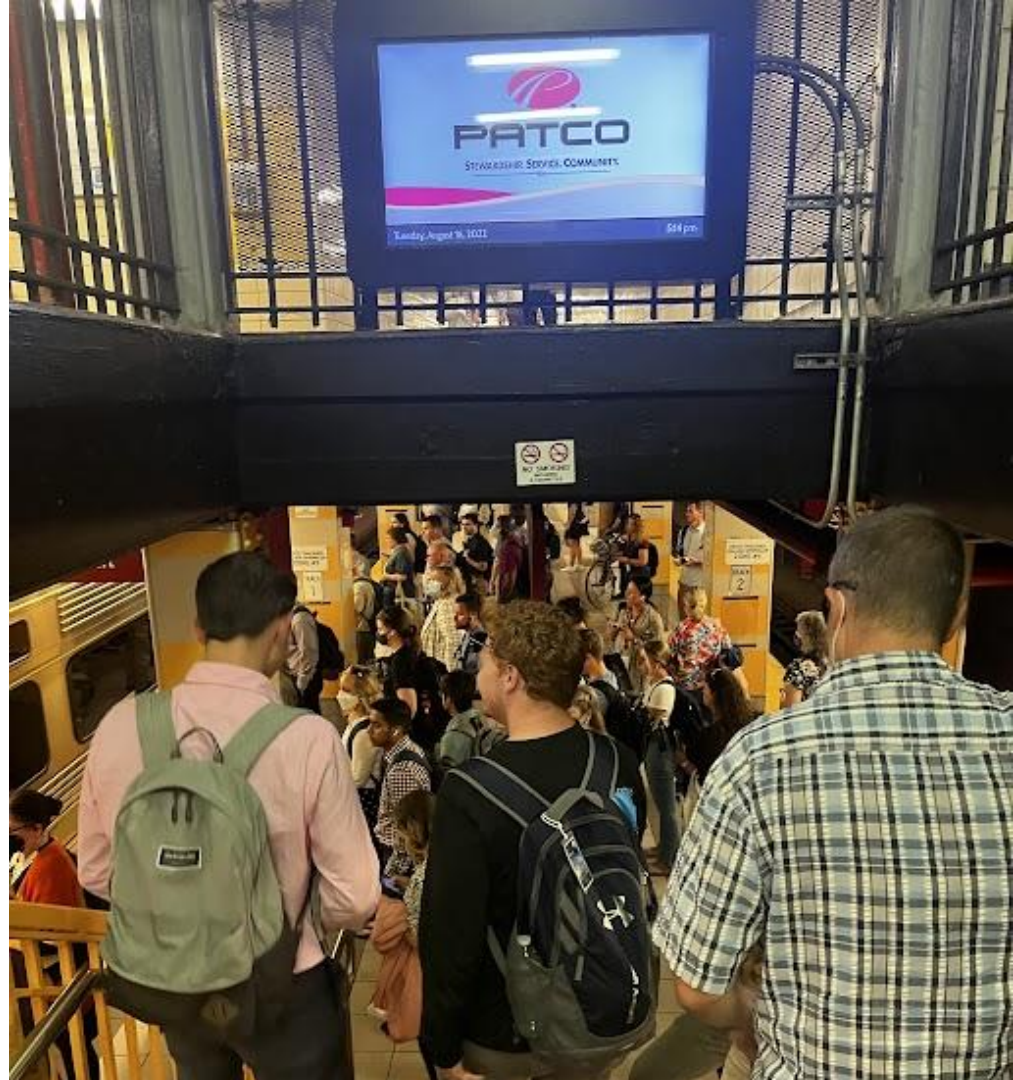
Length	7.5s
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## 4-Week Pricing & Impressions Per Unit

Rate Card Price	\$1,000 per screen
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Company Floor Price	\$500 per screen
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Impressions	Varies - Average: 83,788
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# April Start

Media	Total Duration	Total Units	Total Production	Total Rate Card	TOTAL MEDIA	Total Impressions
Regional Rail Interiors	8 Weeks Paid 4 Weeks BONUS	75	\$431.25	\$33,750	\$3,750	606,150
PATCO 2-sheets	8 Weeks Paid 4 Weeks BONUS	11 Paid 5 Bonus	\$936	\$52,800	\$4,400	1,548,720
PATCO Interiors 11x28	8 Weeks Paid 4 Weeks BONUS	50	\$225	\$11,250	\$2,000	779,400
RR Station Digital	12 Weeks BONUS	5 Bonus	\$0	\$18,750	\$0	Varies
PATCO Station Digital	12 Weeks BONUS	9 Bonus	\$0	\$27,000	\$0	Varies
Totals:			<b>\$1,592.25</b>	<b>\$143,550</b>	<b>\$10,150</b>	<b>2,934,270</b>

- **Bonus** is Based on Available Space
- **Extra Printed media** is **Filler**. These units are not measured in the impression or the rate card amount, and do not carry a city tax. Filler units are placed **whenever** and **wherever** media is needed and can be changed at **any time**.
- **Digital Station Screens** are not included in the overall impression count as they vary by station.

Grand Total:  
Discount: \$11,742.25  
92.93%



# Maps & More Information



# PATCO

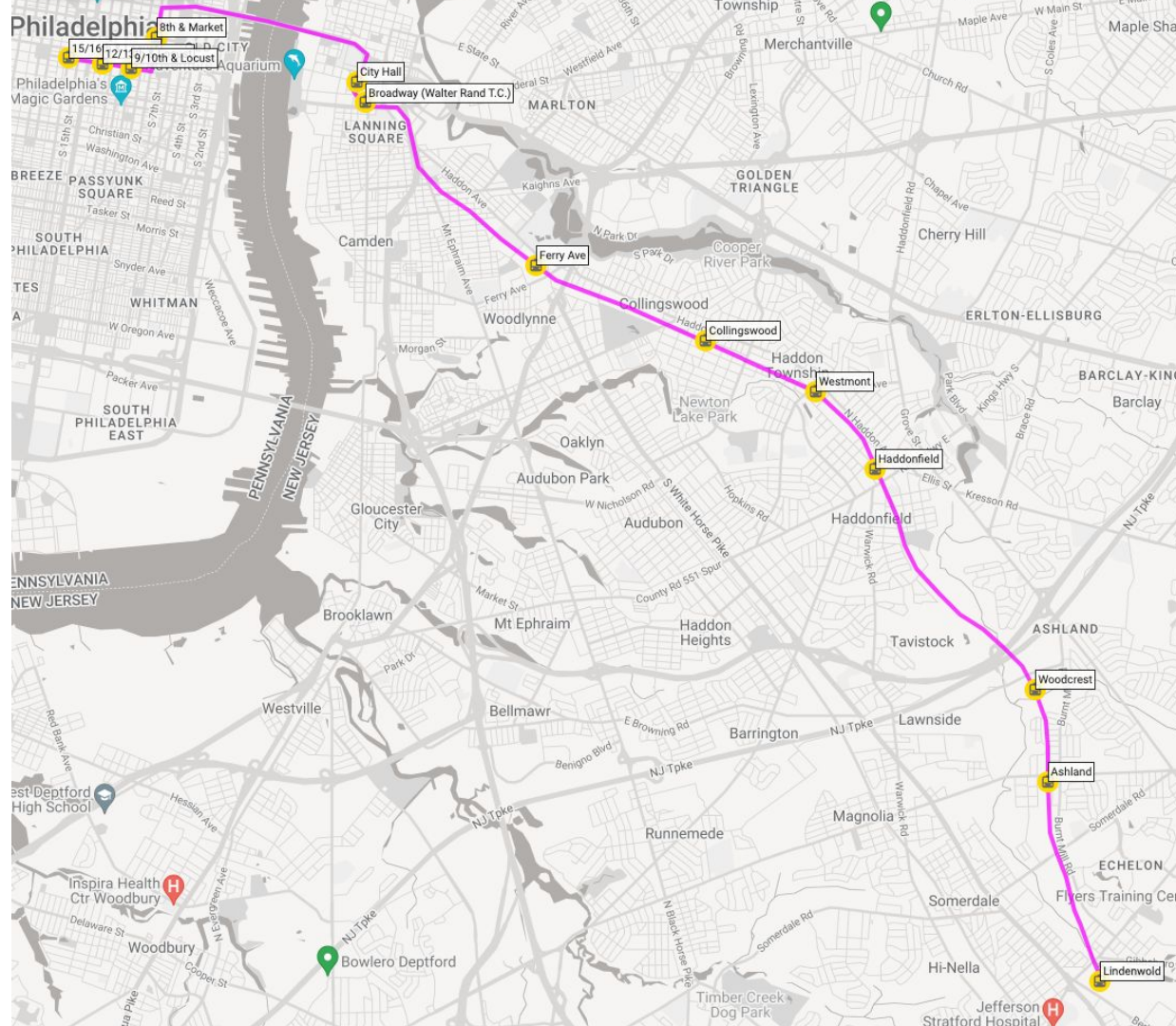
## The High Speed Transit Line connecting Philadelphia and New Jersey

- 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

# PATCO Coverage

## Map

- 15/16th & Locust - Philadelphia
- 12/13th & Locust - Philadelphia
- 9/10 & Locust - Philadelphia
- 8th & Market - Philadelphia
- City Hall - New Jersey
- Broadway (Walter Rand T.C.) - New Jersey
- Ferry Ave - New Jersey
- Collingswood - New Jersey
- Westmont - New Jersey
- Haddonfield - New Jersey
- Woodcrest - New Jersey
- Ashland - New Jersey
- Lindenwold - New Jersey



## Woodcrest Station

Woodcrest Station was designed as a Park and Ride facility with a direct connection to the adjacent Interstate 295 via exit 31. Woodcrest features expansive parking facilities as well, making this a huge hub for commuters.

**Average Monthly Ridership:** 74,452

**2-Sheets:** 45

**Banners:** 50

**Digital Displays:** 5





## Haddonfield Station

In addition to two tracks for PATCO, a third track runs through Haddonfield station, mainly for New Jersey Transit's Atlantic City Line. Haddonfield also serves as a park and ride station.

**Average Monthly Ridership:** 48,580

**2-Sheets:** 16

**Banners:** 30

**Digital Displays:** 3



## Westmont Station

Westmont Station is located Haddon Township, New Jersey. The station contains both metered and free parking and racks for up to 32 bicycles, perfect for commuters.

**Average Monthly Ridership:** 47,152

**2-Sheets:** 24

**Banners:** 30

**Digital Displays:** 3



## Collingswood Station

Located between Philadelphia and New Jersey, Collingswood Station provides access to the nearby historic and shopping district along Haddon Avenue.

**Average Monthly Ridership:** 53,396

**2-Sheets:** 24

**Banners:** 20

**Digital Displays:** 3



 Intersection

# Contact Me!

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