

 Intersection

NUCATS Union Station Intersection

2024



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About Union Station



Chicago Union Station

An iconic part of the community

Union Station is beloved by Chicagoans and tourists alike for its grand neo-classical design, featuring a large central waiting room with a barrel-vaulted ceiling. It has served as a gateway to the American West for over a century.

- A \$22 million dollar restoration of the station in 2019, restored the Great Hall to its original colors and made the space brighter with a restored and protected skylight.
- The grand hall serves as a popular venue for weddings, private events, and photoshoots.





Our expanded partnership gives Intersection clients access to millions of consumers from greater Chicagoland and surrounding states.

140k

daily passengers

4th

busiest rail terminal in the country

3MM

annual Amtrak passengers

56

daily Amtrak arrivals & departures

38MM

annual Metra suburban rail commuters

271

daily (weekday) Metra arrivals & departures



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Media Offerings



Junior Posters

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

Junior Posters

65"H x 137"W





Junior Posters
create a
standout
moment in
high-traffic
areas.

8
Junior
Posters



1

2

3

Campaign Proposal



NUCATS

Union Station - Chicago



INTERSECTION AMTRAK PLANNING GRID			QTY	MEDIA				PRODUCTION			TOTAL
MEDIA	SIZE	COMMENTS/RATIONALE	UNITS	PROGRAM RATE CARD VALUE	4 - WEEK DISCOUNTED RATES PER UNIT	TOTAL MEDIA COST	# OF 4 WEEK PERIODS (PAID)	PROD QTY	TOTAL PRODUCTION COST	PRODUCTION LEAD TIME FOR DELIVERY	TOTAL PROGRAM COST (Including Production)
AMTRAK											
Chicago Union Station Junior Poster Package	See Specs	Union Station - Chicago (Must be sold as a set of 8)	8	\$15,000.00	\$13,000	\$13,000.00	1.00	1	\$5,300.00	4 weeks	\$18,300.00

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



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