



Onboard Media Kit

September 2023

Version 2.0





NYC Ferry Routes

- St. George
- East River
- Astoria
- Rockaway
- South Brooklyn
- Soundview
- Governors Island
- Rockaway Rocket

Maps & Guides

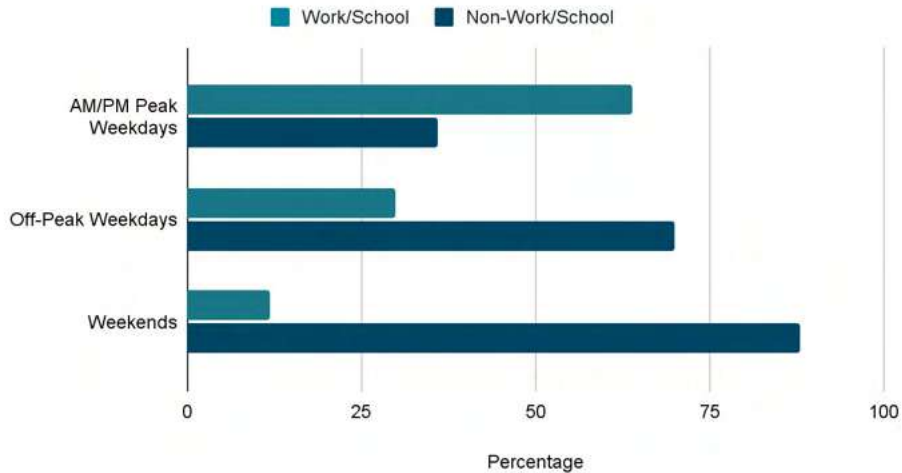


Weekend Service Route Map

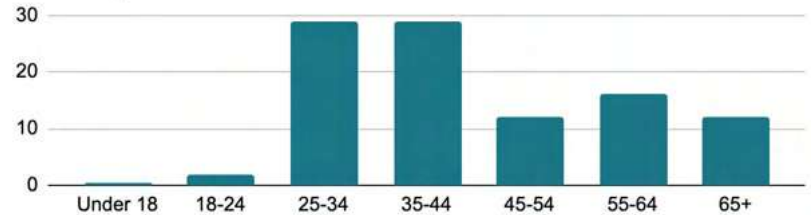
EAST RIVER



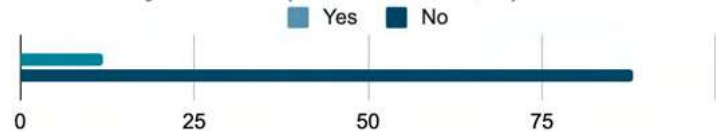
Route Commute



Rider Age Status



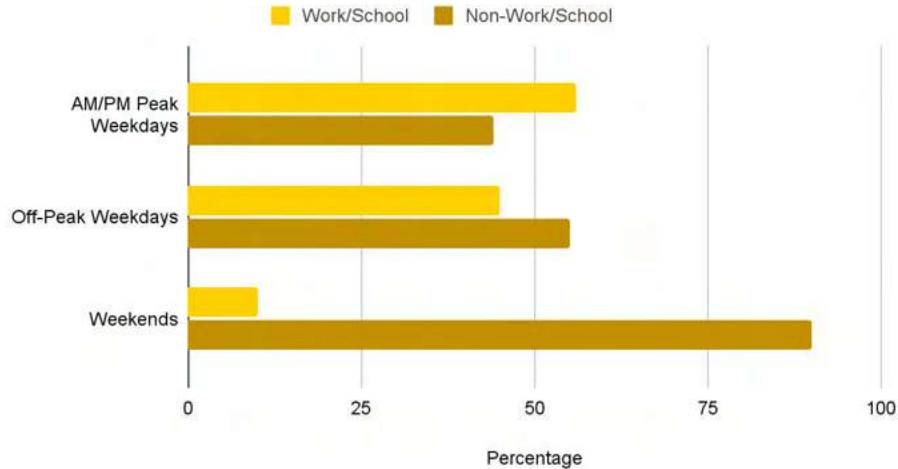
Disability Status (Self-Identified)



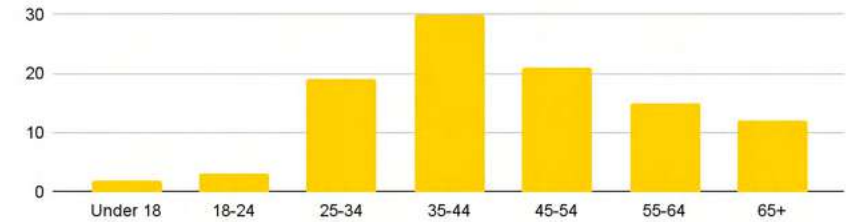
SOUTH BROOKLYN



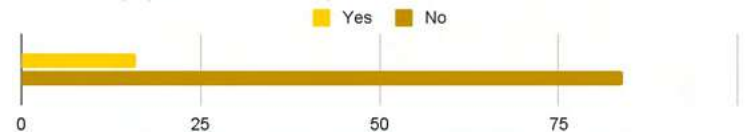
Route Commute



Age Status



Disability (Self-Identified)



ROCKAWAY

ROCKAWAY

BROOKLYN ARMY TERMINAL/SUNSET PARK

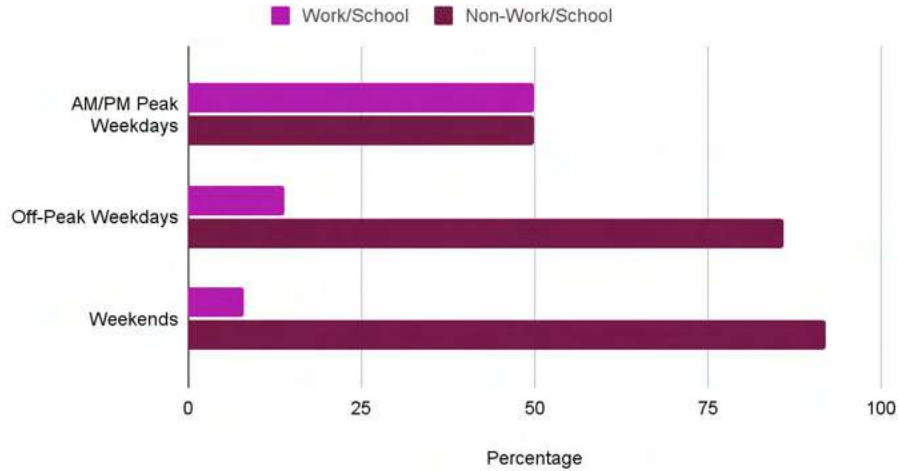
PIER 11

41min

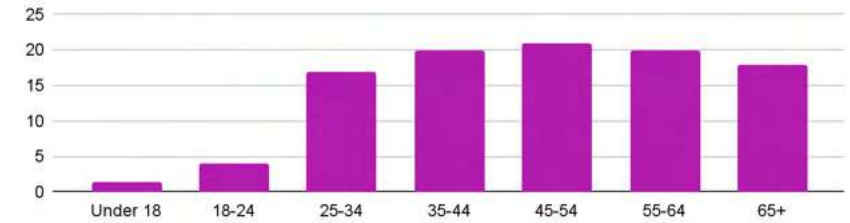
16min



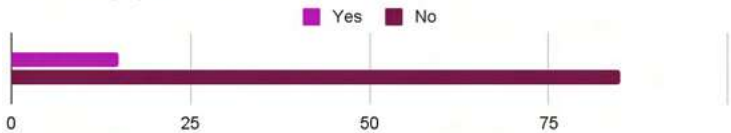
Route Commute



Age Status



Disability (Self-Identified)

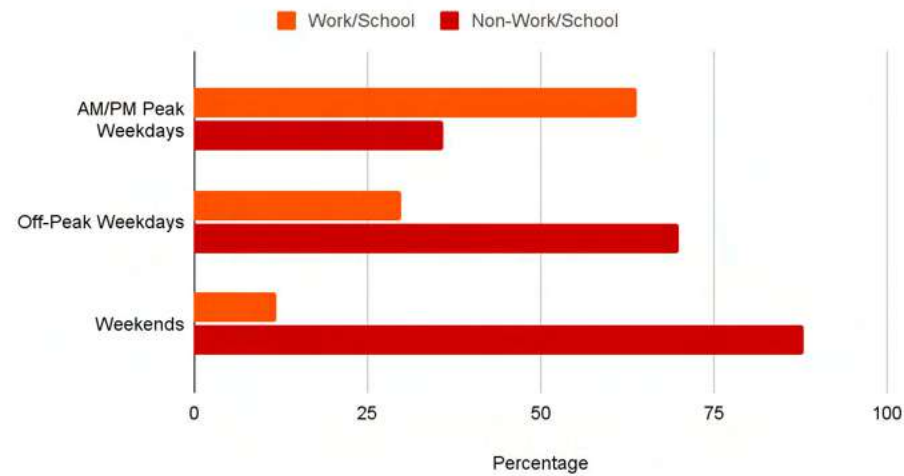




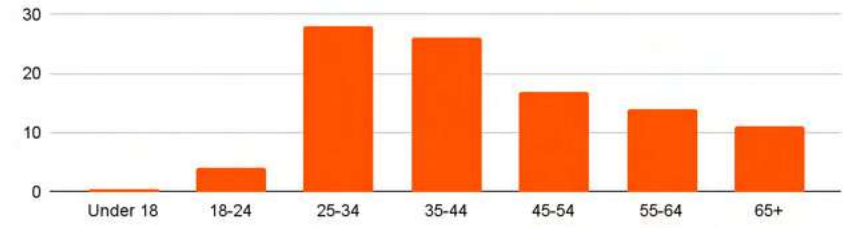
ASTORIA



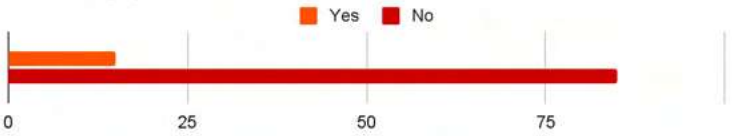
Route Commute



Age Status



Disability (Self-Identified)



SOUNDVIEW

THROGS NECK (FERRY POINT PARK)

SOUNDVIEW (CLASON POINT)

EAST 90TH STREET

EAST 34TH STREET

STUYVESANT COVE

PIER 11

7min

18min

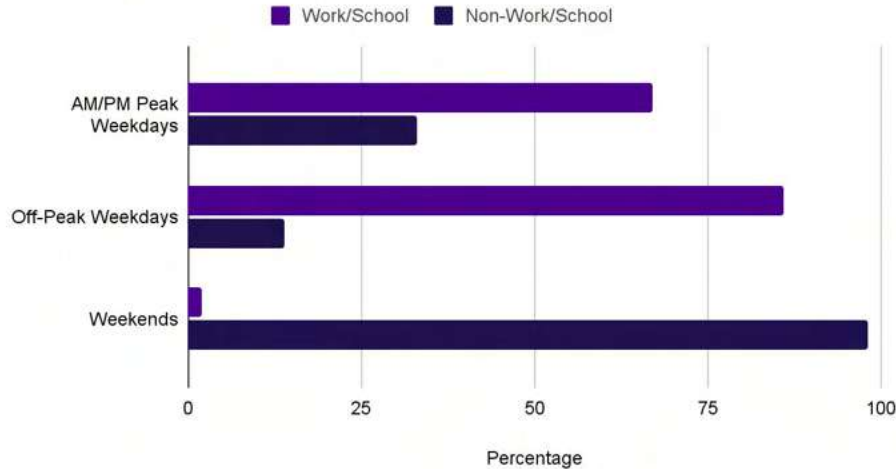
14min

8min

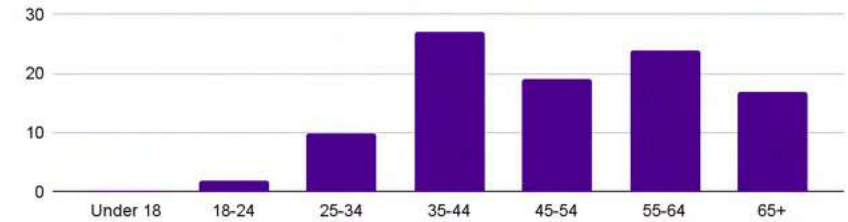
9min



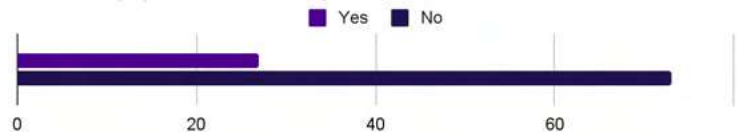
Route Commute



Age Status



Disability (Self-Identified)



ST. GEORGE

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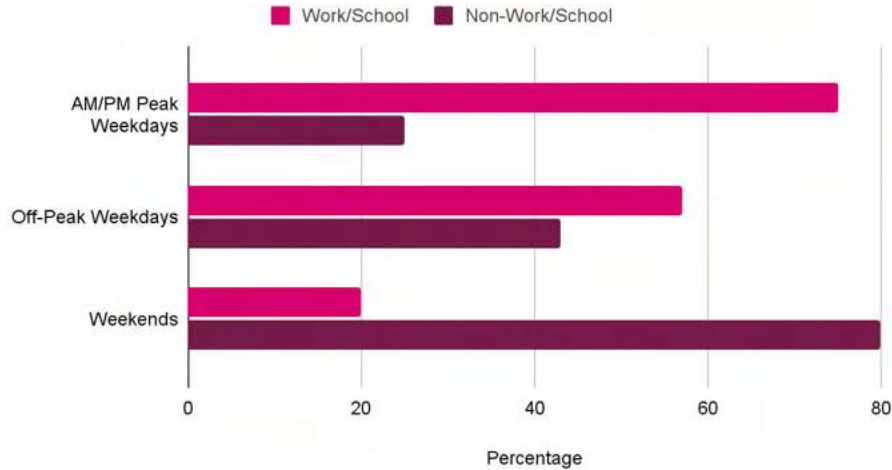
BATTERY PARK CITY

MIDTOWN WEST

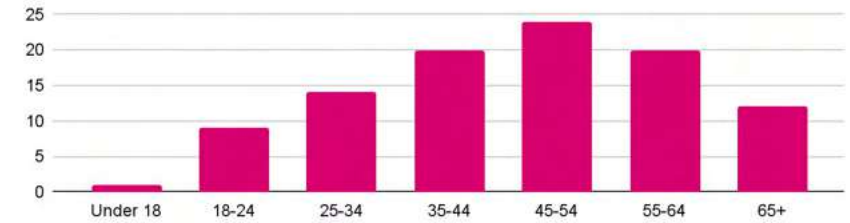
18min

17min

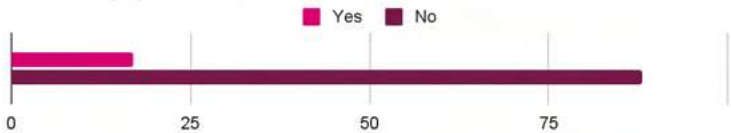
Route Commute



Age Status



Disability (Self-Identified)



Advertising Opportunities



ONBOARD STATIC

- Window Clings
- Headliners
- Floor Graphics
- Posters
- Table Wraps



ONBOARD DIGITAL

- Landscape program ads
- Vertical program ads
- Interactive Ads
- Discounts & Promotions



ACTIVATIONS

- Giveaways
- Props & Decorations
- Product Samples
- Special Events

Onboard Static Ads



The strategic placement of our static and digital displays allows for maximum visibility as commuters approach from any and all directions. Nothing is as distinct and impactful as a branded experience commuting along the shores of Manhattan and its neighboring boroughs. With an average ride time of 24 minutes, our commute allows riders to fully absorb your brand's message whenever they're on board. Onboard Static Ad options include unmissable ad placements on headliners vessel table wraps, floor decals, and posters.

Headliners

An overhead placement to pack a punch with your messaging and branding. Let the commuters eyes wander as they convert clever copy to CTAs.

2 headliners per vessel, 508-inch wide static headliner across the starboard, and port side of a NYC Ferry vessel provides a visual appeal & effective way to showcase your brand and marketing messages



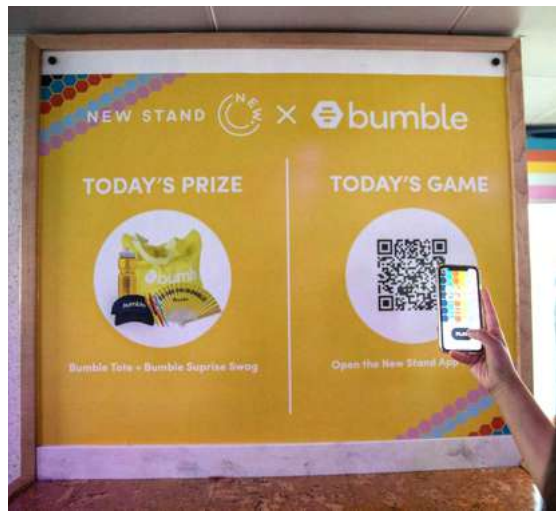


Posters

At eye level, the posters displayed in the interior cabin allow for extended messaging and interactive elements.

2 posters per vessel located towards the back of the cabin as riders move throughout the vessel to head upstairs to the top deck.





Floor Decals

Floor graphics are a unique & versatile medium for conveying messages and branding, enhancing aesthetics, and creating memorable experiences. Capture the eyes of commuters, even if they're looking down at their phones!

6 floor decals per vessel that span the length of the interior cabin walkway.





Table Wraps

The hottest seat in the house! Branded table wraps are an effective way to showcase your brand and marketing messages in a professional and visually appealing manner. Table wraps are an opportunity to connect with riders in a more detailed and direct setting as they soak in the comforts of their commute.

9 table wraps per vessel (6 Interior & 3 Rooftop)





Digital Screens

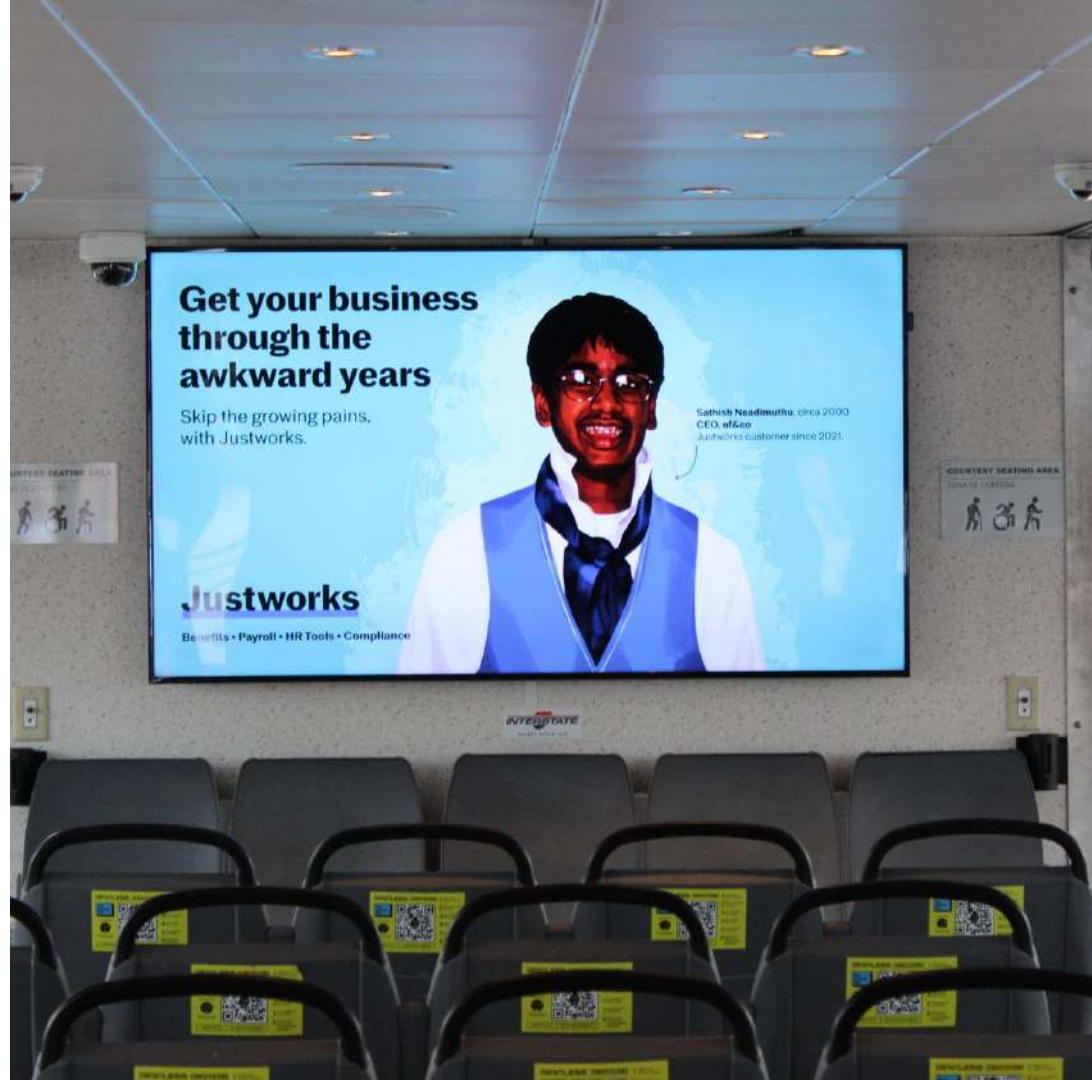
With the ability to play dynamic or static ads and flexible platforms for conveying messages to a wide audience. Our digital screens are adaptable to various marketing strategies and provide opportunities for real-time engagement with consumers.

6 screens per vessel

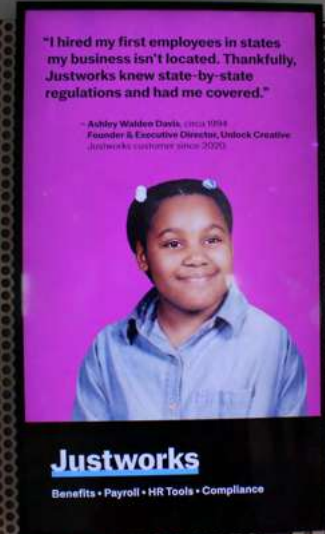
- Landscape (1)
- Portrait (5)

:15 seconds - 1:00 minute per 10 minute loop.

Per route or system-wide (228 screens across 6 routes)



Onboard Digital Ads







havaianas®



Partner Activations

Make waves with a branded onboard activation. NYC Ferry offers a unique venue to showcase your brand with experiential marketing and pop-up activation opportunities.

NYC Ferry has hosted a series of Brand Activations including product giveaways, sampling, onboard DJs or performances, onboard manicures for commuters, and more.



NYC Ferry teamed up with Havaianas to create a one of a kind ferry beach takeover on the Rockaway route. Immersing riders in a perfect escape from the bustling city as riders embark to Rockaway for their own beach day

Featuring an interior vessel domination with branded headliners, posters, table wraps, digital screens, & floor decals

- Concessions product placement
- Onboard entertainment (DJ)
- Upper deck domination with a tiki bar, props and a daybed photo-op



Carvel

Fudgie & the crew sailed the East River for The Softest Cruise Ever to celebrate National Soft Serve Day. Delighting NYC Ferry riders and ice cream aficionados with a sweet treat and giveaways.

Featuring an interior vessel domination with brand headliners, digital screens, table wraps, & window clings ◦ 3D Props (Ice Cream Sandwich seat/ photo-op) ◦ Product & Coupon Giveaway ◦ Mascot Appearance





This one's for the pawrents and their good bouys. The Farmer's Dog came onboard to educate NYC Ferry riders and their four legged friends on the benefits of proper nutrition.

Featuring an interior vessel domination with branded headliners, posters, table wraps, digital screens, & floor decals

- Promo items & Coupon Giveaway
- Discounts for NYC Ferry riders





There are plenty of fish in the sea and Bumble helped NYC Ferry rider's find their perfect catch.

Featuring an interior vessel domination with branded headliners, posters, table wraps, digital screens, & floor decals

- o Concessions product placement
- o Onboard entertainment (DJ)
- o Interactive virtual game via QR code
- o Discounts for NYC Ferry riders



CRABTREE & EVELYN

To help Crabtree & Evelyn launch their new product line we created a spa like experience for commuters to enjoy. Crabtree & Evelyn treated riders to a onboard manicure and hand massage while on their way to their destination.

Featuring an interior vessel domination with brand headliners, posters, digital screens, table wraps, & floor decals ○ 3D Props (Floral Garland) ○ Concessions product placement ○ Onboard Manicures





Filming Opportunities

NYC Ferry hosts film and production crews regularly on our vessels; past clients include Vogue, and Microsoft, as well as smaller indie projects. For film and photo shoots we host a range of scene capabilities such as scenes on the ferry (interior and exterior), capturing the city skyline, and more. The ability to film on NYC Ferry vessels gives film crews a unique vantage point to set the scene with Iconic NYC skylines and landmarks. Capturing NYC on film and photo is smooth sailing with NYC Ferry's 6 routes connecting all 5 NYC boroughs via the East River and Hudson River.

[Click here to view our Onboard Filming Kit](#)

FOR FILM/ADVERTISING OPPORTUNITIES, CONTACT:
Media@ferry.nyc





Thank You

CONTACT US AT
advertising@ferry.nyc

