

INTERSTATE

> NYC FERRY



NYC FERRY

Launched in May, 2017, NYC Ferry is a New York City subsidized commuter ferry system operated by Hornblower that gives New Yorkers a dependable way travel between waterfront communities along both the East River and the Hudson River. NYC Ferry provides critical transportation links for areas underserved by transit and connects them to job centers, tech hubs and schools in and around New York City. Connecting all five boroughs, (Manhattan, Queens, Brooklyn, Bronx, Staten Island) NYC Ferry provides transportation for over six million passengers per year.

95%

Riders Reside Within
New York City

\$97K

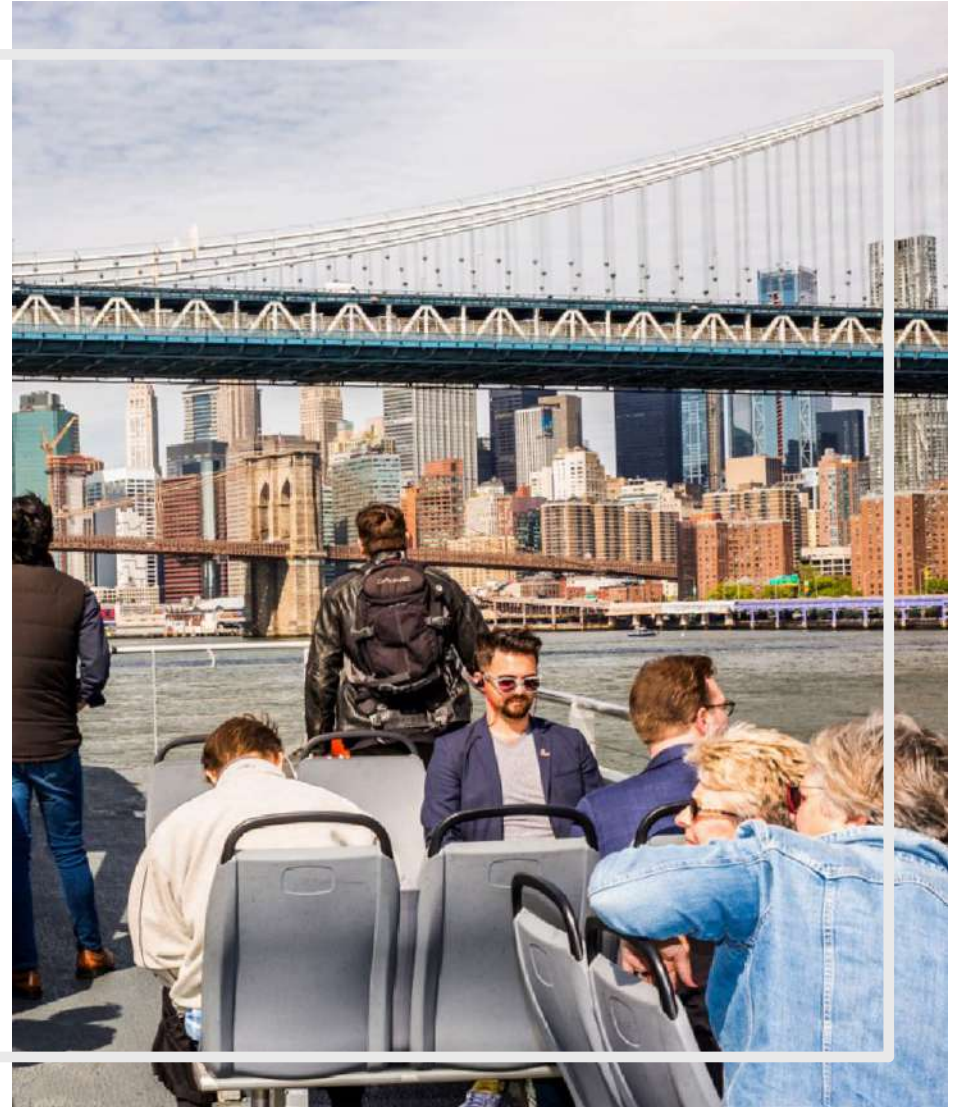
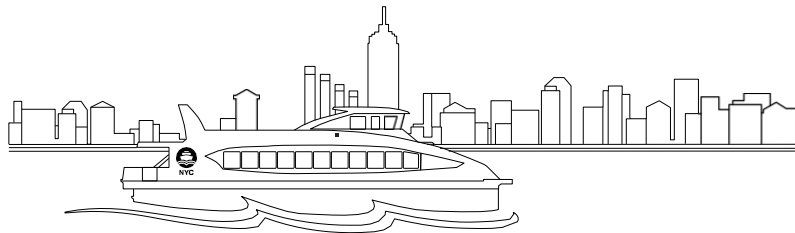
Rider Median
Household Income

66%

Riders Between
25-45 YO

43%

Riders Commuting
to Work or School











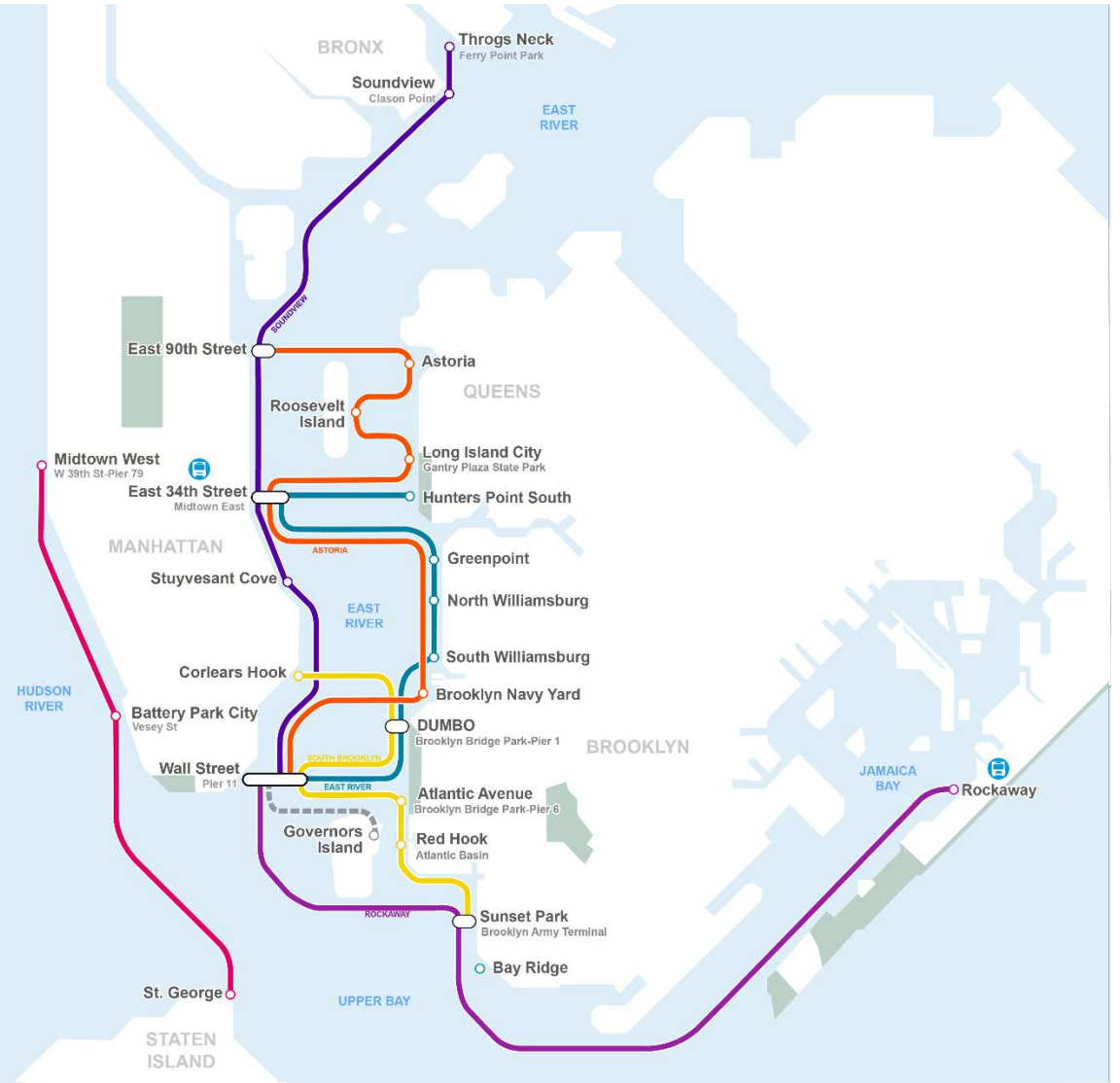


NYC FERRY COVERAGE

System-Wide Service

NYC FERRY ROUTES

-  Astoria
-  East River
-  Rockaway
-  Soundview
-  South Brooklyn
-  Staten Island
-  Shuttle Service
-  Governors Island Weekend Service





NYC FERRY FLEET

38 Vessels



150 & 350 Passenger Vessels

There are 122 seats on the lower deck and 28 seats on the upper deck of the 150 passenger vessels. There are 168 seats on the lower deck and 182 seats on the upper deck of the 350 passenger vessels.

Fuel Efficiency & Reduced Emissions

NYC Ferries are primarily built out of aluminum, a lightweight material that increases fuel efficiency, and their innovative hull design limits wakes, which also helps maximize fuel efficiency. All ferries are equipped with ultra-efficient T3 engines to reduce emissions. The first T4 engine will be introduced to the fleet later this year.



> NYC FERRY DYNAMIC DIGITAL NETWORK

228 Total Screens



Formats	Quantity	Size
Landscape Display	1 Per Vessel	36.8"H x 65.4"W
Portrait Displays	5 Per Vessel	27.9"H x 15.7"W



NYC FERRY DYNAMIC DIGITAL SCREENS

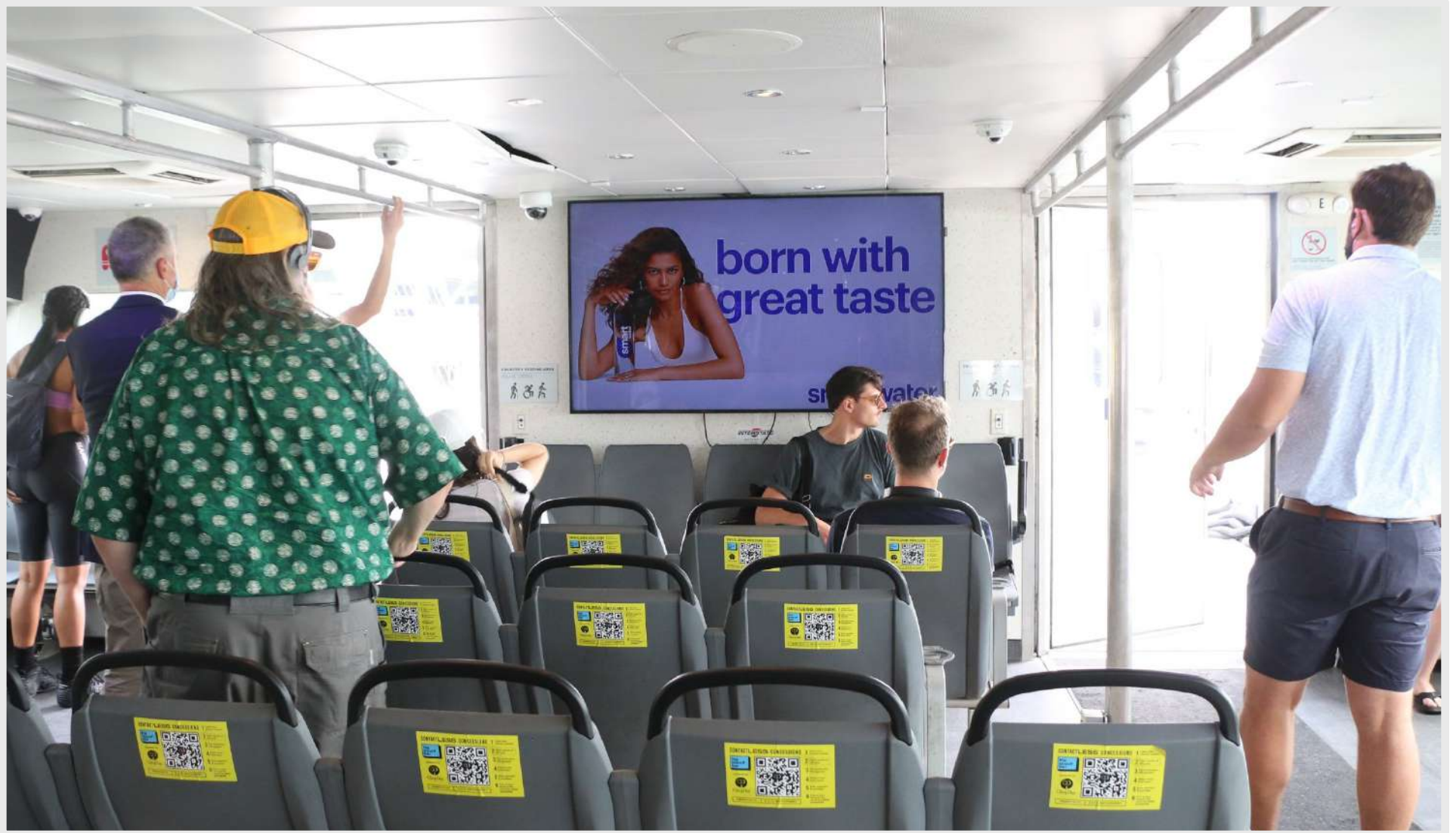
Landscape Displays / 36.8"H x 65.4"W





NYC FERRY DYNAMIC DIGITAL SCREENS

Landscape Displays / 36.8"H x 65.4"W





NYC FERRY DYNAMIC DIGITAL SCREENS

Landscape Displays / 36.8"H x 65.4"W





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NYC FERRY DYNAMIC DIGITAL SCREENS

Landscape Displays / 36.8"H x 65.4"W





NYC FERRY DYNAMIC DIGITAL SCREENS

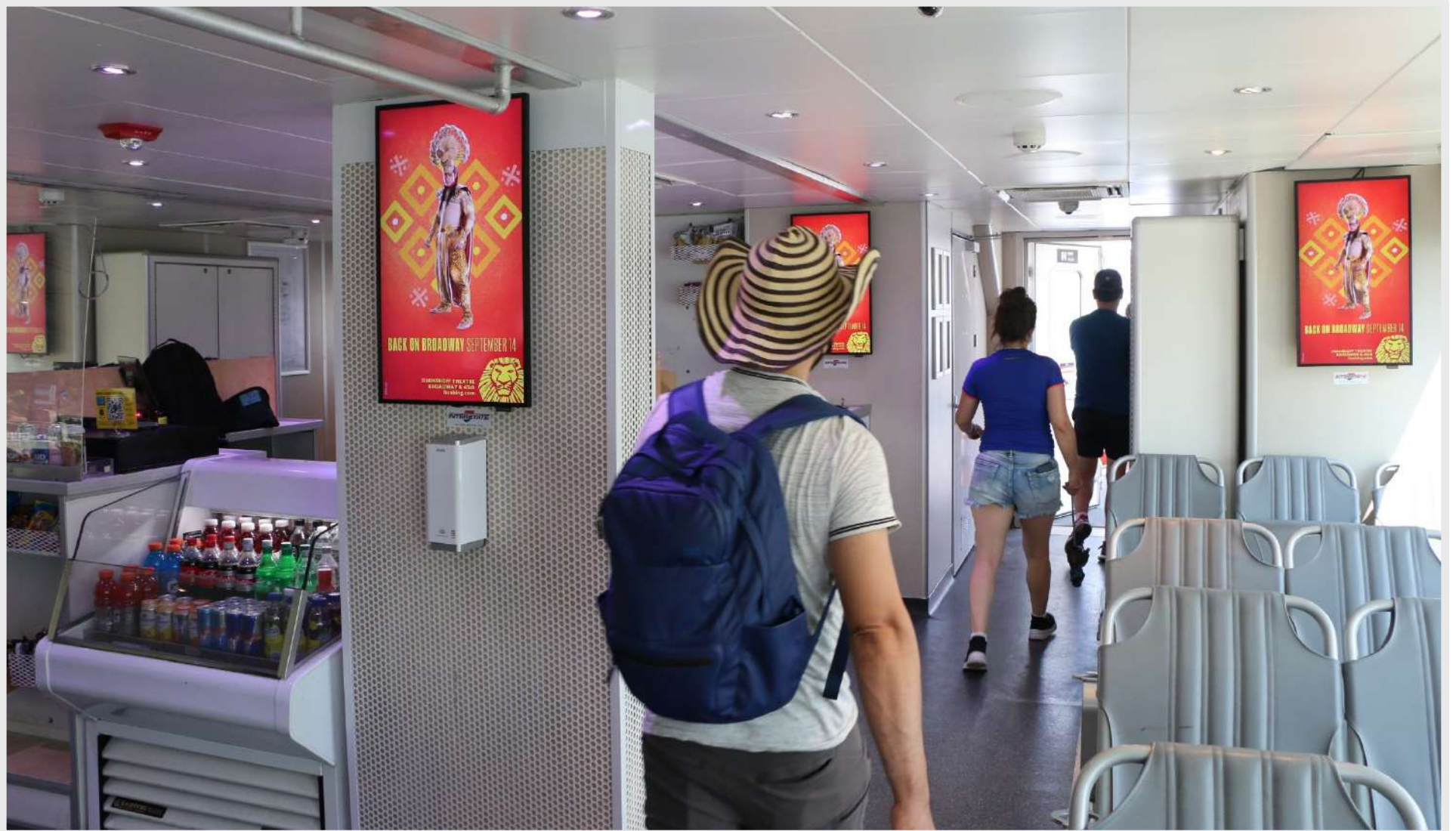
Portrait Displays / 27.9"H x 15.7"W





NYC FERRY DYNAMIC DIGITAL SCREENS

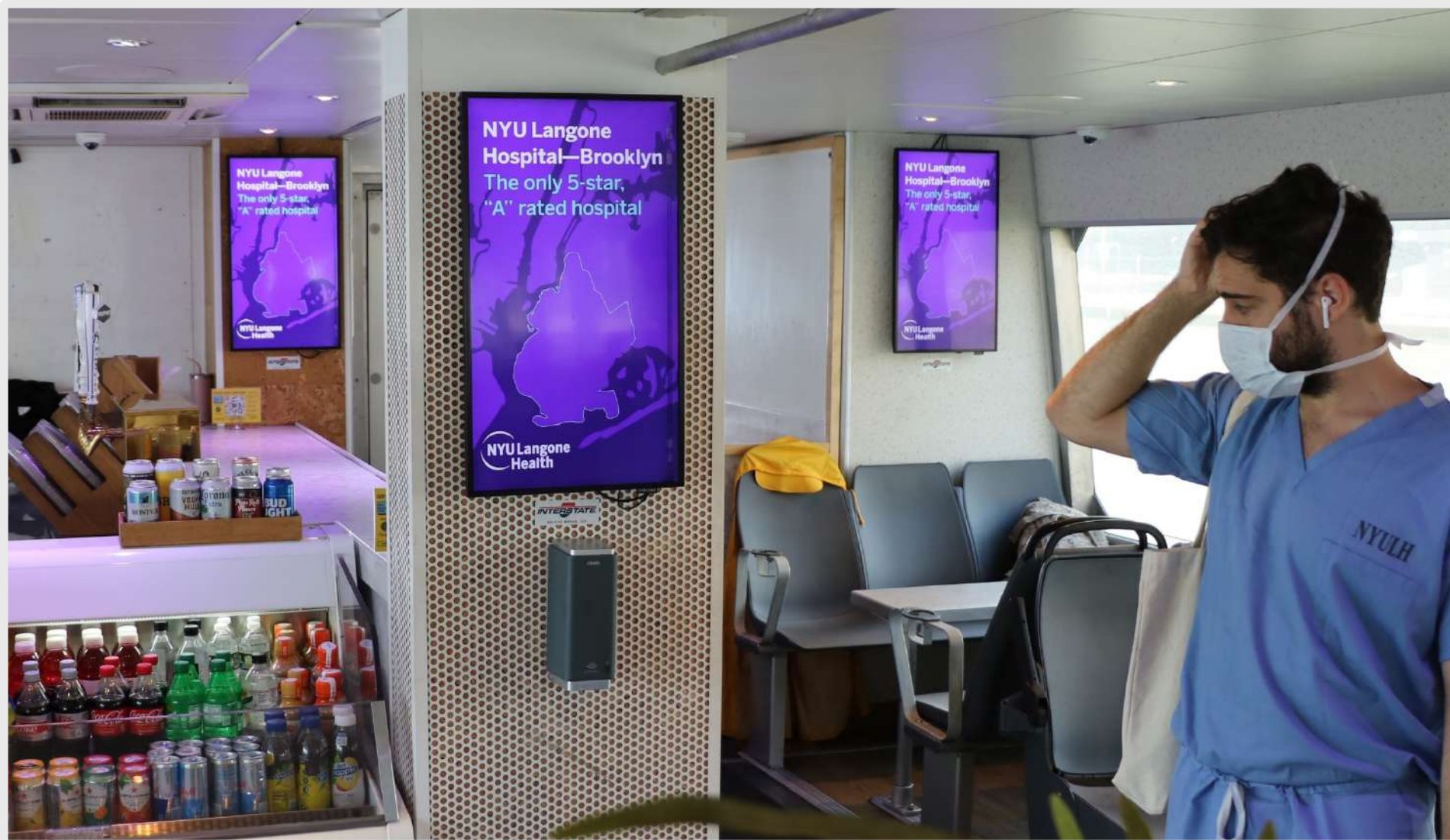
Portrait Displays / 27.9"H x 15.7"W





NYC FERRY DYNAMIC DIGITAL SCREENS

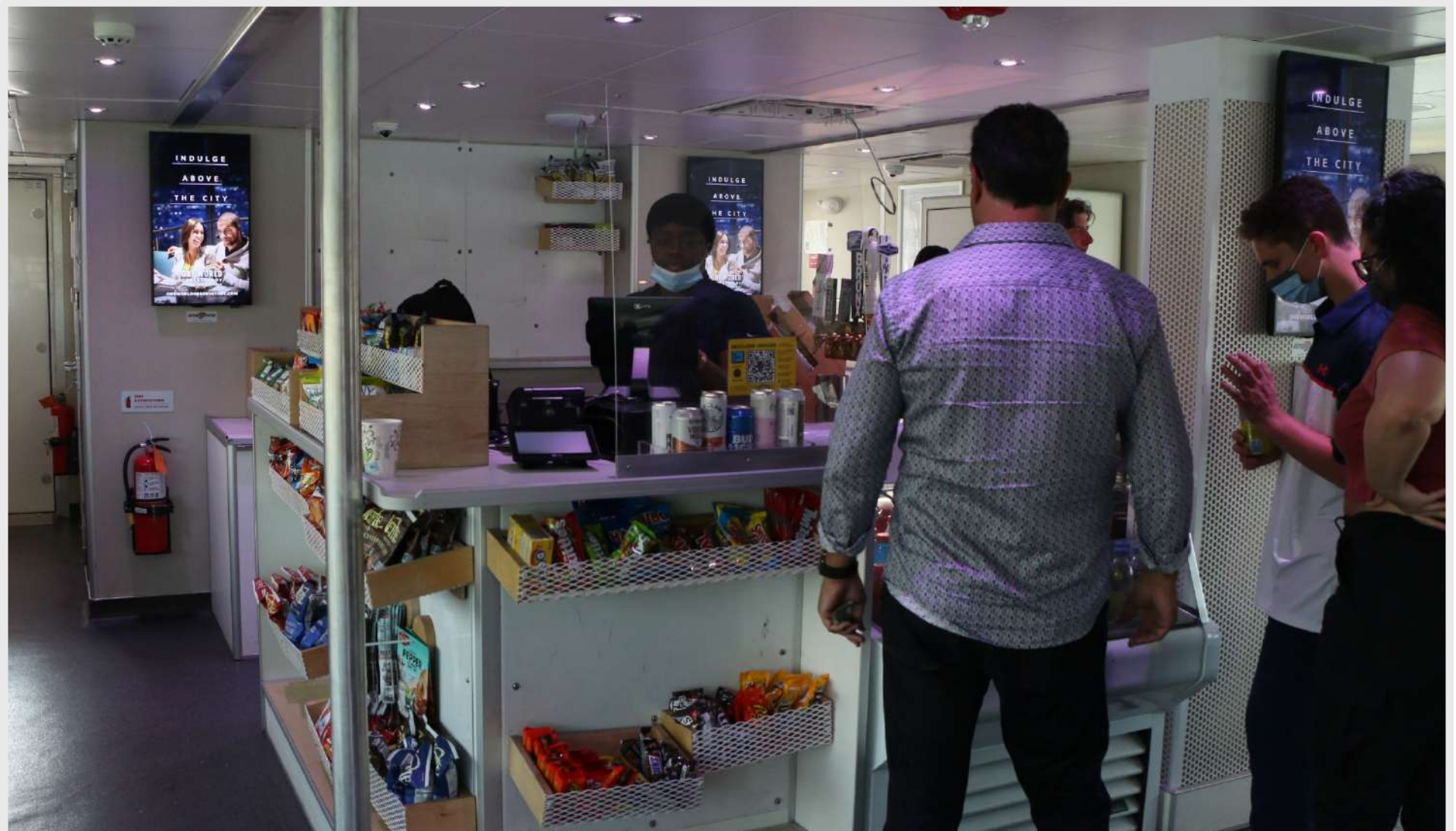
Portrait Displays / 27.9"H x 15.7"W





NYC FERRY DYNAMIC DIGITAL SCREENS

Portrait Displays / 27.9"H x 15.7"W





NYC FERRY DIRECT APPLICATIONS

Floors Graphics & Headliners



Formats	Quantity	Size
Floor Graphics	6 Per Vessel	Custom Install
Headliners	2 Per Vessel	Custom Install
*Additional Direct Application Options Available Upon Request		



HEADLINER

Interior





HEADLINER

Interior





HEADLINER

Interior





FLOOR GRAPHICS

Interior





FLOOR GRAPHICS

Interior



> TABLE WRAPS

Interior & Exterior

Formats	Quantity	Size
Interior	6 Per Vessel	45" x 13"
Rooftop	3 Per Vessel	45" x 13"

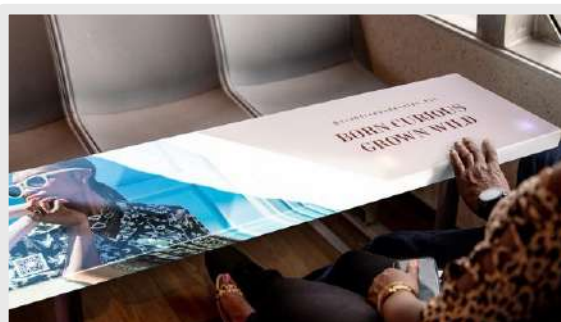




TABLE WRAPS

Exterior





TABLE WRAPS

Exterior





POSTERS

Interior Displays

Formats

Quantity

Size

Posters

2 Per Vessel

33" x 21"





POSTERS

Interior Display





POSTERS

Interior Display



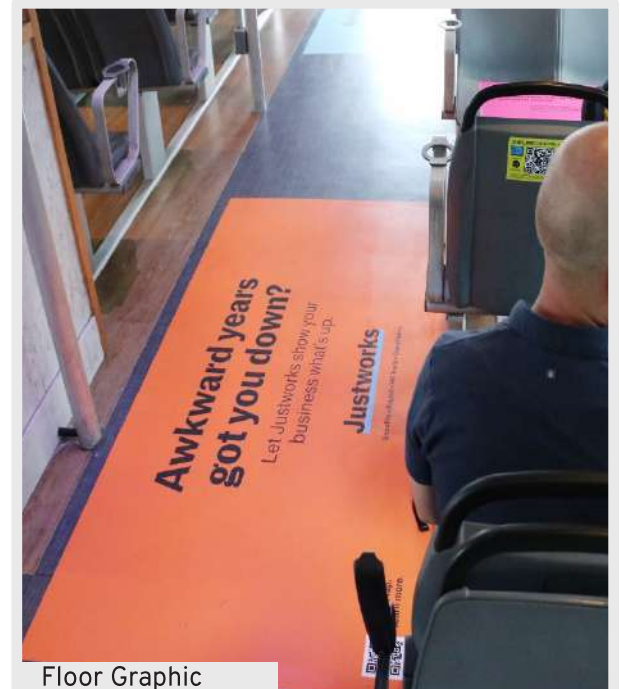
FERRY DOMINATION & ACTIVATION

> FERRY DOMINATION & ACTIVATION

Justworks



Dynamic Digital Display



Floor Graphic



Headliners



Table Wrap



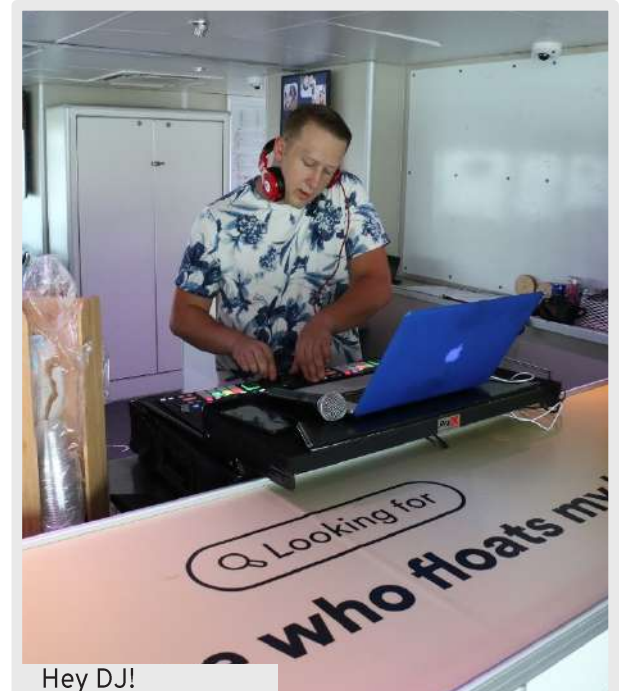
Dynamic Digital Displays

> FERRY DOMINATION & ACTIVATION

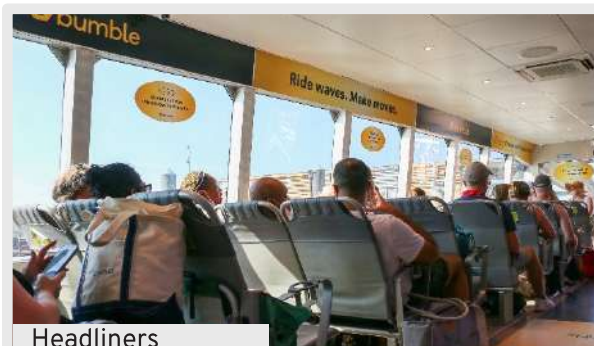
Bumble



Dynamic Digital



Hey DJ!



Headliners



Floor Graphic



Window Graphic

> FERRY DOMINATION & ACTIVATION

Stranger Things



Dynamic Digital



Poster



Headliners



Dynamic Digitals
& Floor Graphic

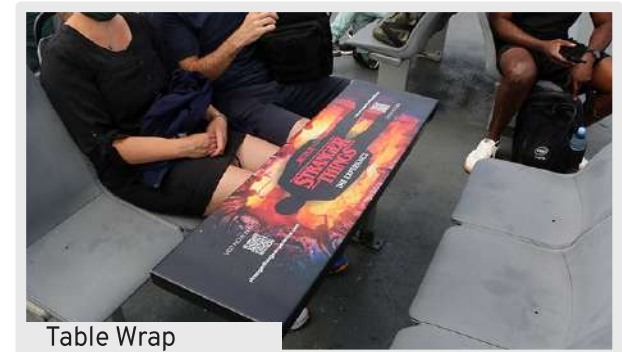


Table Wrap

> NYC FERRY ACTIVATION

The Farmer's Dog



Promotional Giveaways



Happy Pups



Headliners



Dynamic Digitals



Table Wrap



NYC FERRY ACTIVATION

NYC Shop MY City – Coffee Sleeves



> FERRY DOMINATION & ACTIVATION

Havaianas





FERRY DOMINATION & ACTIVATION

Crabtree & Evelyn

