



# Advertising Opportunities



Mayoral Photography Office  
Edwin J. Torres

# Introduction to System

Launched in 2017, NYC Ferry makes travel between the city's waterfront communities a breeze. Spanning all five boroughs, NYC Ferry has enabled millions of New Yorkers to reduce their commute times and enjoy greater access to the city's waterfronts. With 25 landings across 70 nautical route miles, NYC Ferry provides New Yorkers and visitors alike with a convenient and affordable transit option that connects communities to jobs, recreation, and each other.



# System Stats

**Routes:** 6 Routes / 25 landings

**Operates:** 365 days / year

**Serving:** All 5 NYC Boroughs

**Annual Ridership:** + 6 mil

## Ridership



**90%**

NYC Residents



**60%**

Ride 3x per Week



**\$100-149k**

Average Income

**Age:**

|           |     |          |     |          |     |
|-----------|-----|----------|-----|----------|-----|
| Under 24: | 3%  | 35 - 44: | 24% | 55 - 64: | 18% |
| 24 - 34:  | 18% | 45 - 54: | 20% | 65+:     | 17% |

## Digital & Social



**115k+** Followers

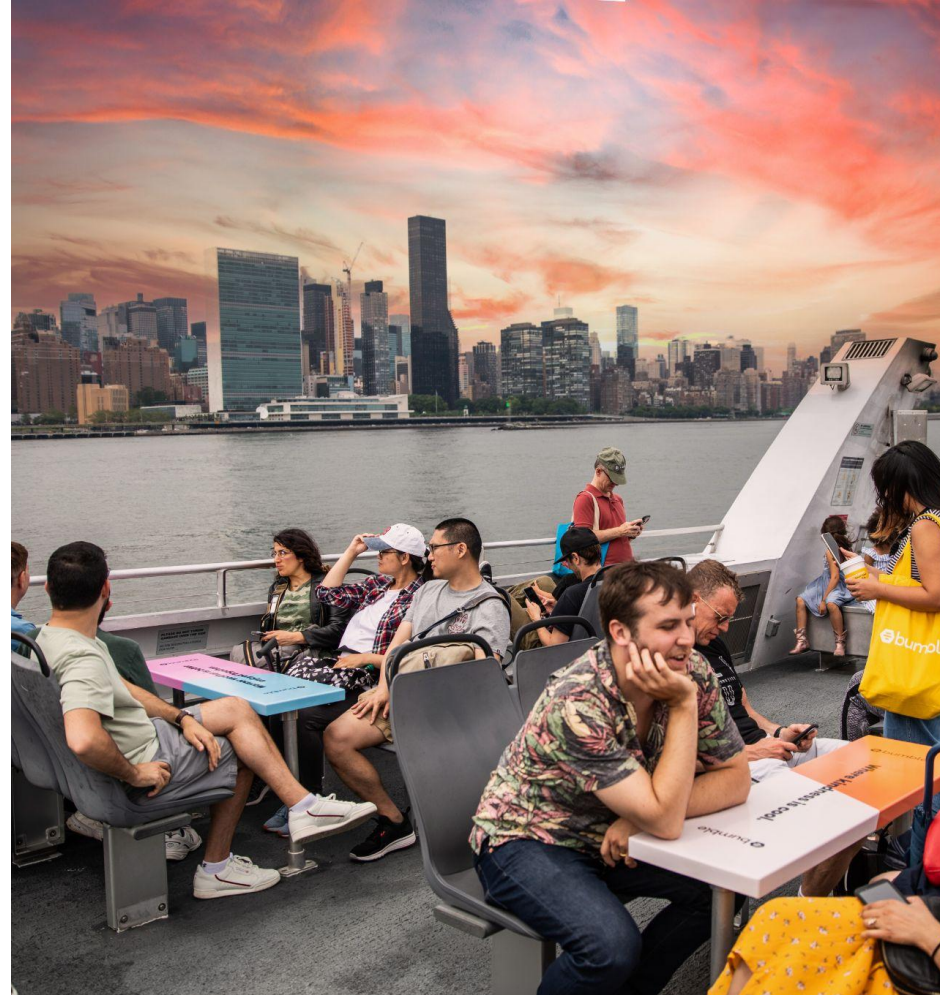


**150k+**  
App Users



**500k+**

Email Subscribers





# Onboard

Digital Displays  
Window Clings  
Headliners

Posters  
Table Wraps  
Floor Decals



# Digital

In-App Ads  
Branded Ticket Skins

Social Collaborations  
E-newsletter ads



# Activations

Branded Activations  
Concessions Takeover

Onboard Performances  
Product Sampling





# 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 headliner's vessel table wraps, floor decals, and posters.



# Headliners

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An overhead placement to pack a punch with your messaging and branding. Let the commuters eyes wander converting 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

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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 an more detailed and direct setting as they soak in the comforts of their commute.

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



Daniel Shure for Secret NYC/Fever





# Digital Displays

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)

System-wide (228 screens across 6 routes)

:15 second - 1 minute slots in a 10 minute loop.





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



# Brand Experiences

Set sail on an NYC Ferry vessel for a unique and memorable branded moment with the iconic NYC skyline as your backdrop. Create a completely custom and immersive experience from branded creatives, props, performances & more. Select from one of our 6 routes across the 5 boroughs. Offering an attention-grabbing, unique way to host your event or launch a new product.





# Product Samples

Spread the word about your business, product, or an upcoming event NYC Ferry. With an average trip dwell time of 20 mins up to an hour our riders are an attentive and engaged audience. A great way to expand your reach to the NYC market and NYC tourists. Sampling offerings can include tastings, experiences, flyering, and more.

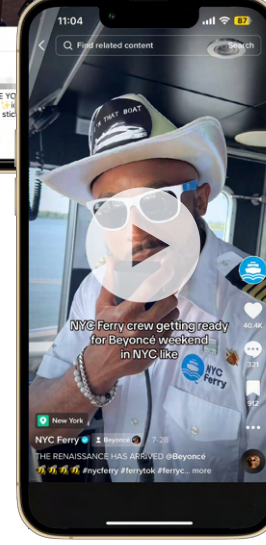
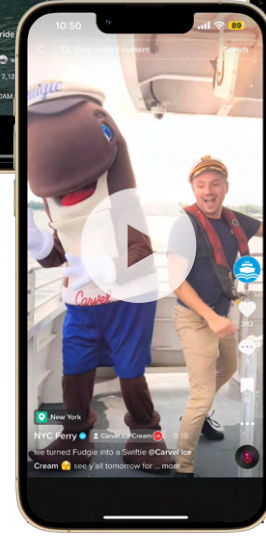
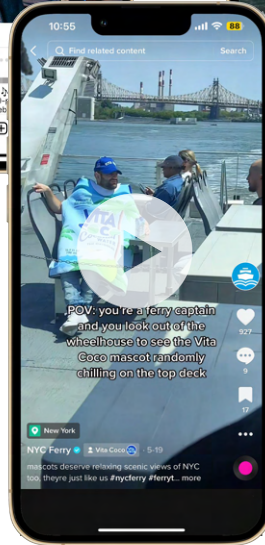
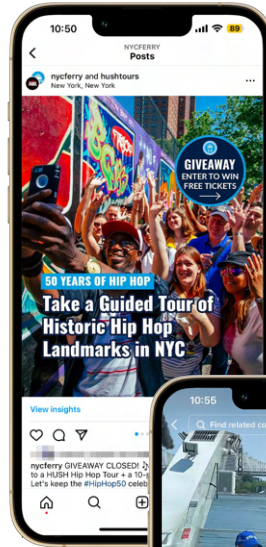




# Social Media

NYC Ferry's social media presence continues to grow at a rapid **+8K%** growth rate with a staggering **8MM+** reach, **10MM+** views, and **1.2MM+** engagements across all channels in 2023.

From pop culture iconography to small business partnerships, our team knows how to produce content for maximum viral impact. Our strategic content successfully merges brand ethos and engages our wide audience through content types like *Static Discovery Guides*, *Video & Interactive Content*, *Branded Content*, & *Small Biz Support Pieces*.



# Digital Advertising

NYC Ferry offers brands a chance to tap into our highly engaged, loyal audience via our strong digital presence.

Our NYC Ferry Blog is a go-to resource for all things NYC Ferry. From route updates to things-to-do, this section of site is our way of extending beyond the content people see on social and further connect with us. We offer brands placements through a *Blog Feature* or *Dedicated Blog*.

On the email newsletter front, NYC Ferry has a growing list of **500K+** subscribers. Our newsletters are known for delivering surprise and delights to our most loyal riders direct to their inbox. We partner with brands for both *Newsletter Features* or *Dedicated Newsletters*.

BAGELS GALORE! CELEBRATING NATIONAL BAGEL DAY WITH RUSS & DAUGHTERS



January 12, 2023  
Franky Ponce

**HAPPY NATIONAL BAGEL DAY! VISIT RUSS & DAUGHTERS FOR A 'FERRY' SWEET TREAT ?**

It's no secret that NYC is the center of bagelmania in the USA. No matter where you go in the city, what time of year it is, or how you like yours prepared, a New York bagel always hits differently.

To celebrate National Bagel Day this year, **Russ & Daughters** is partnering with NYC Ferry to offer a **FREE SWEET TREAT** with the purchase of a bagel sandwich for NYC Ferry riders! From Sunday, 1/15 through Sunday, 1/22/23, say "ferry" at any Russ & Daughter's when you order to claim!

This offer works at any Russ & Daughters location in the city, but if you're looking to take a ride on NYC Ferry to get there, be sure to visit the Brooklyn Navy Yard location:

**Russ & Daughters | Brooklyn**  
145 Flushing Ave.

NYC FERRY X ASTORIA DISCOUNT GUIDE



September 30, 2021  
Rae Baker

Known for its diverse cuisine, Astoria is a neighborhood that is full of culinary gems. This month we're featuring a few restaurants that deliver on all fronts: food, drinks, environment, and service. The best part is that through October 31st, each of these locations is offering **10% off for ferry riders**. All you have to do is show your NYC Ferry app or ticket!

Giveaways & More



Immerse yourself in the world of the French painter, you'll be guided through three experience rooms. Each room is a highlight on its own and provides the traveler not only with insight but also with new experiences and new perspectives on Monet's life, his work, and his masterpieces. Follow NYC Ferry on Instagram for a chance to win 2 free tickets to Monet's Garden.

LEARN MORE >

We've partnered with Tony's Chocolonely to share their mission and some sweet treats. Tony's Chocolonely is 100% modern slavery-free chocolate. Not just with their chocolate, but all chocolate worldwide. Enjoy Sweet Sailing with Tony's Chocolonely's Chocolate Love A-Fair at Pier 11 NYC Ferry riders will be surprised with a sweet treat from Tony's Chocolonely. Follow NYC Ferry on Instagram for more info

LEARN MORE >



Win 8 books, 8 audiobooks & 2 NYC Rockaway Ferry tickets!

Summer at the Beach Giveaway!

'Tis the sea-sun of hot days and cool reads! On Saturday, July 29, take the 10:19 AM NYC Rockaway Ferry from Wall Street/Pier 11 and get a chance to score a book and audiobook bundle from Penguin Random House (featuring steamy romances and chilling thrillers!). Can't make it on July 29? You can still enter here for a chance to win 8 books, 8 audiobook downloads, and 2 ferry Rockaway Ferry tickets. **NO PURCHASE NECESSARY. US Residents, 18+.** Ends 8/20/23. See Official Rules: <https://bit.ly/3r5Pa1E>. Good luck!

ENTER HERE

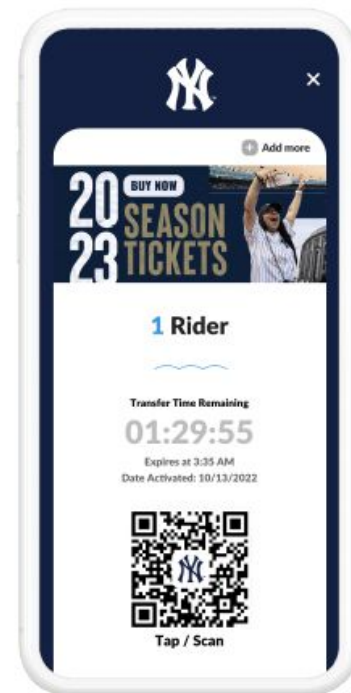
Advertising Opportunities



# Branded Tickets

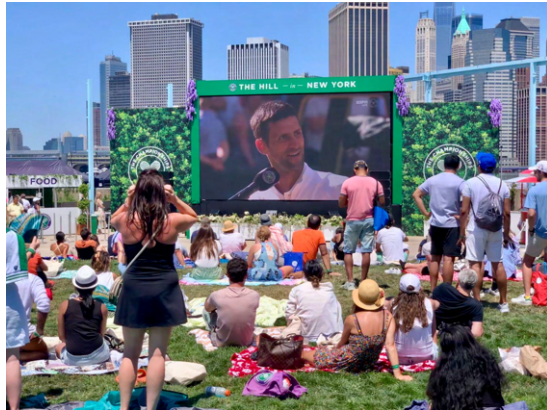
## *Branded Ticket Skins*

Offering seasonally branded tickets to encourage riders to attend an upcoming event or try out a new product.





# Landing Audio Advertisements



“Wimbledon, London - The Hill at NYC”

[click here](#)



“The Lion King Returns to Broadway”

[click here](#)



“Advertising Week New York is Back”

[click here](#)

Engage with NYC Ferry Riders before they board. While riders are waiting for the next vessel use this time to announce or promote an upcoming event or product launch via an audio clip. Select landings have overhead audio capabilities Options for a :15 or :30 second ad played on an hour loop.

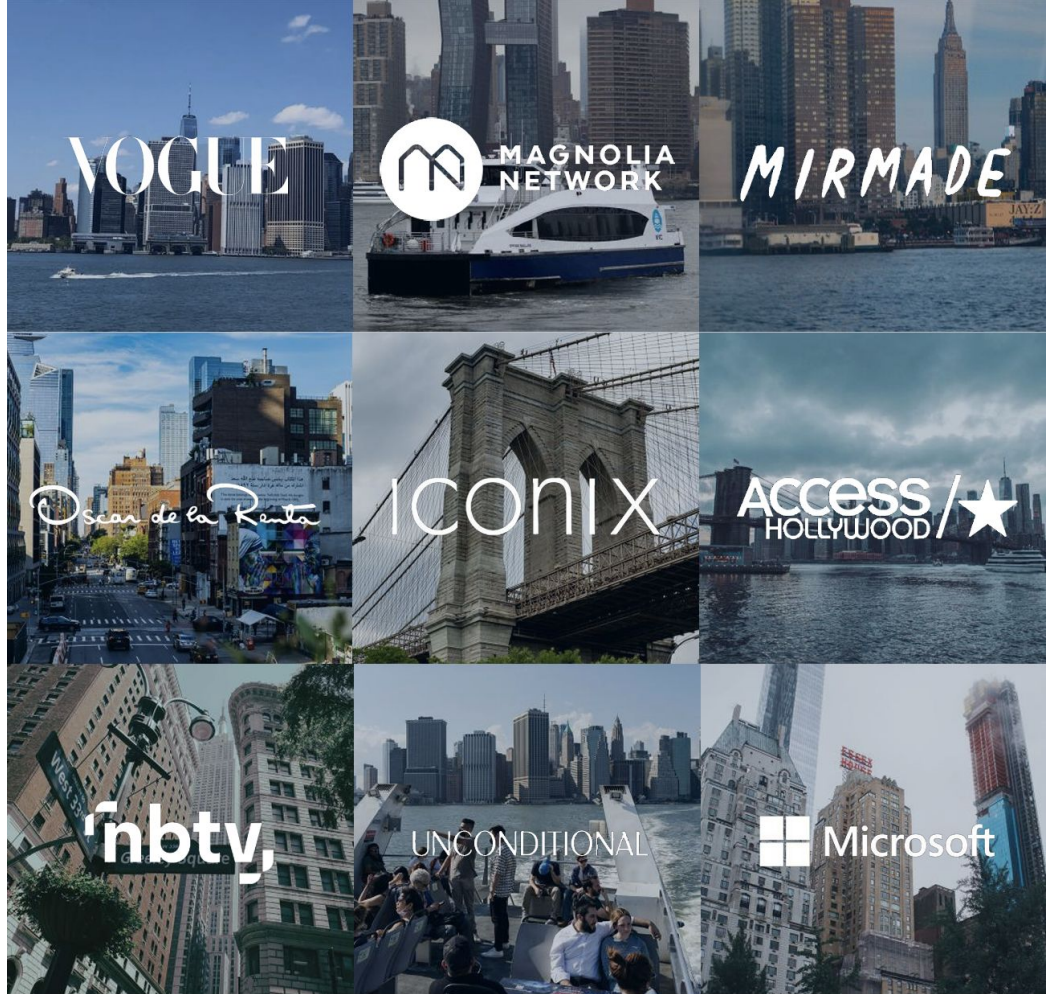


# Filming Opportunities

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](mailto:Media@ferry.nyc)





# WHO WE'VE PARTNERED WITH

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NYC  
Ferry

CONTACT US AT  
[advertising@ferry.nyc](mailto:advertising@ferry.nyc)

[ferry.nyc](http://ferry.nyc)

