



Small Business

ADVERTISING PROGRAM



Mayoral Photography Office
Edwin J. Torres

Introduction to System

Launched in 2017, NYC Ferry makes traveling across New York City's five boroughs a breeze, enabling millions of New Yorkers to reduce their commute times and enjoy greater access to the city's more than 500 miles of waterfront. With 25 landings across 70 nautical route miles, NYC Ferry provides New Yorkers and visitors alike with a convenient, reliable, and affordable transit option that connects communities to careers, education opportunities, recreation, and each other. With a record-setting year serving more than 6.6 million riders in 2023 and nearly 35 million riders since 2017, advertising with NYC Ferry can bring your business to new audiences across the five boroughs.

As part of its commitment to supporting local communities and driving economic development, NYC Ferry is offering local small businesses an opportunity to engage with its riders through the Small Business Advertising Program. This program features reduced rates to make advertising with NYC Ferry more accessible and budget-friendly for the local businesses that shape and serve our community.

Discounted rates for eligible for SBS & M/WBE NYC Small Businesses & Organizations



System Stats

Routes: 6 Routes / 25 Landings

Operates: 365 Days / Year

Serving: All 5 NYC Boroughs

Annual Ridership: + 6 Million

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

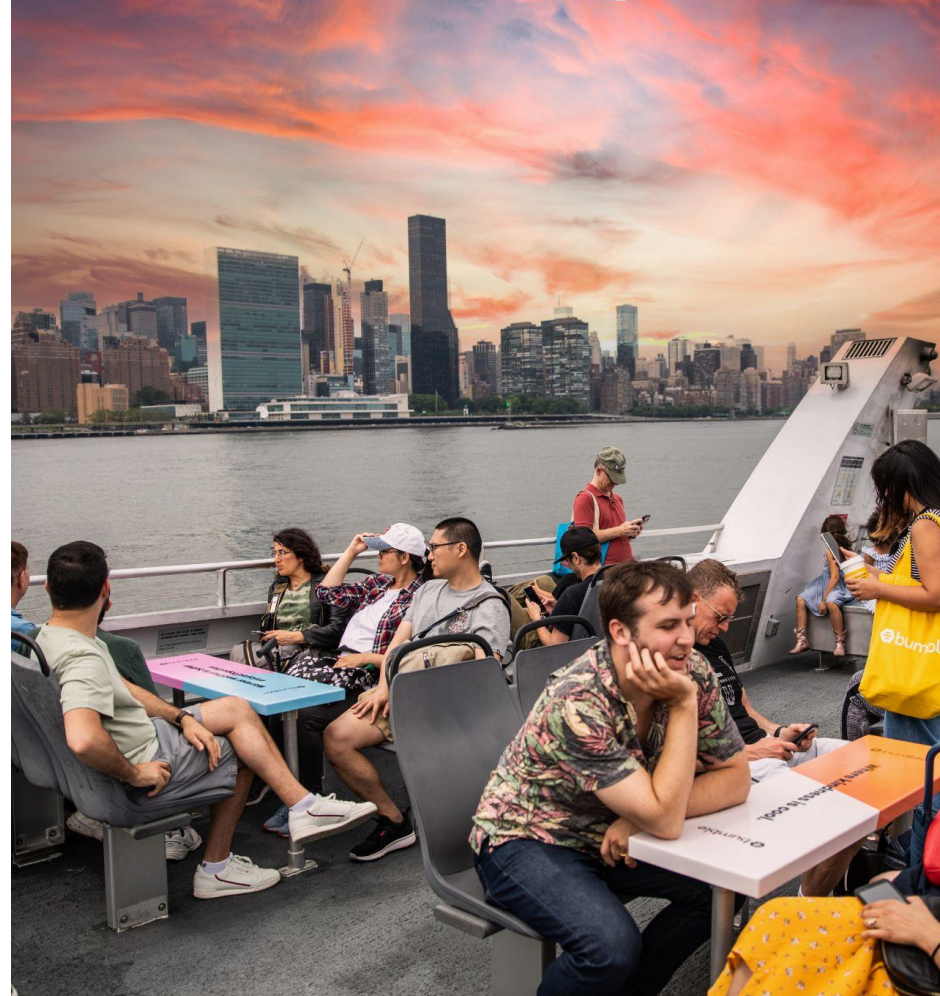


150k+
App Users



500k+

Email Subscribers



Advertising Opportunities

Digital Displays

Product Sampling

Social

E-newsletter

Blog



Digital Displays

With the ability to play dynamic or static ads & 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/:30 Second slots in a 10 minute loop.



Product Samples

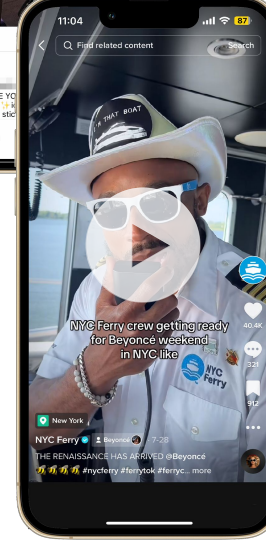
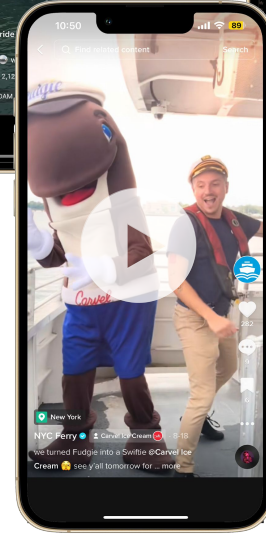
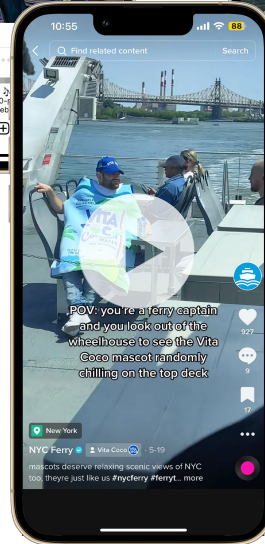
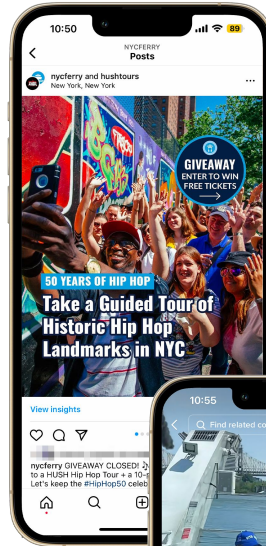
Spread the word about your business, product, or an upcoming event NYC Ferry. With an average trip dwell time of 20 mins up to an hour our riders are an attentive and engaged audience. A great way to expand your reach to the NYC market and NYC tourists. Sampling offerings can include tastings, experiences,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

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 businesses for our monthly *Newsletter Features*.

BAGELS GALORE! CELEBRATING NATIONAL BAGEL DAY WITH RUSS & DAUGHTERS



January 12, 2023
Frasky 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
141 Flushing Ave.

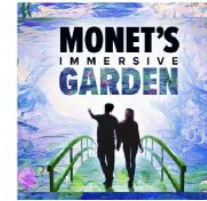
NYC FERRY X ASTORIA DISCOUNT GUIDE



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 **30% off for ferry riders**. All you have to do is show your NYC Ferry appor 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 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 >



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



WHO WE'VE PARTNERED WITH





**NYC
Ferry**

CONTACT US AT
advertising@ferry.nyc

ferry.nyc

