

MAKE WAVES



2026 ADVERTISING OPPORTUNITIES

SMALL BUSINESS



[ferry.nyc](https://www.ferry.nyc)
advertising@ferry.nyc



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ABOUT



Spanning all **5** boroughs, NYC Ferry has empowered millions of New Yorkers to reduce their commute times and enjoy greater access to the city's waterfronts.

New routes in **'26** NYC Ferry evolutionized travel for waterfront communities, making it easier than ever to navigate New York City's iconic waterways.



Offering a convenient and affordable transit solution, NYC Ferry connects communities to jobs, recreation, and each other—bringing people closer to the heart of New York City life.



Connecting the Five Boroughs, One Ride at a Time



NYC Ferry bridges the waters of New York City, creating vital connections across

5
Boroughs

25
Landings

across

6
Routes

with
service
running

365
Days / Year

This network doesn't just move people—it moves the city.

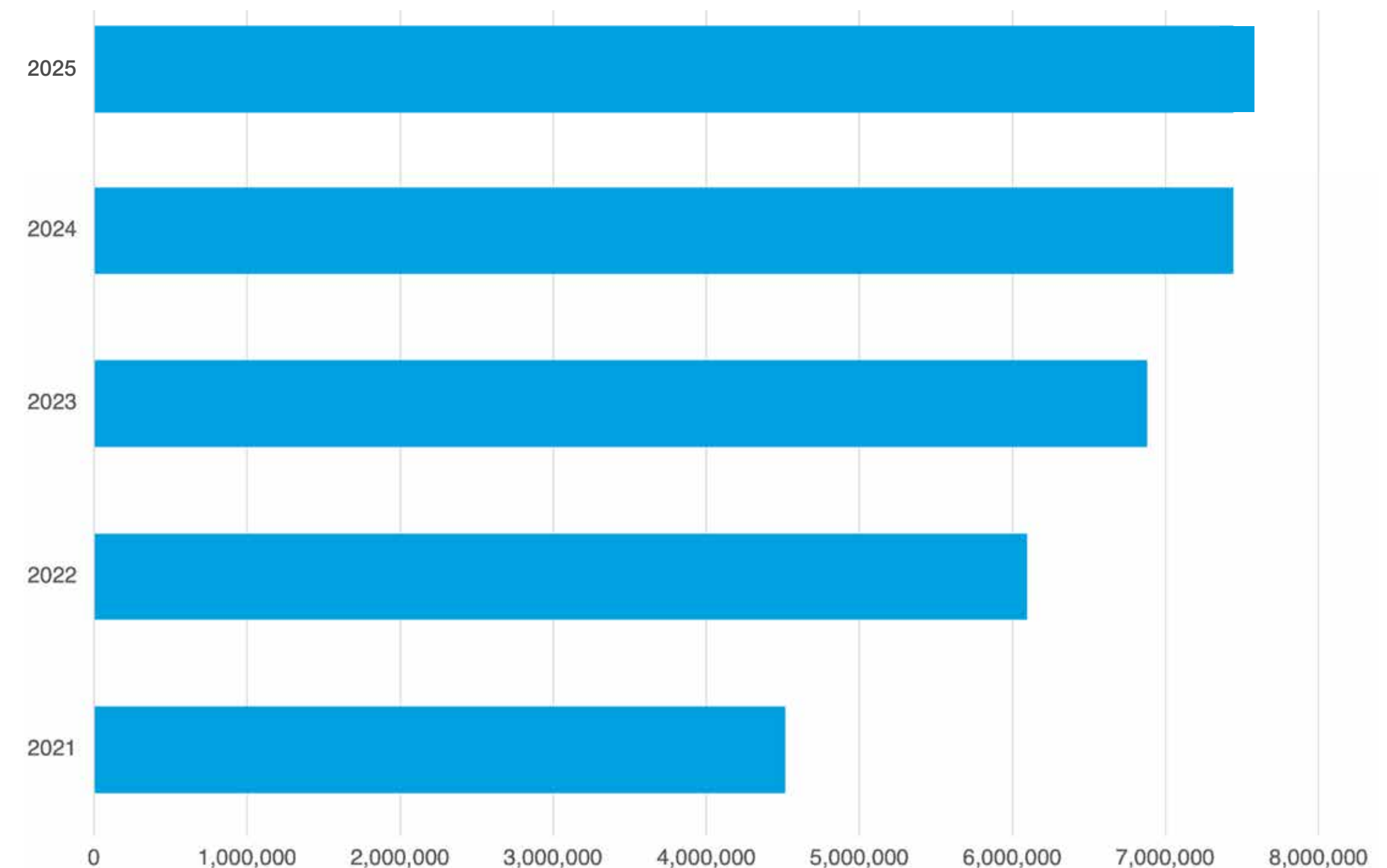
Growing Community of Riders



+7M
Annual Ridership

With over 7 million riders annually, NYC Ferry has become a trusted and essential part of New Yorkers' lives. From the bustling energy of summer, when monthly ridership peaks near 1 million, to the crisp days of fall, every season tells a story of vibrant communities relying on this essential service. Whether commuting to work, exploring the city, or escaping for a waterfront view, NYC Ferry riders experience the best of what the city has to offer.

Year Over Year Ridership





Who's on Board?

Our riders are the city's heartbeat—professionals, families, and visitors—all connected by the water. With an average household income of \$100K–\$149K, NYC Ferry attracts an audience of engaged, affluent, and active participants in city life.

\$100-149K
Average Income

94%
NYC Residents

61%
Ride 3x / week

24Min
Average Ride Time



Our audience is as diverse and dynamic as New York City itself.

Who They Are: A mix of locals, tourists, families, students, young professionals, retirees, and individuals from both working-class and high-income backgrounds.

Age Range: Spanning generations, from Baby Boomers and Gen X to Millennials, Gen Z, and the emerging Gen Alpha.

What They Love: Health-conscious living, eco-friendly initiatives, fitness, food, technology, urban culture, and events. Whether they're commuting, sightseeing, or exploring, NYC Ferry riders are highly engaged urbanites who are always on the move.

A Digital & Social Powerhouse

Beyond the docks, NYC Ferry extends its reach through a robust digital presence.

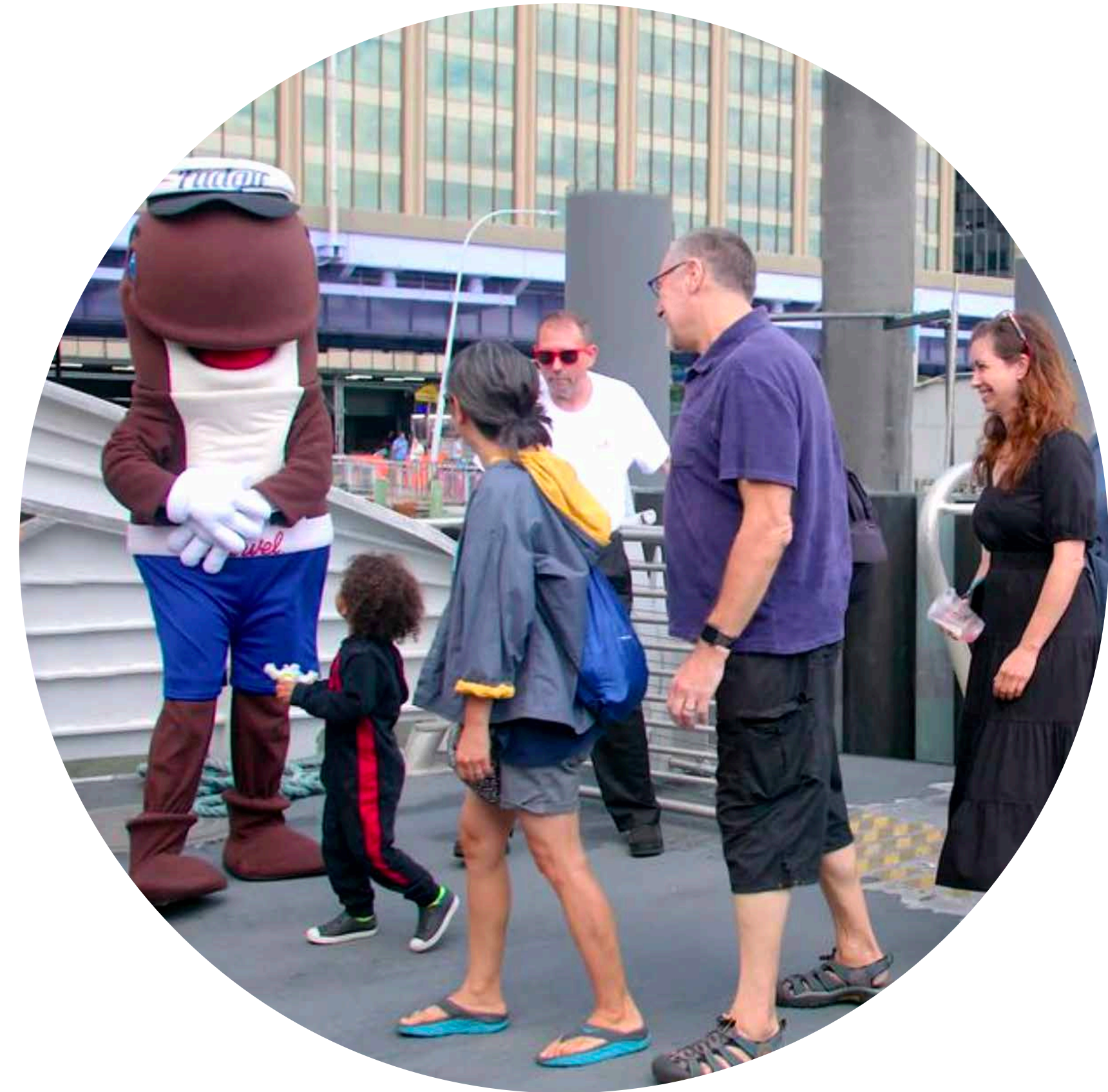


250K+
Followers

450K+
Yearly App Users



1.8M+
Email Subscribers



The NYC Ferry Experience

Every ride is an opportunity—for connection, for discovery, for your brand. Whether gliding under the bridges or taking in the city's iconic skyline, NYC Ferry turns a daily commute into a scenic escape. It's more than just a ferry service; it's where New Yorkers and visitors alike come together, one journey at a time.

SAILING INTO '26

2026 High Impact Moments

We're setting sail into some history-making moments. 2026 is sure to be another landmark year for ferry riders and New York City as a whole.

We've earmarked some major moments happening this summer where branding and partnership opportunities with NYC Ferry are available and ready to bring your brand to the apex of ridership and cultural significance.



SUMMER STARTS ON THE WATER

A Direct Ride to Rockaway Beach

In 2025, we broke system records

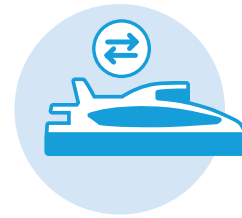
+52K

Riders in a Single Day



+1M

Boardings in August



During New York City's warm months, NYC Ferry receives an undeniable boost in ridership, packing our boats with New Yorkers yearning for fun in the sun.

As we expect ridership to continue increasing in 2026, we will continue to offer direct-to-Rockaway options for New Yorkers to head out to the beach in a convenient, fun, breezy way.

Past Offerings Include:



Rockaway Rocket

Limited, seasonal NYC Ferry service that provides direct weekend trips. Has seen an active +20% increase in ticket sales YoY.



Rockaway Reserve

Seasonal ticket offering with reserved spots onboard select trip to and from Rockaway.

NYC Ferry will be offering **exclusive advertising & sponsorship space** for brands of all sizes onboard our upcoming direct-to-Rockaway offerings.



FIFA WORLD CUP '26

All Eyes On The Prize

As New York City hosts during the FIFA World Cup 26™, NYC Ferry will move fans, locals, and visitors alike across iconic waterfront routes at the height of global attention.

NYC Ferry will be offering brands a premium platform to get in on the energy and momentum of this history-making moment with near proximity to fan hubs, cultural districts, and more.

JUNE 13  Brazil vs Morocco 8PM ET	JUNE 16  France vs Senegal 3PM ET	JUNE 22  Norway vs Senegal 8PM ET	JUNE 25  Ecuador vs Germany 4PM ET
JUNE 27  Panama vs England 5PM ET	JUNE 30  1ST ROUND ROUND OF 32 5PM ET	JULY 5  2ND ROUND ROUND OF 16 4PM ET	JULY 19  FIFA WORLD CUP 26TH FINAL 3PM ET



“FIFA expects more than five million fans ... a figure that would break the in-person attendance record set at USA '94, the last time America hosted the World Cup.”

2026 World Cup: The Most-Watched Sporting Event in History?



SAIL 250

History On The Waterways



During this multi-month national celebration of our country's history, NYC's waterfronts will become the focal point for Tall Ships and harbor events like never before.

This historic occasion offers brands distinct opportunities for legacy-based activations and branding onboard NYC Ferry.

JULY 3 Class B Ships Parade of Sail	JULY 4 Class A Ships Parade of Sail	JULY 4 Aerial Review
JULY 4 International Naval Review	JULY 4 Fireworks	JULY 5-8 Public Touring of Tall Ships



OPPORTUNITIES

ONBOARD PLACEMENTS

Digital Displays

DIGITAL OPPORTUNITIES

e-Newsletter Ads

SOCIAL MEDIA

Coverage
Impact

ACTIVATIONS & EXPERIENTIAL

Product Sampling



ONBOARD



PLACEMENTS

DIGITAL DISPLAYS

Catch Eyes with Every Glance

Engage a captive audience with Digital Displays, the perfect platform for dynamic or static ads. Designed for flexibility, these screens adapt seamlessly to your marketing strategies, ensuring your brand resonates with riders in real-time.

High-Quality Formats:

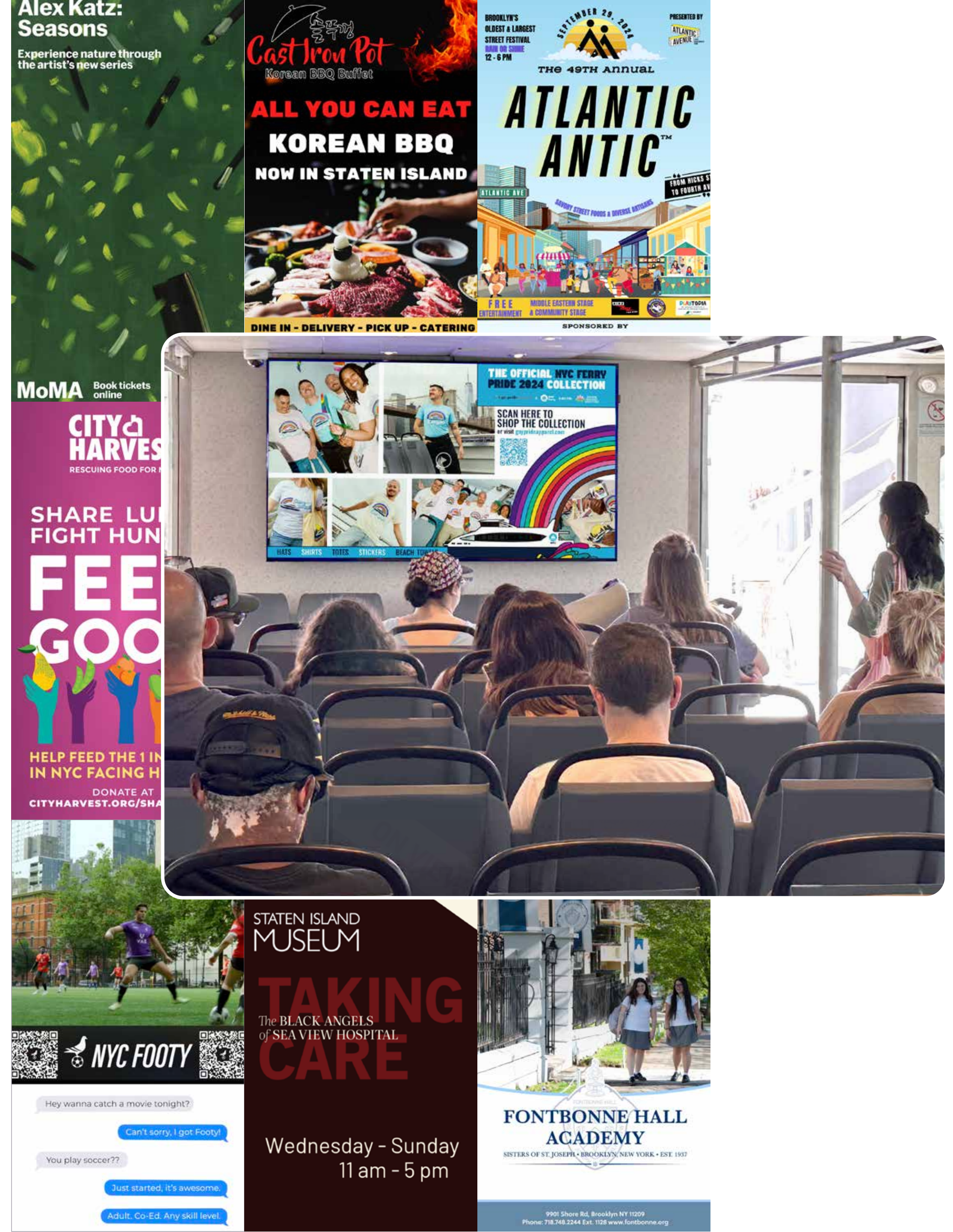
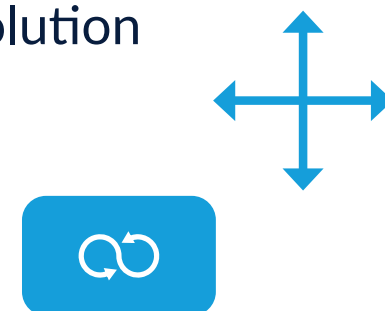
Landscape (1 screen): 1080 x 1920 resolution
Portrait (5 screens): 1920 x 1080 resolution

System-Wide Reach:

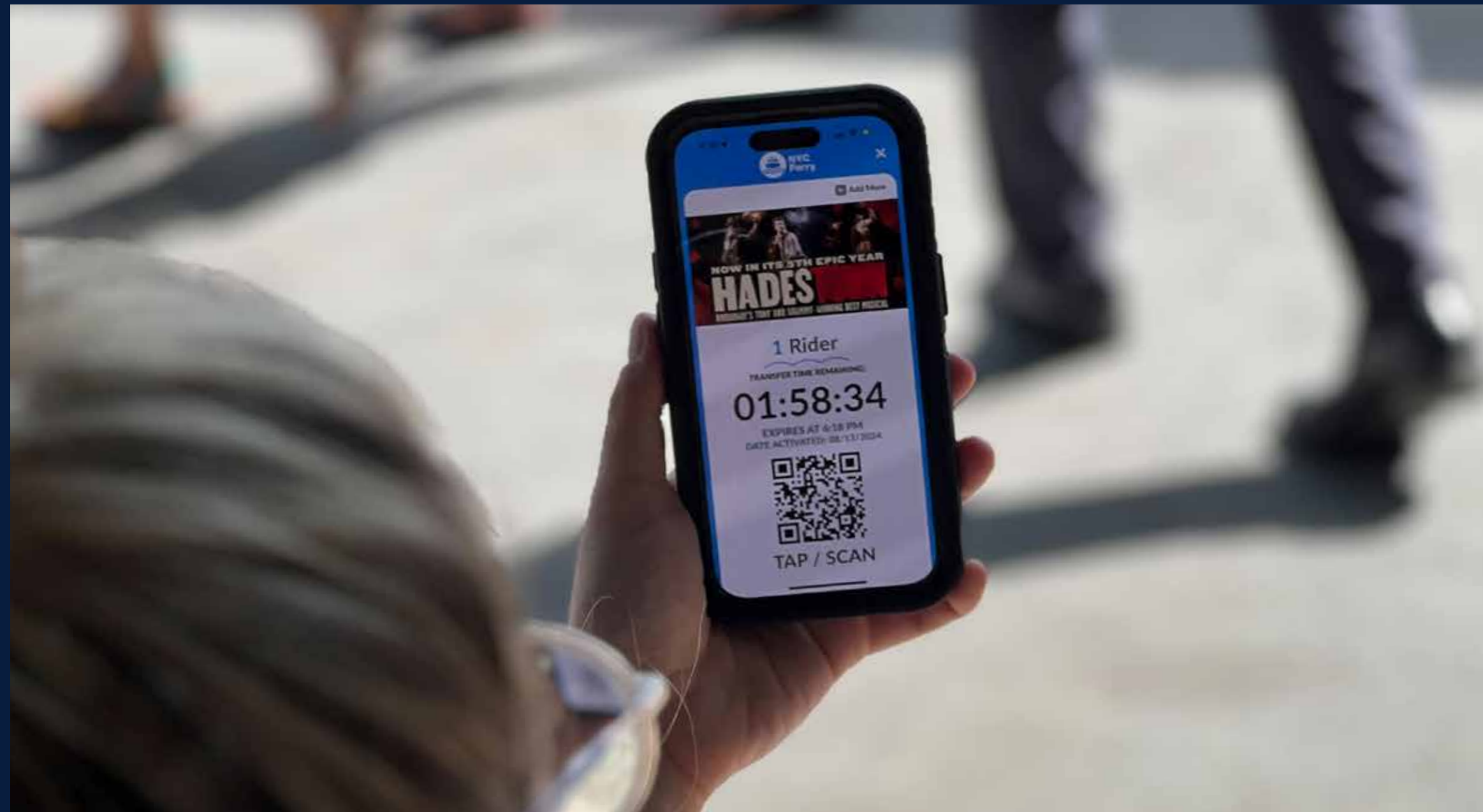
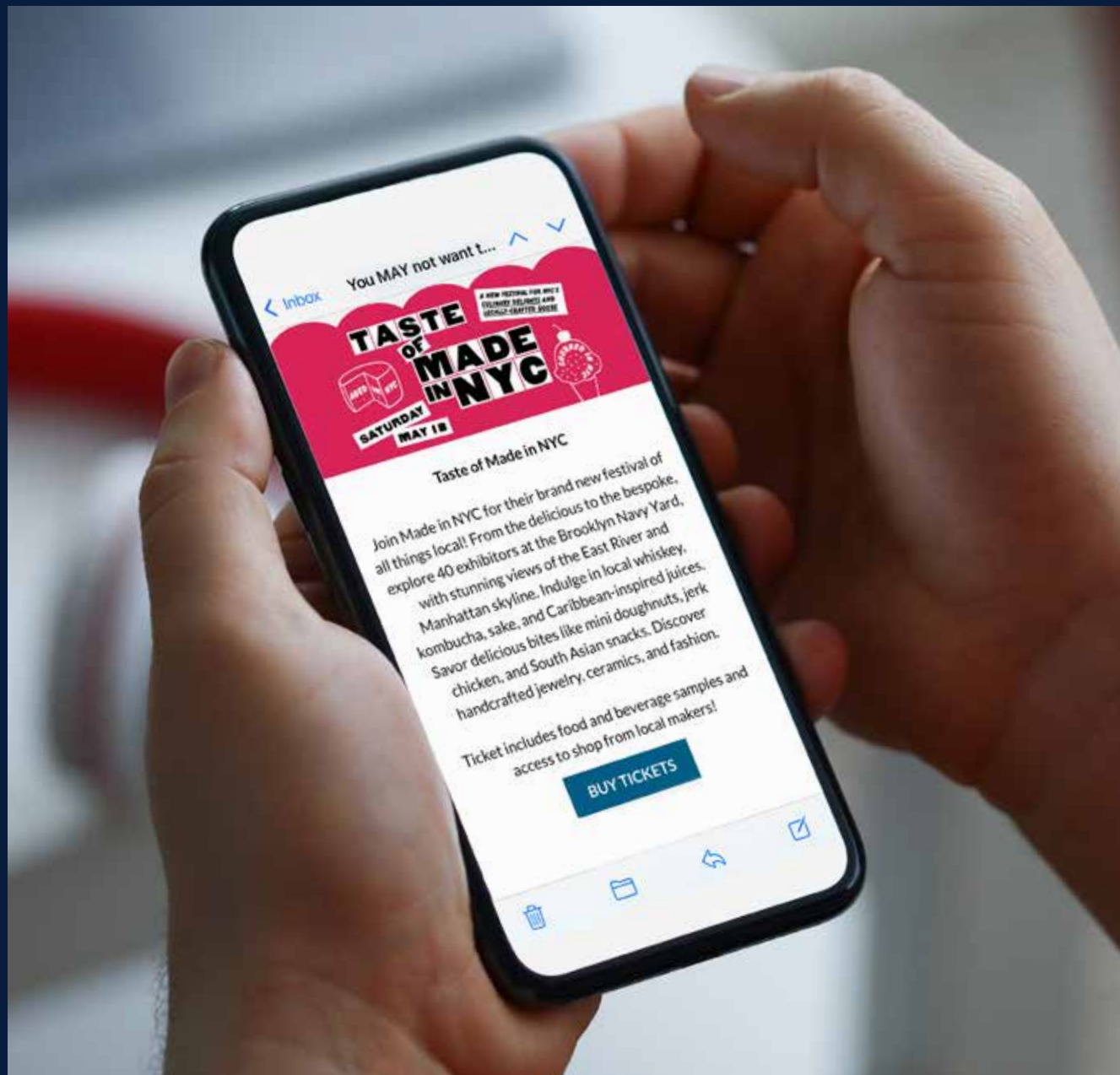
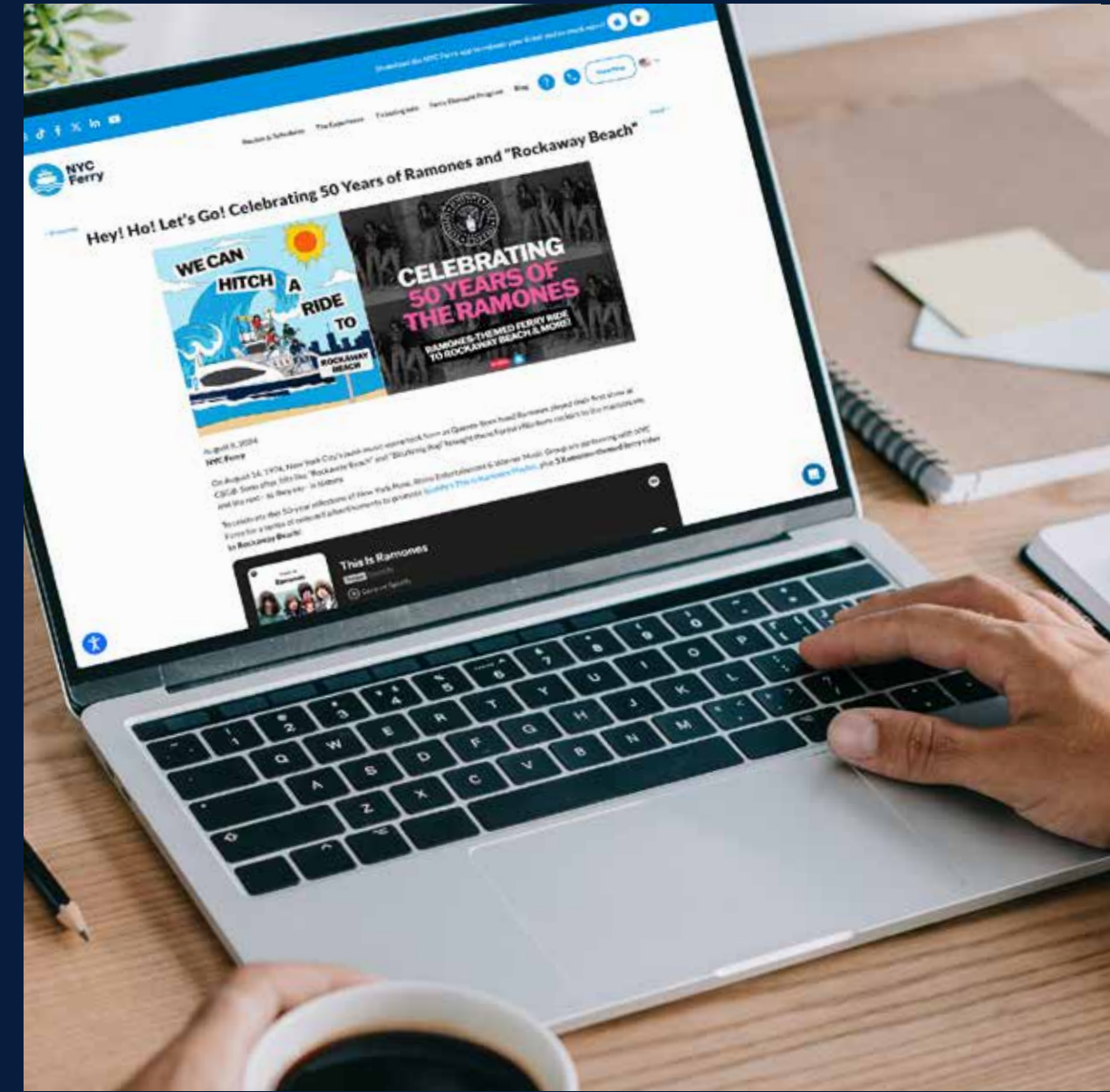
228 screens across 6 ferry routes

Ad Slot Details:

Duration: 15-second to 1-minute slots
Frequency: Displayed in a 10-minute loop



DIGITAL



OPPORTUNITIES

e-NEWSLETTER ADS

Slide into the Inbox of Loyal Riders

Tap into NYC Ferry's loyal subscriber base with strategic placements in our e-newsletters or on our blog. These platforms connect your brand with engaged riders who rely on us for updates, tips, and things to do.

Newsletter Opportunities

Newsletter Features: Highlight your brand as part of curated content.
Dedicated Newsletters: Exclusively feature your campaign for maximum exposure.



Blog Opportunities

Blog Features: Integrate your brand into high-traffic editorial content on our SEO-optimized website.
Dedicated Blog Posts: Showcase your campaign with a full post tailored to your messaging.

Audience Snapshot:

1.8M Subscribers  **+38%** Open-Rate  **~3-8%** CTR: Click-Through-Rate



Myrtle Avenue Restaurant Week

Myrtle Avenue Restaurant Week is back! Beginning February 16, experience the culinary journey that awaits on Myrtle Avenue. 13 restaurants in Fort Greene & Clinton Hill will be offering 3-course dining deals at price points for every budget. For \$20, \$30 or \$40, taste cuisines from Cambodia to Mexico, Italy to Nepal, and everywhere in between. Just a 10-minute walk from the Brooklyn Navy Yard landing (Astoria Route). Friday, February 16 - Sunday, February 25. For the full list of restaurants, menus & more, visit: myrtleavenue.org/restaurantweek

VISIT



Discover the Best Summer Spots Near NYC Ferry Landings

Summer in New York City is all about exploring, and there's no better way to do it than by hopping on an NYC Ferry. With convenient stops along scenic routes, the ferry landings are gateways to some of the city's best-kept secrets. From waterfront parks and lively markets to unique eateries and cozy bars, there's something for everyone. Join us as we highlight the top summertime spots near NYC Ferry landings—perfect for a sunny day adventure with friends or family!

DISCOVER MORE



Porch Stomp

Porch Stomp is a free, participatory folk music and dance festival that takes place annually on Governors Island. Now in its eleventh year, Porch Stomp offers unique performance and educational opportunities, including concerts, workshops and open jams. Over 200 small-scale acoustic concerts, jams, and workshops featuring some of NYC's best bluegrass, old-time, blues, roots, and Americana music are showcased during the daylong festivities. Take the NYC Ferry to Governors Island on June 15th and join the fun!

More information at porchstomp.com!

FIND OUT MORE

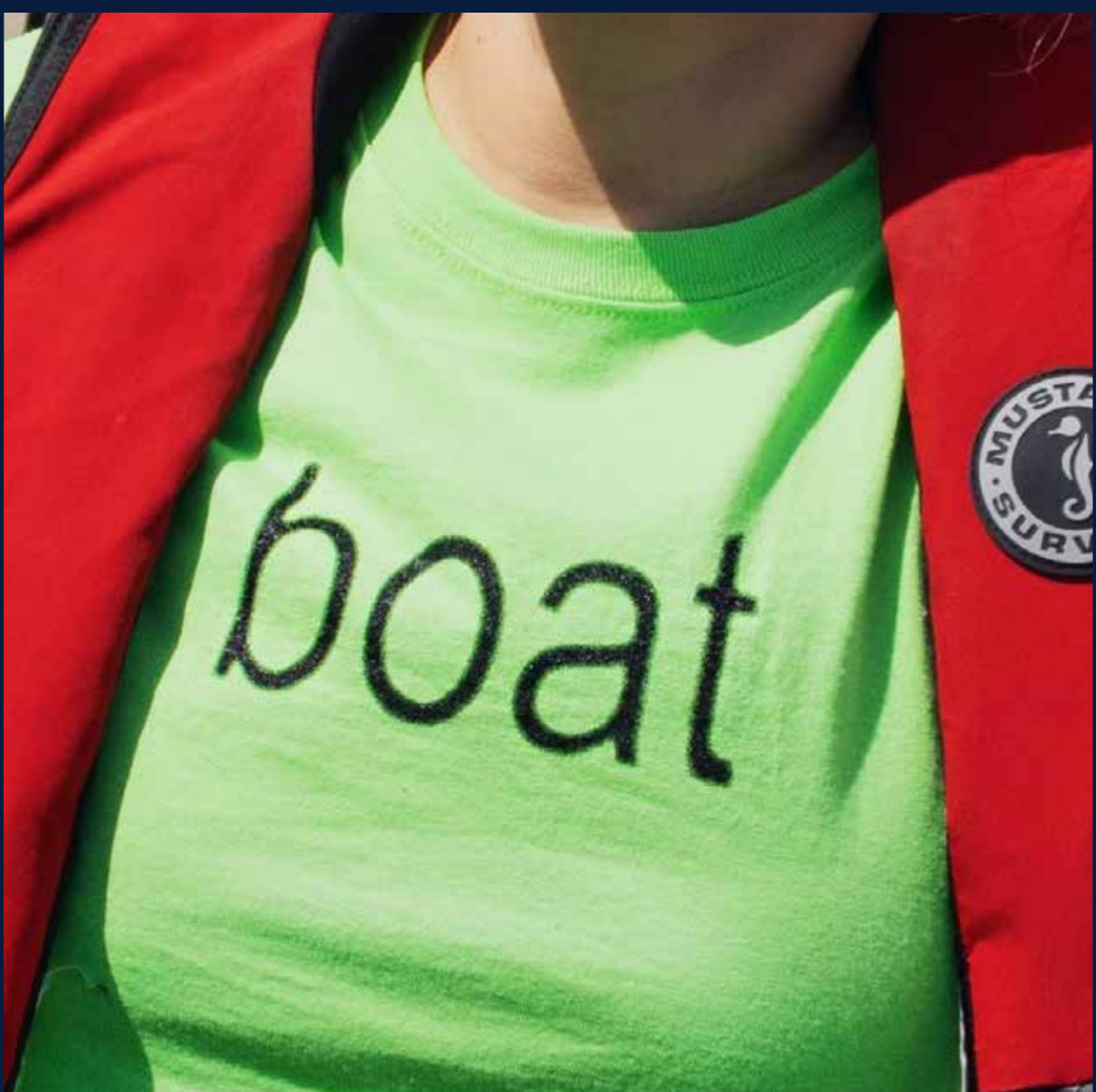


Shari's Tea

At Shari's Tea, we create custom tea blends and memorable tea-centric corporate experiences. Whether you're looking for the perfect gift or to enhancing wellness at work, we have just what you need. Visit Sharisteat.com or EventsbyST.com for more information.

LEARN MORE

MEDIA

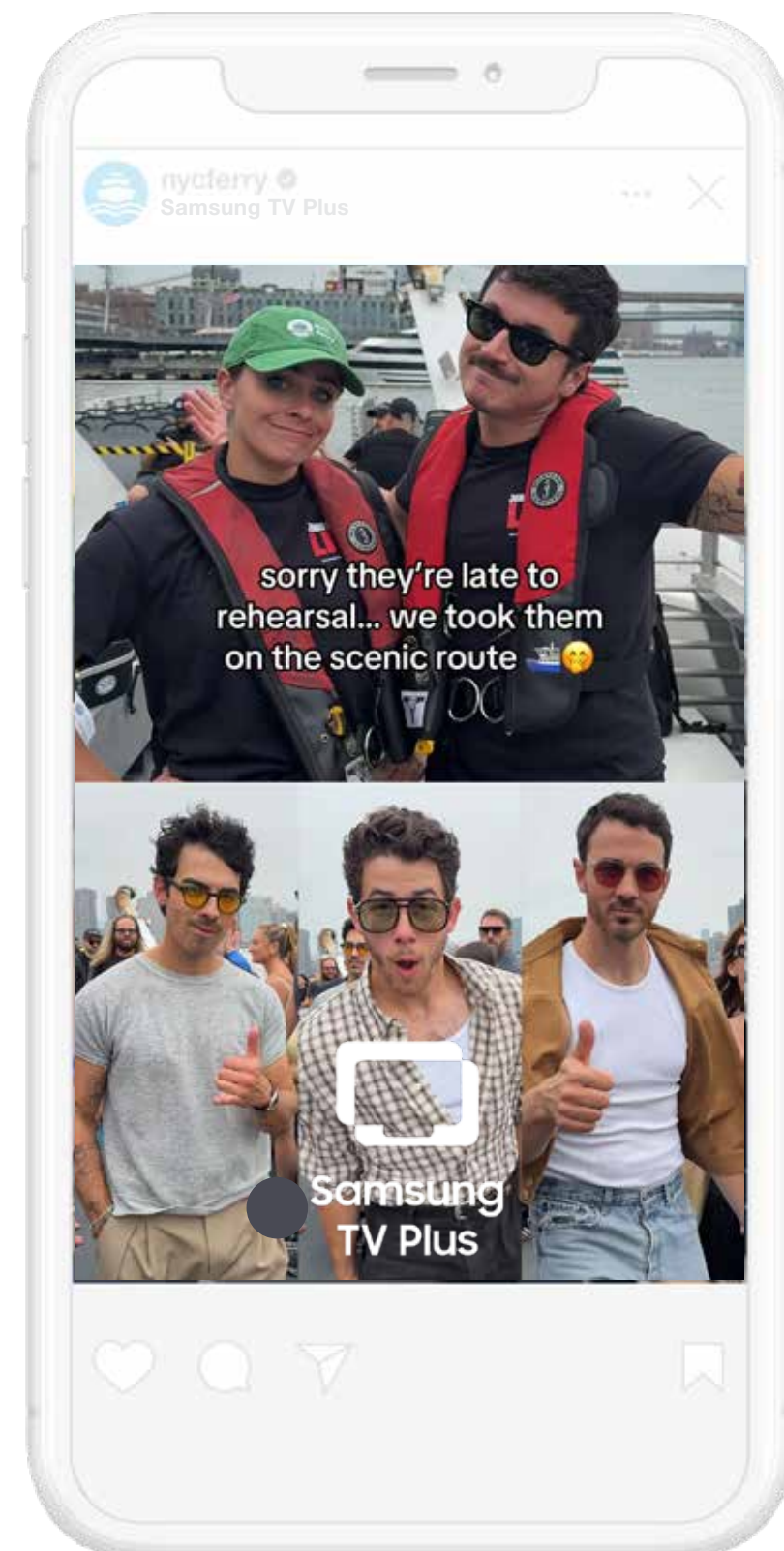
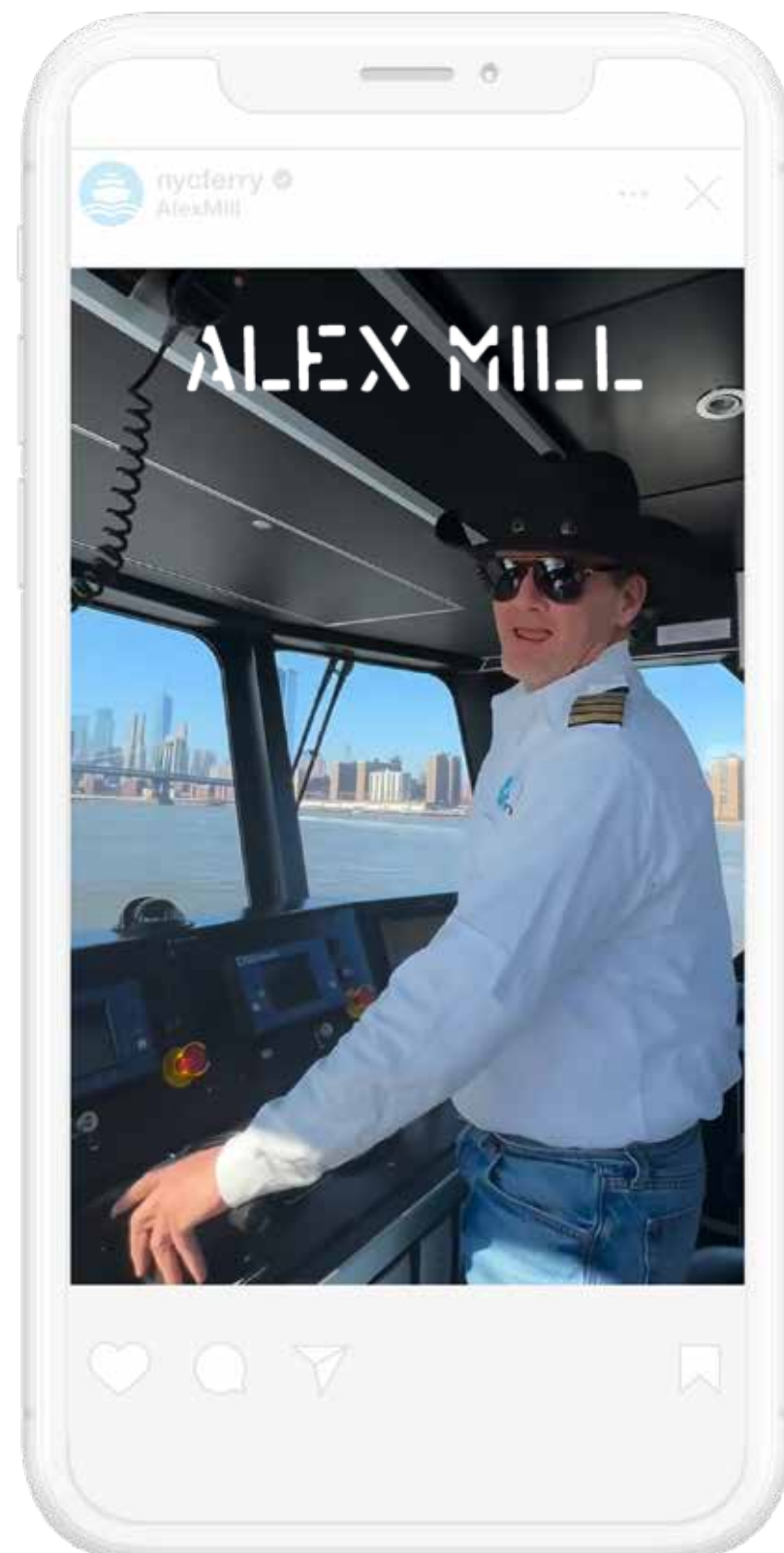


SOCIAL

COVERAGE

Virality by the Boatload

Meet social media's favorite ferry! With engagement outperforming much of the travel industry our content keeps our audience coming back for more. Whether you're a global brand or a local business, our team knows how to craft campaigns that connect, captivate, and convert.



CONTENT

That delivers

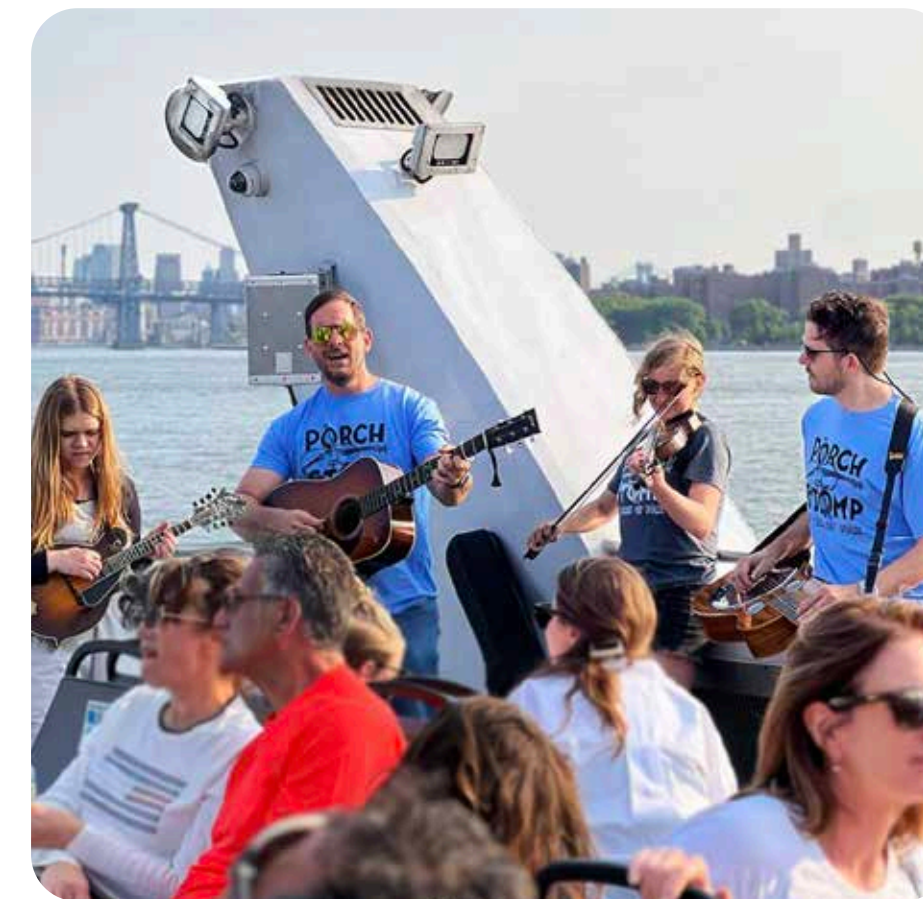


A lovable,

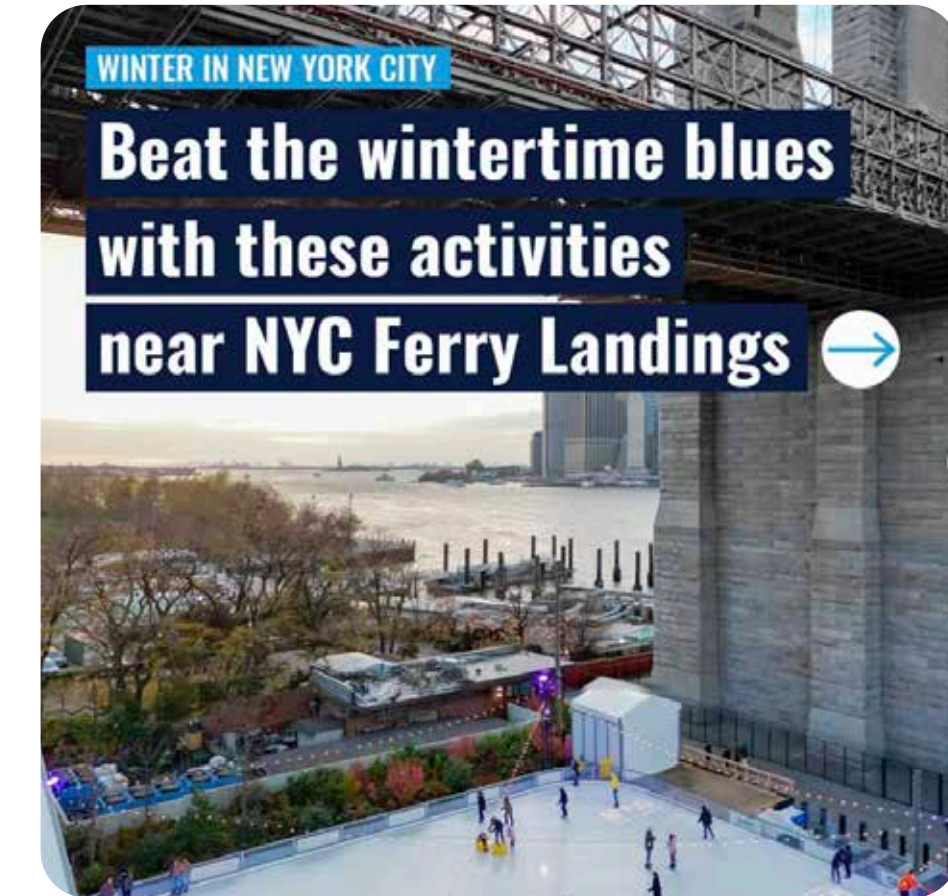
Small Biz Support Pieces Highlight partnerships or feature businesses in a way that drives engagement.



Custom Content Options Work with the NYC Ferry creative team to create dynamic, shareable moments.



Brand Integration Increase foot traffic through placement of discounts and other exclusive rider offers.



Static Discovery Guides Reach riders through curated guides that seamlessly integrate your brand.

Reach Riders Through Curated Guides That Seamlessly Integrate Your Brand

+250K
Fans

+22M 
Video Views

+4M 
Interactions

+35M
Impressions

8.9%
Engagement Rate

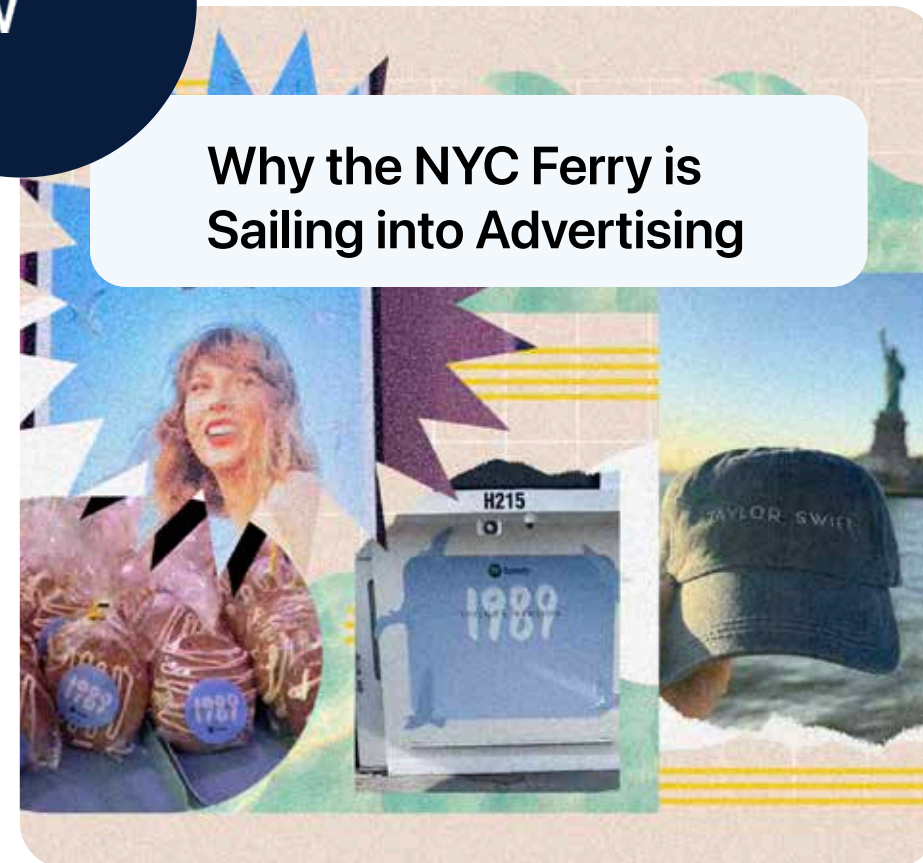
IMPACT

Evidently We Float A Lot of People's Boats

To date, we are the most successful ferry boat on social media, outperforming most in the the travel industry.

MARKETING BREW

Why the NYC Ferry is Sailing into Advertising



“Nichels had seen the NYC Ferry and the Denver airport getting creative with their social media.”

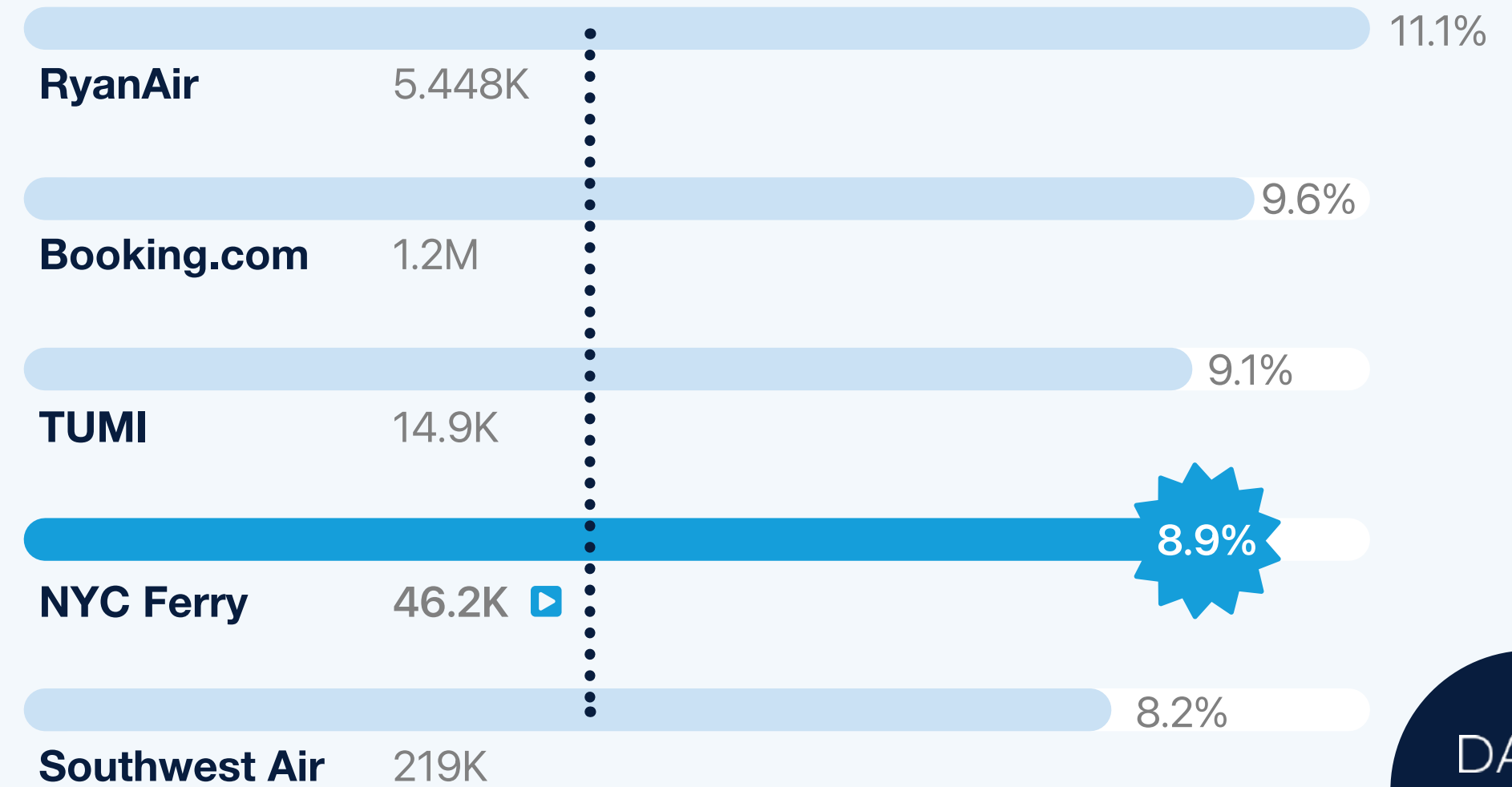


Behind the Campaign to Make Metro Cool Again

4.1%

Industry Average

TOP TRAVEL INDUSTRY PERFORMERS BY ENGAGEMENT RATE



DASH HUDSON

“The TikTok account in particular really became a place to celebrate one of New York’s most beloved modes of transportation.”

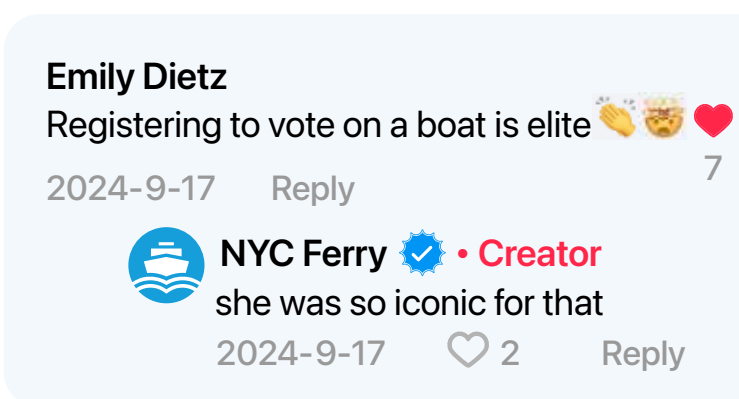
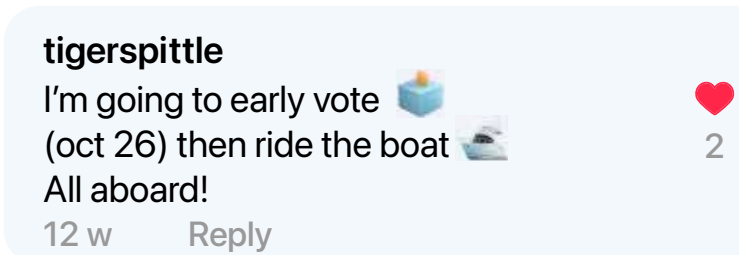
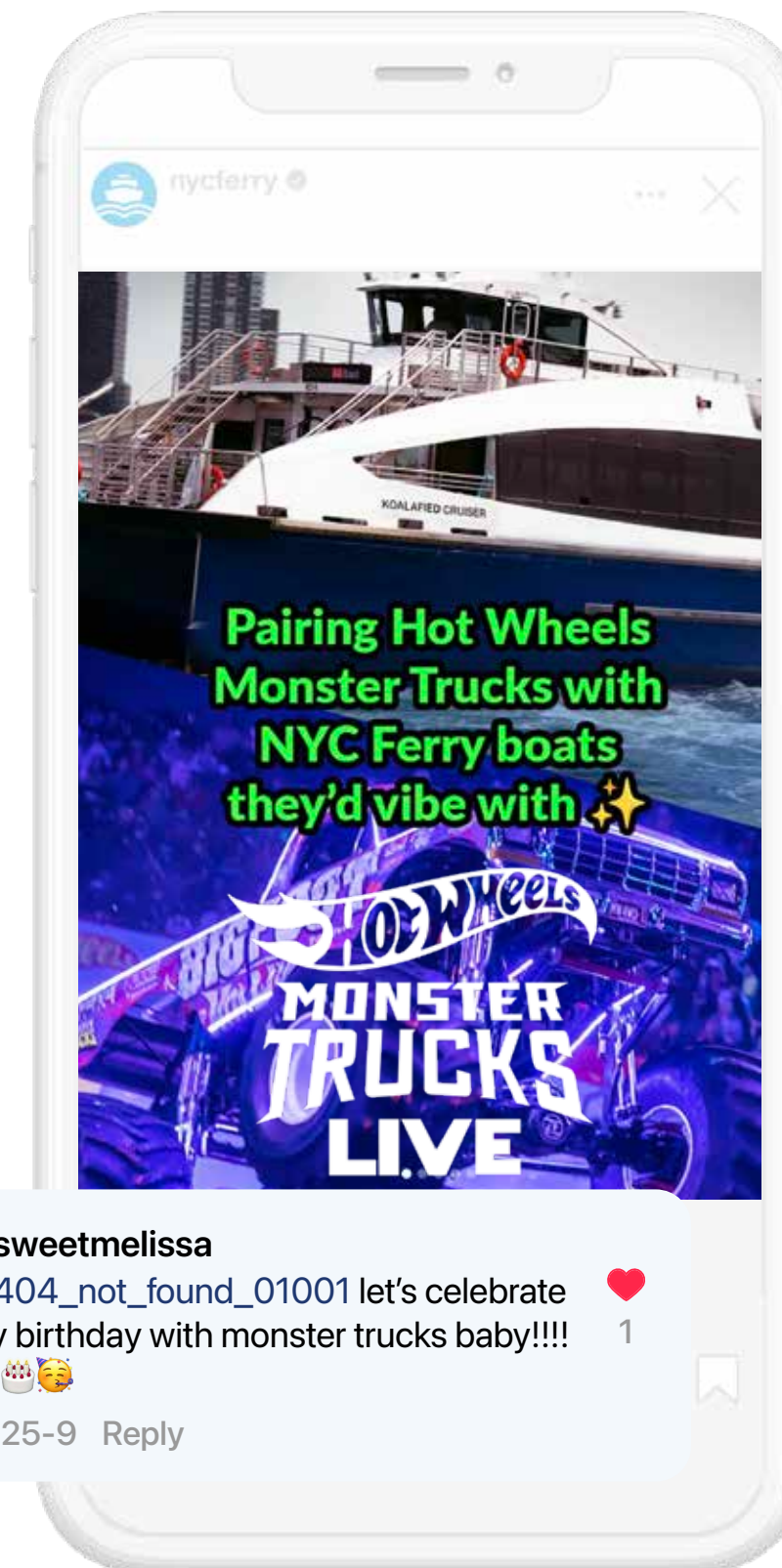
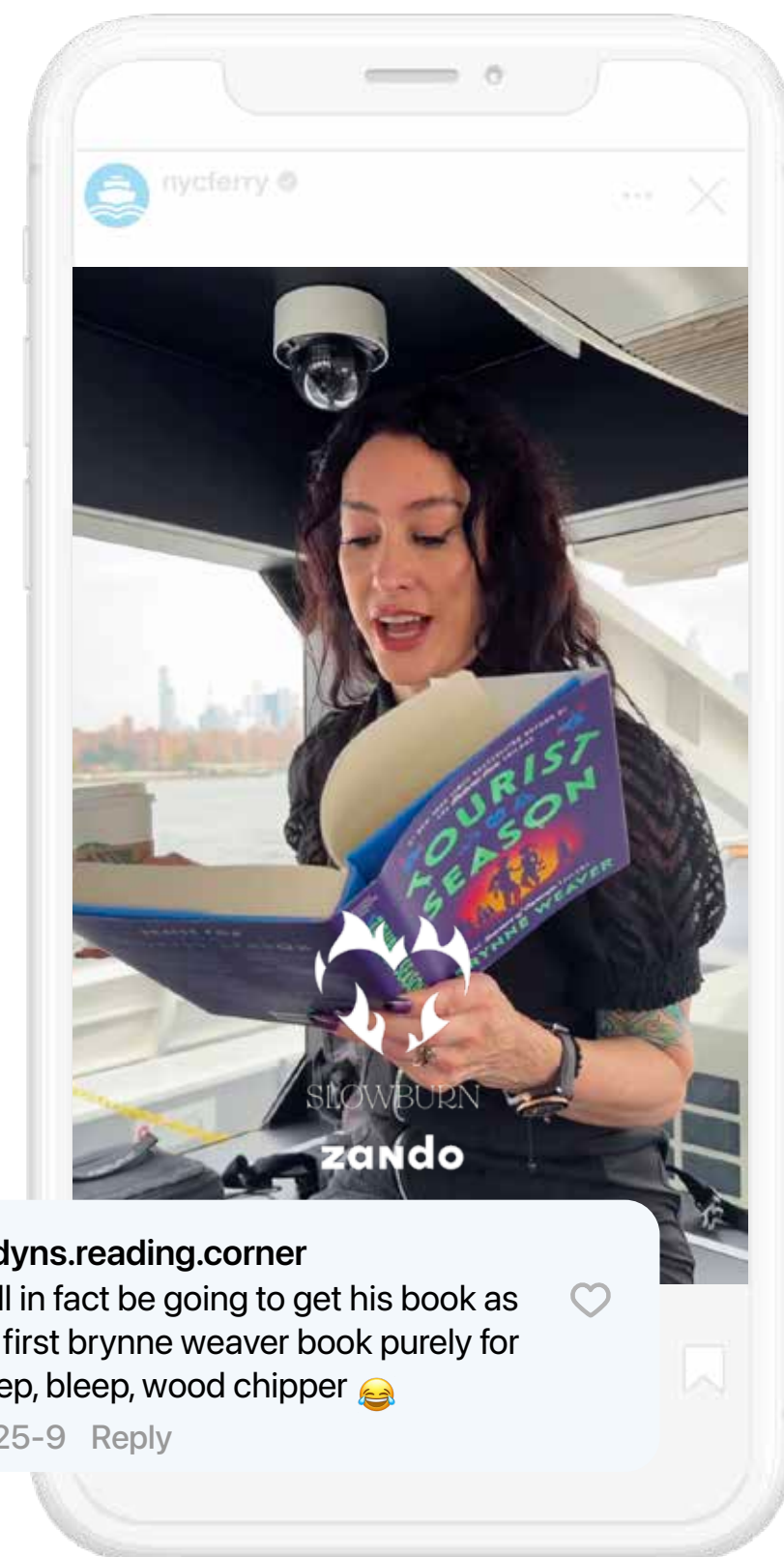
NYC Ferry's Social Makes Me Want to Travel by Boat

LINK IN BIO

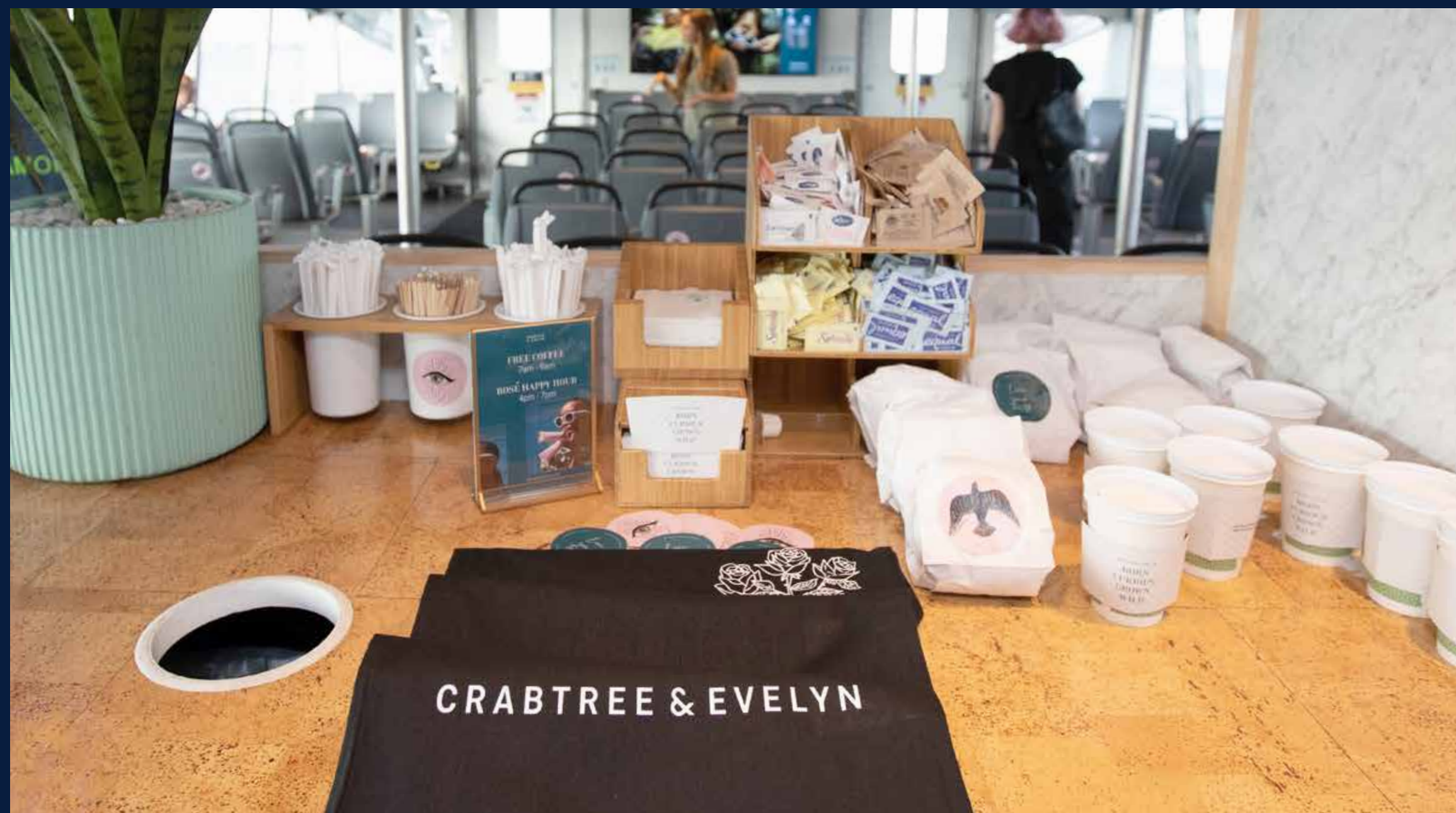
COMMUTERS TO CUSTOMERS

Sea-ing What People Have to Say

How our content is received by New Yorkers, visitors, and fans alike. Plus how our content converts to sales, reach... and boat rides.



ACTIVATIONS &



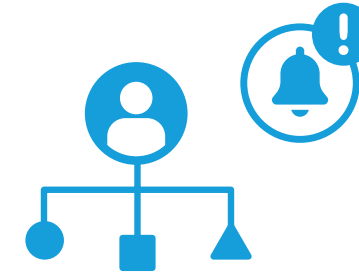
EXPERIENTIAL

PRODUCT PLACEMENT

Your Brand in Their Hands

NYC Ferry's onboard environment offers a unique opportunity for product placement that connects directly with riders during their commute. Transform their routine into a memorable experience with your brand.

Engaging Tactics



- Tastings: Allow riders to sample your product firsthand.
- Flying: Share information with direct calls to action.
- Experiences: Create unique touchpoints, such as interactive displays or demonstrations.

Product Integration



Place your brand directly into the rider's journey. Onboard the vessel where the product is used, seen, and experienced.



PRODUCT SAMPLING

Give Riders a Taste of Your Brand

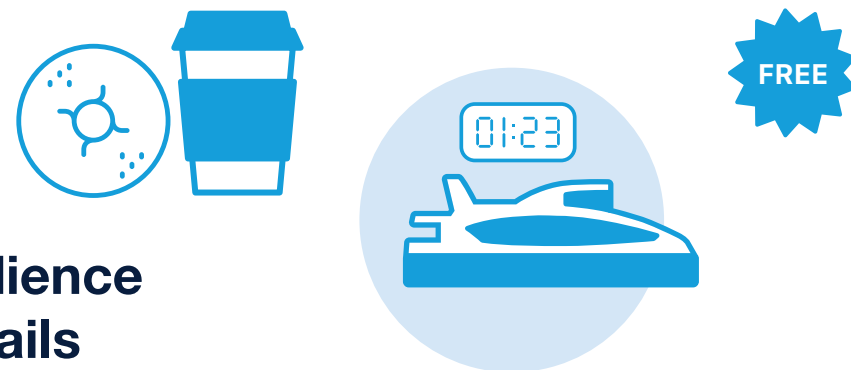
There's no better way to connect with riders than through Product Sampling. Whether it's a tasting, flyer, or interactive offering, your brand has the opportunity to surprise and delight a captive audience. Make your brand the highlight of the ride with hands-on interactions that leave a lasting impression.

Sampling Ideas

Food & Beverage Tastings: Introduce riders to new products.

Promotional Flyers: Provide take-home materials for further engagement.

Interactive Offerings: Demo products or host mini-experiences.



Audience Details

Trip Times: 20 minutes to 1 hour ensures ample time to connect.

Broad Reach: NYC residents and tourists alike are part of our rider base.



PARTNERS



MANHATTAN
CHARTER
SCHOOL
FOR CURIOUS
MINDS



STATEN ISLAND
MUSEUM



havaianas®



Justworks



SPERRY

VOYAGES



fever presents

Candlelight

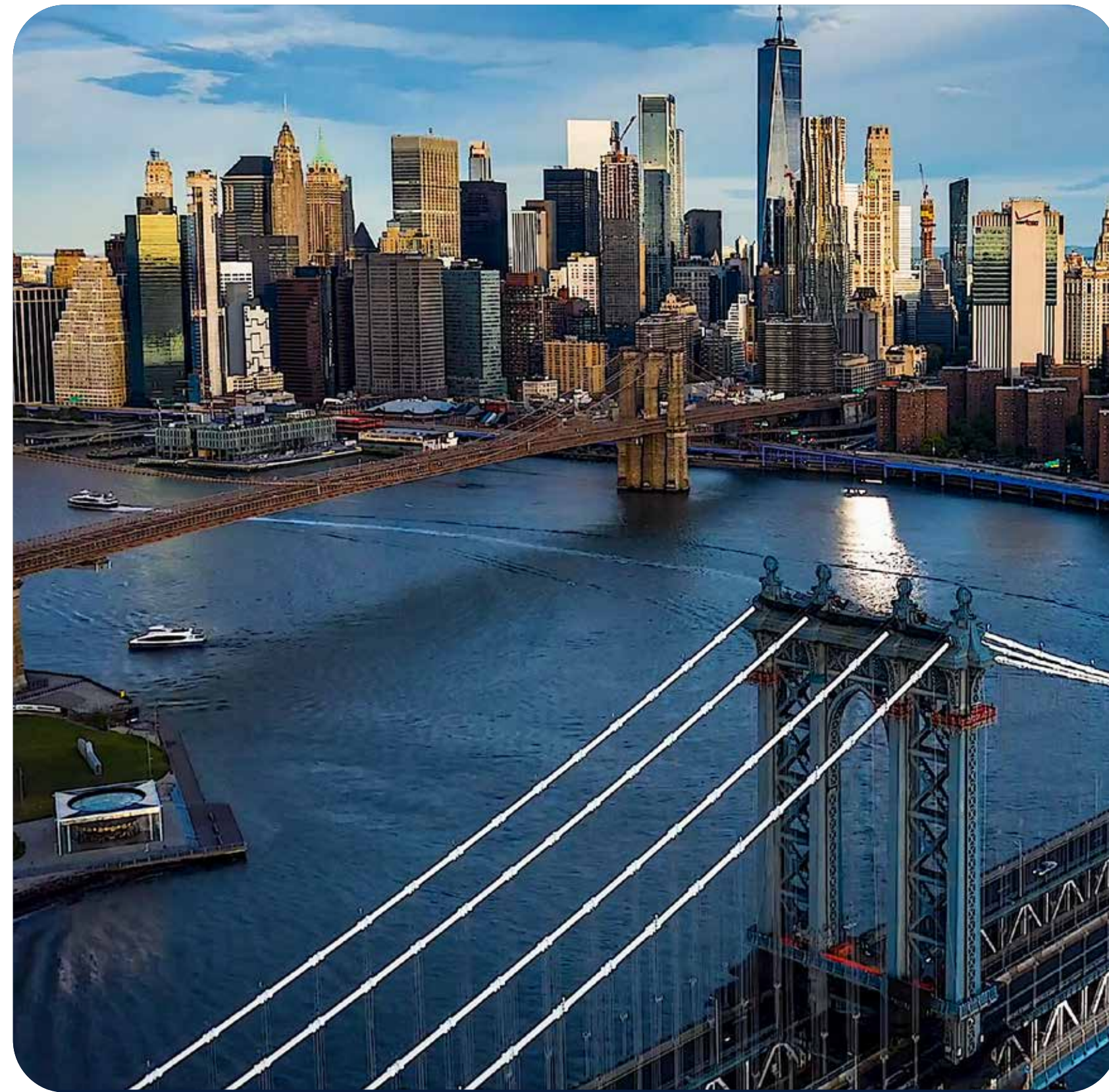


Disney
ON
BROADWAY

STRANGER
THINGS
fever



THANK YOU



ONBOARD: DIGITAL DISPLAYS

Based on a 4-Week Campaign

	DESIGNATED MARKET AREA	DESCRIPTION	SPECS	# OF SPOTS	LENGTH OF SPOT	LENGTH OF LOOP	EST. AGE 18+ 4-WK IMPRESSIONS	4-WK RATE	SMALL BUSINESS RATE
DID Digital Ferry Displays: 228 Screens	SPRING: JANUARY-APRIL	New York City Servicing the 5 Boroughs	SYSTEM-WIDE PACKAGE: (6 Screens / 38 Vessels)	1	:15	10:00	2,200,000	\$24,000	\$2,000
				1	:30	10:00	2,200,000	\$31,000	\$3,800
				1	1:00	10:00	4,400,000	\$48,000	\$7,600
	SUMMER: MAY-AUGUST	New York City Servicing the 5 Boroughs	SYSTEM-WIDE PACKAGE: (6 Screens / 38 Vessels)	1	:15	10:00	2,200,000	\$24,000	\$9,000
				1	:30	10:00	2,200,000	\$31,000	\$18,000
				1	1:00	10:00	4,400,000	\$48,000	\$29,000
	FALL: SEPTEMBER-OCTOBER	New York City Servicing the 5 Boroughs	SYSTEM-WIDE PACKAGE: (6 Screens / 38 Vessels)	1	:15	10:00	2,200,000	\$24,000	\$3,000
				1	:30	10:00	2,200,000	\$31,000	\$5,800
				1	1:00	10:00	4,400,000	\$48,000	\$11,600
WINTER: NOVEMBER-DECEMBER	New York City Servicing the 5 Boroughs	SYSTEM-WIDE PACKAGE: (6 Screens / 38 Vessels)	1	:15	10:00	2,200,000	\$24,000	\$1,500	
			1	:30	10:00	2,200,000	\$31,000	\$2,800	
			1	1:00	10:00	4,400,000	\$48,000	\$5,600	

2026: SMALL BUSINESS RATES

NYC FERRY ONBOARD ADVERTISING PROGRAM

This program is available for Small Businesses, Minority-Owned/Women-Owned/Veteran-Owned Business Enterprises, NYC Government Entities, NYC Organizations, and Non-Profit Organizations. Ready to book your campaign?

Contact: advertising@ferry.nyc

Click [HERE](#) for Small Business Eligibility Form



ADD-ONS BASED ON AVAILABILITY

DESIGNATED
MARKET AREA

DESCRIPTION

SPECS

RATE

SMALL
BUSINESS
RATE

DIGITAL e-NEWSLETTER Section

1.5 Million+
NYC Ferry
e-Newsletter
Subscribers

Section of NYC Ferry's
Monthly e-Blast.
Your Choice of Month.

600 x 250 px
Section Title,
Body Copy
<85 Words,
CTA Button

\$1000

\$300

* Choice of Month Based on Availability *

SOCIAL MEDIA POST

85K Instagram,
~40K TikTok
Followers

(1) Brand/Campaign
mention on applicable
NYC Ferry social channels.
Upon agreement, NYCF
creative team will work with
your brand to determine
how/where we fit in a
mention of your brand.
This may be in an ongoing
series, paired into a larger
campaign or a static
Instagram story.

Various

\$5,000

\$2,500
-
\$5,000

ONBOARD ACTIVATION*

New York City
Servicing the
5 Boroughs

Selected Route.
Must provide
Certificate of
Insurance.

1-DAY
up to 4
Hours

* **FREE** Add-on with the Purchase
of a Digital Screen Package

\$2,500

\$500

This program is available for Small Businesses, Minority-Owned/Women-Owned/Veteran-Owned Business Enterprises, NYC Government Entities, NYC Organizations, and Non-Profit Organizations. Ready to book your campaign?

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