



ADVERTISING PROGRAMS

FREQUENT SAILS... INCREASE SALES

- Brochure Distribution
- Magazine Distribution
- Digital Media Advertising

Effective January 1, 2015



certifiedfolder.com



2015 US RATES

ONBOARD DISTRIBUTION		BROCHURE		MAGAZINE		
Route	Destination	12 Month Prog. (monthly rate)	6 Month Prog. (monthly rate)	12 Month Prog. (monthly rate)	6 Month Prog. (monthly rate)	2013 Passenger Count
1	Victoria to Vancouver (Swartz Bay to Tsawwassen)	\$60.98	\$73.54	\$243.45	\$293.92	5,566,130
2	Nanaimo to Vancouver (Departure Bay to Horseshoe Bay)	\$47.96	\$57.78	\$191.38	\$230.66	3,315,156
3	Sunshine Coast to Vancouver (Langdale to Horseshoe Bay)	\$29.23	\$35.40	\$116.70	\$140.68	2,469,645
4	Victoria to Salt Spring Island	\$19.64	\$23.75	\$78.33	\$94.32	605,300
5/5a	Victoria to Gulf Islands (Swartz Bay to Pender, Saturna, Mayne & Galiano Island)	\$23.98	\$29.00	\$95.69	\$115.33	456,697
7	Earls Cove to Saltery Bay	\$21.92	\$26.49	\$87.01	\$105.05	329,276
8	Bowen Island to Horseshoe Bay	\$15.53	\$19.41	\$60.98	\$73.54	1,117,329
9/9a	Vancouver to Gulf Islands (Tsawwassen to Galiano, Mayne, Pender & Salt Spring Island)	\$30.60	\$36.77	\$121.95	\$146.85	416,257
10	Northern Inside Passage (Port Hardy/Prince Rupert)	\$32.66	\$39.28	\$130.40	\$157.35	36,082
10s	Discovery Coast Connector	\$23.75	\$23.75	\$94.32	\$94.32	n/a
11	Prince Rupert to Skidegate	(seasonal-n/a)	\$18.50	(seasonal-n/a)	\$73.54	38,340
17	Vancouver Island to Sunshine Coast (Comox/Powell River)	\$19.64	\$23.75	\$78.33	\$94.32	329,058
30	Nanaimo to Tsawwassen (Duke Point to Tsawwassen)	\$45.90	\$55.27	\$182.47	\$219.93	1,357,799

SAVE MONEY – CHECK THESE PACKAGES!

Package	Destination	12 Month Prog. (monthly rate)	6 Month Prog. (monthly rate)	12 Month Prog. (monthly rate)	6 Month Prog. (monthly rate)	2013 Passenger Count
A	Best Value Package Routes 1-2-3-9-10-17-30	\$237.28	\$285.70	\$839.73	\$1,011.93	13,490,127
B	Best Value Package Routes 1-2-3-9-30	\$172.65	\$208.28	\$690.15	\$831.74	13,124,987
C	Mainland Connector Routes 1-2-10-17-30	\$198.46	\$239.11	\$702.02	\$846.13	10,604,225
D	Major Routes Package Routes 1-2-30	\$137.03	\$165.12	\$547.64	\$660.00	10,239,085
E	Main Routes Package Routes 1-2	\$102.31	\$123.32	\$408.56	\$492.38	8,881,286
F	Mid-Island Special Routes 2-30	\$87.01	\$105.05	\$347.82	\$419.30	4,672,955
G	Gulf Island Package Routes 4-5/5a-9	\$56.64	\$68.51	\$226.09	\$272.45	1,478,254
H	Sunshine Coast Package Routes 3-7-17	\$59.38	\$71.48	\$236.60	\$285.01	3,127,979
I	Northern Package Routes 10-11	\$43.62	\$52.75	\$173.79	\$209.65	74,422
X	All Inclusive Routes 1-2-30-3-4-5/5a-7-8-9-10-10s-11-17	\$260.67	\$314.24	\$1,043.22	\$1,256.98	16,037,069

TERMINAL DISTRIBUTION		BROCHURE		MAGAZINE		
Route	Destination	12 Month Prog. (monthly rate)	6 Month Prog. (monthly rate)	12 Month Prog. (monthly rate)	6 Month Prog. (monthly rate)	
1	Tsawwassen	\$26.26	\$31.74	\$104.14	\$125.38	
1	Swartz Bay	\$26.26	\$31.74	\$104.14	\$125.38	
2	Horseshoe Bay	\$17.58	\$21.24	\$77.19	\$93.18	
2	Departure Bay	\$17.58	\$21.24	\$77.19	\$93.18	
30	Duke Point	\$17.58	\$21.24	\$77.19	\$93.18	

DIGITAL MEDIA ADVERTISING		DIGITAL AD				FEATURED AD
Route	Destination	Screens	15 second	30 second	60 second	9 second
1	Victoria to Vancouver	3-4	\$217.50	\$304.50	\$391.50	\$26.10
2	Nanaimo to Vancouver	2-3	\$130.50	\$195.75	\$261.00	\$26.10
3	Sunshine Coast to Vancouver	1-2	\$108.75	\$174.00	\$239.25	\$26.10
30	Nanaimo to Tsawwassen	1-2	\$87.00	\$130.50	\$174.00	\$26.10

BUY MULTIPLE DIGITAL MEDIA ROUTES & SAVE – 2 Routes > Save 10% • 3 Routes > Save 15% • 4 Routes > Save 20%

Rates are quoted in US funds, and are subject to change without notice. GST is applicable to the above rates. Rates effective 1/1/15.

BC Ferries retains the right to refuse any advertising material that it deems to be objectionable, unsuitable, impractical or likely to give offense. It is the responsibility of the advertiser to supply suitable material of a quality and standard of production acceptable to BC Ferries.

EXCITING NEW OPPORTUNITY! On Selected Routes

DIGITAL MEDIA ADVERTISING

Limited Participation

> Ads Repeat Once Every 15 Minutes

Full-Motion Video With Sound

> 37" State-of-the-Art LCD HDTV Screens

Complete Flexibility

> Run Same or Different Ads on Rotating Basis

Changes At No Additional Cost

> Change Your Ad as Often as You Like

Featured Ad

> Static JPEG Image Rotates Every 9 Seconds



DIGITAL MEDIA AD SPECS

Video Ads

Acceptable Media Formats: AVI (.avi) • MPG2, MPG4 • Quicktime Move (.mov)

Preferred Formats: MPG4 or Quicktime Movie (.mov) – MPG2 or MPG4 files do not require any conversion. Quicktime Movie (.mov) files have to be exported to the MPG2 or MPG4 format.

Pixel Size: 800 (w) x 600(h) Resolution / 29.97 fps (Frames Per Second)

Video Compression: DIVX (preferred) or XVID

Featured Ads

Requirements: 224 (w) x 552 (h) pixel resolution at 72 ppi/dpi (pixels per inch/dots per inch). Saved in RGB.

• We can accept images in .jpg, .ai, .eps, or .psd format.

Certified Design Services can handle all of your ad production needs
Video Ads from \$250 - \$500 depending on length • Featured Ads from \$35 - \$100

Call Certified Folder Display Service, Inc. today!

When in US call: Toll Free 800-799-7373

Reach Millions of Travellers Who Ride the BC Ferries System Each Year!

Certified Folder Display Service, Inc. offers several advertising opportunities to reach the millions of visitors and local residents who travel on BC Ferries routes each year. All programs have been designed to allow you, our advertiser, to target your market. Our program includes brochure distribution and display service through high profile display racks onboard 22 of BC Ferries ships. Select individual routes, or from specially designed packages which combine several routes at a substantial cost savings. Both 12 and 6 month distribution programs are available. Certified offers you a cost effective marketing opportunity to reach your target market!



FAST FACTS

GENERAL STATISTICS

19.7 Million riders in 2014
84% of riders are from Vancouver Island or Metro Vancouver

TRIP PURPOSE

16% are business commuters
37% are visiting friends/family
26% are on vacation/recreation
11% are shopping/other

RESIDENCE

34% from Vancouver Island
41% from Metro Vancouver
11% from other BC and Canada
7% from USA • 7% - other

OCCUPATION

White Collar - 47%
Blue Collar - 8%

HOUSEHOLD INCOME

\$39,999 or less - 16%
\$40,000 to \$59,999 - 16%
\$60,000 to \$99,999 - 27%
\$100,000 or more - 27%

AGE

18 to 34 years - 16%
35 to 54 years - 31%
55 plus - 49%

EMPLOYMENT STATUS

Full-time work - 57%
Retired - 35%

PARTY SIZE

1 - 44%
2-3 - 42%
Adult with Child - 12%

GENDER

Male - 44%
Female - 56%

Advertising on the BC Ferries' System allows you to target your best prospects while they are headed your way and have the time to spend with your advertising message.

Call Certified Folder Display Service, Inc. today!

When in US call: Toll Free 800-799-7373

certifiedfolder.com