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## Reach Millions of Residents and Visitors Who Ride Washington State's #1 Attraction Each Year

Since 1992, Certified Folder Display Service, Inc. has provided display advertising opportunities in terminals and onboard Washington State Ferries.

The rack displays combine digital media with brochure and magazine distribution! All displays will include 42"-46" LCD HDTV screens allowing advertisers to showcase their message and encourage prospects to pick-up a brochure or magazine!

Washington State Ferries advertising provides a tremendous opportunity for any business or organization interested in reaching the nearly 23 million residents and visitors who ride Washington State Ferries each year!



### GENERAL STATISTICS

- Nearly 23 million riders in 2011
- 40% of all riders are commuters
- 60% of all riders are pleasure travelers
- 70% of all riders are from Washington

### COMMUTER & VISITOR STATISTICS

- 70% of commuters are in the 25-54 age group
- 64% of pleasure travelers are in the 25-54 age group
- 50% have a household income in excess of \$40,000
- Average number of persons per household is 2.7
- 70% of all riders are from Washington

For more information, call:  
**(206) 870-2470**

**REGIONAL SALES OFFICE:**  
2407 South 200th Street, SeaTac, WA 98198



## Washington State Ferries

# ADVERTISING OPPORTUNITIES

Effective January 1, 2012 (US Rates)



Brochure and Magazine Distribution > Digital Media Advertising  
Over 24 Million Passengers Annually



# 2012 US RATES

## BROCHURE DISTRIBUTION

Distribution Area (Red type indicates Terminal locations)	Terminals Included	2011 Annual Passengers	MONTHLY FEE			
			12 Month	6 Month	3-5 Month	
5-BR-11-WF/FS	<b>Full System</b> (includes all runs/excludes Seattle Terminal)	5	21,966,316	\$375.00	\$485.00	\$590.00
5-BR-11-WF/NS	<b>North Sound</b>	3	10,562,399	\$240.00	\$300.00	\$350.00
5-BR-11-WF/EK	<b>Edmonds / Kingston</b>	1	3,881,632	\$110.00	\$135.00	\$160.00
5-BR-11-WF/MCP	<b>Mukilteo / Clinton &amp; Pt. Townsend / Coupeville</b>	1	4,817,604	\$110.00	\$135.00	\$160.00
5-BR-11-WF/ASJ	<b>Anacortes / San Juan Islands</b>	1	1,863,163	\$110.00	\$150.00	\$185.00
5-BR-11-WF/SS	<b>South Sound</b>	2	11,403,917	\$240.00	\$320.00	\$375.00
5-BR-11-WF/SB	Seattle / <b>Bremerton</b>	1	2,361,563	\$95.00	\$125.00	\$150.00
5-BR-11-WF/SW	Seattle / <b>Bainbridge Island</b>	1	6,106,202	\$135.00	\$190.00	\$240.00
5-BR-11-WF/FV	Fauntleroy / Vashon / Southworth	1	2,936,152	\$65.00	\$95.00	\$125.00
5-BR-11-WF/SET	<b>Seattle</b> Terminal / Pier 52	1	8,467,765	\$25.00	\$35.00	\$50.00
5-BR-11-WF/BCT	<b>Sidney</b> Terminal / WA bound	1	(April-Dec.)	n/a	\$25.00	\$35.00

## MAGAZINE DISTRIBUTION

Distribution Area (Red type indicates Terminal locations)	Terminals Included	2011 Annual Passengers	MONTHLY FEE			
			12 Month	6 Month	3-5 Month	
5-MG-11-WF/FS	<b>Full System</b> (includes all runs/excludes Seattle Terminal)	5	21,966,316	\$935.00 high \$715.00 low	\$1155.00 high \$935.00 low	\$1375.00 high \$1155.00 low
5-ML-11-WF/FS	<b>North Sound</b>	3	10,562,399	\$446.00 high \$368.00 low	\$499.00 high \$420.00 low	\$578.00 high \$473.00 low
5-MG-11-WF/NS	<b>Edmonds / Kingston</b>	1	3,881,632	\$236.00 high \$184.00 low	\$263.00 high \$210.00 low	\$289.00 high \$236.00 low
5-MG-11-WF/EK	<b>Mukilteo / Clinton &amp; Pt. Townsend / Coupeville</b>	1	4,817,604	\$236.00 high \$194.00 low	\$263.00 high \$221.00 low	\$289.00 high \$263.00 low
5-MG-11-WF/MCP	<b>Anacortes / San Juan Islands</b>	1	1,863,163	\$236.00 high \$194.00 low	\$263.00 high \$221.00 low	\$289.00 high \$263.00 low
5-ML-11-WF/NS	<b>South Sound</b>	2	11,403,917	\$609.00 high \$446.00 low	\$714.00 high \$551.00 low	\$893.00 high \$683.00 low
5-MG-11-WF/SB	Seattle / <b>Bremerton</b>	1	2,361,563	\$184.00 high \$158.00 low	\$236.00 high \$210.00 low	\$289.00 high \$263.00 low
5-MG-11-WF/SW	Seattle / <b>Bainbridge Island</b>	1	6,106,202	\$341.00 high \$262.00 low	\$420.00 high \$341.00 low	\$499.00 high \$420.00 low
5-MG-11-WF/FV	Fauntleroy / Vashon / Southworth	1	2,936,152	\$184.00 high \$131.00 low	\$236.00 high \$210.00 low	\$289.00 high \$263.00 low
5-ML-11-WF/FS	<b>Seattle</b> Terminal / Pier 52	1	8,467,765	\$65.00 high \$50.00 low	\$90.00 high \$75.00 low	\$115.00 high \$100.00 low
5-ML-11-WF/SET	<b>Sidney</b> Terminal / WA bound	1	(April-Dec.)	n/a	\$50.00 high \$40.00 low	\$65.00 high \$55.00 low

## DIGITAL MEDIA ADVERTISING

Routes	Terminals				
	Vessels	Digital Ad 15 sec.	Digital Ad 30 sec.	Digital Ad 60 sec.	Featured Ad 9 sec.
Seattle / Bremerton	2	\$100	\$175	\$300	\$25
Seattle / Bainbridge Island	2	\$200	\$350	\$500	\$25
Fauntleroy / Vashon / Southworth	3	\$100	\$175	\$300	\$25
Edmonds / Kingston	2	\$100	\$175	\$300	\$25
Mukilteo / Clinton & Pt. Townsend / Coupeville	3	\$175	\$325	\$450	\$25
Anacortes / San Juan Islands	4-5	\$150	\$250	\$425	\$25

**DISCOUNTS**

- > 2 Routes / Terminals.....5%
- > 3 Routes / Terminals.....10%
- > 4 Routes / Terminals.....15%
- > 5 Routes / Terminals.....20%
- > ALL Routes / Terminals.....25%

Rates for both Routes and Terminals quoted are gross per month based on 12 month buy. Less than 12 months, add \$100 per month to all routes and ad lengths.

# EXCITING NEW OPPORTUNITY! DIGITAL MEDIA ADVERTISING



### Limited Participation

- > Ads Repeat Once Every 15 Minutes

### Full-Motion Video With Sound

- > 42"-46" 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

\*WSF policy limits participation in Digital Media Advertising programs to brochure and/or magazine distribution advertisers only.

Video Ads

Featured Ads

## 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!**  
**(206) 870-2470**