

# BC Ferries

## 2020 ADVERTISING OPPORTUNITIES

Effective January 1, 2020



FREQUENT SAILS...  
**INCREASE SALES**

- › **Brochure Distribution**
- › **Magazine Distribution**
- › **Digital Media Advertising**



 **CERTIFIED**  
FOLDER DISPLAY  
SERVICE, INC.  
SINCE 1899

ONBOARD DISTRIBUTION		BROCHURE		MAGAZINE		2017 Passenger Count
ROUTE	DESTINATION	12 Month (monthly rate)	6 Month (monthly rate)	12 Month (monthly rate)	6 Month (monthly rate)	
1	Victoria to Vancouver (Swartz Bay Tsawwassen)	\$66.78	\$88.59	\$266.63	\$354.10	6,065,602
2	Nanaimo to Vancouver (Departure Bay to Horseshoe Bay)	\$52.53	\$69.61	\$209.60	\$277.89	3,381,076
3	Sunshine Coast to Vancouver (Langdale to Horseshoe Bay)	\$32.02	\$42.65	\$127.81	\$169.48	2,636,308
4	Victoria to Salt Spring Island	\$21.51	\$28.61	\$85.79	\$113.63	651,111
5/5a	Victoria to Gulf Islands (Swartz Bay to Pender, Saturna, Mayne & Galiano Island)	\$26.26	\$34.94	\$104.80	\$138.94	484,266
7	Earls Cove to Saltery Bay	\$24.01	\$31.92	\$95.30	\$126.56	343,217
8	Bowen Island to Horseshoe Bay	\$17.01	\$23.39	\$66.78	\$88.59	1,165,891
9/9a	Vancouver to Gulf Islands (Tsawwassen to Galiano, Mayne, Pender & Salt Spring Island)	\$33.52	\$44.30	\$133.57	\$176.91	472,655
10	Nothern Inside Passage (Port Hardy/Prince Rupert)	\$35.77	\$47.32	\$142.82	\$189.57	42,555
10s	Discover Coast Connector	\$26.01	\$28.61	\$103.30	\$113.63	n/a
11	Prince Rupert to Skidegate	n/a	\$22.29	n/a	\$88.59	43,749
17	Vancouver Island to Sunshine Coast (Comox/Powell River)	\$21.51	\$28.61	\$85.79	\$113.63	361,397
30	Nanaimo to Tsawwassen (Duke Point to Tsawwassen)	\$50.28	\$66.58	\$199.85	\$264.96	1,587,196

**SAVE MONEY WITH THESE PACKAGES!**

PACKAGE	DESTINATION	12 Month (monthly rate)	6 Month (monthly rate)	12 Month (monthly rate)	6 Month (monthly rate)	2017 Passenger Count
A	Best Value Package Routes 1-2-3-9-10-17-30	\$259.88	\$344.20	\$919.71	1,108.30	14,546,789
B	Best Value Package Routes 1-2-3-9-30	\$189.09	\$250.93	\$755.88	\$910.96	14,142,837
C	Mainland Connector Routes 1-2-10-17-30	\$217.36	\$288.07	\$768.88	\$926.71	11,437,826
D	Major Routes Package Routes 1-2-30	\$150.08	\$198.92	\$599.80	\$722.86	11,033,874
E	Main Routes Package Routes 1-2	\$112.06	\$148.57	\$447.47	\$539.27	9,446,678
F	Mid-Island Special Routes 2-30	\$95.30	\$126.56	\$380.94	\$459.23	4,968,272
G	Gulf Island Package Routes 4-5/5a-9	\$62.03	\$82.54	\$247.62	\$298.40	1,608,032
H	Sunshine Coast Package Routes 3-7-17	\$65.03	\$86.12	\$259.13	\$312.16	3,340,922
I	Nothern Package Routes 10-11	\$47.77	\$63.56	\$190.35	\$229.61	86,304
X	All Inclusive All Routes	\$285.49	\$378.59	\$1,142.57	\$1,376.69	17,235,023

TERMINAL DISTRIBUTION		BROCHURE		MAGAZINE	
ROUTE	DESTINATION	12 Month (monthly rate)	6 Month (monthly rate)	12 Month (monthly rate)	6 Month (monthly rate)
1	Tsawwassen	\$28.76	\$38.24	\$114.06	\$137.32
2	Swartz Bay	\$28.76	\$38.24	\$114.06	\$137.32
2	Horseshoe Bay	\$19.26	\$25.59	\$84.54	\$102.05
2	Departure Bay	\$19.26	\$25.59	\$84.54	\$102.05
30	Duke Point	\$19.26	\$25.59	\$84.54	\$102.05

DIGITAL MEDIA ADVERTISING		DIGITAL AD				FEATURED AD
ROUTE	DESTINATION	Screens	15 second	30 second	60 second	9 second
1	Victoria to Vancouver	3-4	\$239.25	\$334.95	\$430.65	\$28.71
2	Nanaimo to Vancouver	2-3	\$143.55	\$215.33	\$287.10	\$28.71
3	Sunshine Coast to Vancouver	1-2	\$119.63	\$191.40	\$263.18	\$28.71
30	Nanaimo to Tsawwassen	1-2	\$95.70	\$143.55	\$191.40	\$28.71



## DIGITAL MEDIA AD SPECS

- Video Ads**  
 Acceptable Formats: MPG2, MPG4, and Quicktime Movie (.mov)  
 Preferred For: MPG4 or Quicktime Movie (.mov)  
 Dimensions: 800 (w) X 600 (h) pixels at 30 fps (frames per second)
- Featured Ads**  
 Acceptable Formats: .jpeg in RGB  
 Dimensions: 224 (w) X 552 (h) pixels at 72 ppi/dpi

**File Upload Instructions**  
 Visit [CertifiedFolder.WeTransfer.com](http://CertifiedFolder.WeTransfer.com). There you can upload your file(s) and they will be sent directly to our Certified Folder Design Team. Include your email and file description in the message section.

If you need help with Upload Instructions, Video or Featured Ad Production, please don't hesitate to call us at 800.799.7373 ext. 116 or ask for William Herring.

Rates are quoted in US funds, and are subject to change without notice. GST is applicable to the above rates. Rates effective 1/1/20.  
 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.

Call Certified Folder Display Service, Inc. today!  
**(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 25 of BC Ferries ships and in 5 terminals. 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

22 Million riders in 2018  
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 - 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 to 3 - 42%  
Adult w/ 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!

**(800) 799-7373**

**CertifiedFolder.com**