

Washington State Ferries

2020 ADVERTISING OPPORTUNITIES

Effective January 1, 2020 (US Rates)



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



2020 US RATES

BROCHURE DISTRIBUTION

Distribution Area (Red type indicates Terminal Locations)	Terminals Included	2017 Annual Passengers	MONTHLY FEE			
			12 Month	6 Month	3-5 Month	
5-BR-11-WF/FS	Full System (all runs/excludes Seattle Terminal)	5	24,204,895	\$431.25	\$557.75	\$678.50
5-BR-11-WF/NS	North Sound	3	11,016,665	\$276.00	\$345.00	\$402.50
5-BR-11-WF/EK	Edmonds/Kingston	1	4,114,181	\$126.50	\$155.25	\$184.00
5-BR-11-WF/MCP	Mukilteo / Clinton & Pt. Townsend / Coupeville	1	4,893,046	\$126.50	\$155.25	\$184.00
5-BR-11-WF/ASJ	Anacortes / San Juan Islands	1	2,009,438	\$126.50	\$172.50	\$212.75
5-BR-11-WF/SS	South Sound	2	12,229,366	\$276.00	\$368.00	\$431.25
5-BR-11-WF/SB	Seattle / Bremerton	1	2,739,926	\$109.25	\$143.75	\$172.50
5-BR-11-WF/SW	Seattle / Bainbridge Island	1	6,429,853	\$155.25	\$218.50	\$276.00
5-BR-11-WF/FV	Fauntleroy / Vashon / Southworth	1	3,059,587	\$74.75	\$109.25	\$143.75
5-BR-11-WF/SET	Seattle / Pier 52	1	n/a	\$28.75	\$40.25	\$57.50
5-BR-11-WF/BCT	Sidney Terminal / WA Bound	1	146,078	n/a	\$28.75	\$40.25

MAGAZINE DISTRIBUTION

Distribution Area (Red type indicates Terminal Locations)	Terminals Included	2017 Annual Passengers	MONTHLY FEE			
			12 Month	6 Month	3-5 Month	
5-MG-11-WF/FS	Full System (all runs/excludes Seattle Terminal)	5	24,204,895	\$1,075.25 high \$822.25 low	\$1,328.25 high \$1,075.25 low	\$1,581.25 high \$1,328.25 low
5-ML-11-WF/FS						
5-MG-11-WF/NS	North Sound	3	11,016,665	\$512.90 high \$423.20 low	\$573.85 high \$483.00 low	\$664.70 high \$543.95 low
5-ML-11-WF/NS						
5-MG-11-WF/EK	Edmonds/Kingston	1	4,114,181	\$271.40 high \$211.60 low	\$302.45 high \$241.50 low	\$332.35 high \$271.40 low
5-ML-11-WF/EK						
5-MG-11-WF/MCP	Mukilteo / Clinton & Pt. Townsend / Coupeville	1	4,893,046	\$271.40 high \$223.10 low	\$302.45 high \$254.15 low	\$332.35 high \$302.45 low
5-ML-11-WF/MCP						
5-MG-11-WF/ASJ	Anacortes / San Juan Islands	1	2,009,438	\$271.40 high \$223.10 low	\$302.45 high \$254.15 low	\$332.35 high \$302.45 low
5-ML-11-WF/ASJ						
5-MG-11-WF/SS	South Sound	2	12,229,366	\$700.35 high \$512.90 low	\$821.10 high \$633.65 low	\$1,026.95 high \$785.45 low
5-ML-11-WF/SS						
5-MG-11-WF/SB	Seattle / Bremerton	1	2,739,926	\$211.60 high \$181.70 low	\$271.40 high \$241.50 low	\$332.35 high \$302.45 low
5-ML-11-WF/SB						
5-MG-11-WF/SW	Seattle / Bainbridge Island	1	6,429,853	\$392.15 high \$301.30 low	\$483.00 high \$392.15 low	\$573.85 high \$483.00 low
5-ML-11-WF/SW						
5-MG-11-WF/FV	Fauntleroy / Vashon / Southworth	1	3,059,587	\$211.60 high \$150.65 low	\$271.40 high \$241.50 low	\$332.35 high \$302.45 low
5-ML-11-WF/FV						
5-MG-11-WF/SET	Seattle / Pier 52	1	n/a	\$74.75 high \$57.50 low	\$103.50 high \$86.25 low	\$132.25 high \$115.00 low
5-ML-11-WF/SET						
5-MG-11-WF/BCT	Sidney Terminal / WA Bound	1	146,078	n/a	\$57.50 high \$46.00 low	\$74.75 high \$63.25 low
5-ML-11-WF/BCT						

DIGITAL MEDIA ADVERTISING

ROUTES	Vessels	Digital Ad 15 sec.	Digital Ad 30 sec.	Digital Ad 60 sec.	Featured Ad 9 sec.	TERMINALS	Vessels	Digital Ad 15 sec.	Digital Ad 30 sec.	Digital Ad 60 sec.	Featured Ad 9 sec.
Seattle / Bainbridge Island	2	\$200	\$350	\$500	\$25	Bainbridge	1	\$100	\$175	\$300	\$25
						Edmonds	1	\$100	\$175	\$300	\$25
						Clinton	1	\$100	\$175	\$300	\$25
Fauntleroy / Vashon / Southworth	3	\$100	\$175	\$300	\$25	Anacortes	1	\$100	\$175	\$300	\$25
						Pier 52	1	\$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.

DIGITAL MEDIA ADVERTISING



DIGITAL MEDIA AD SPECS

Video Ads
 Acceptable Formats: High quality .mp4
 Maximum File Size: 50 MB or smaller
 Dimensions: 1504 (w) X 846 (h) pixels
 30 frames per second
 Compression: None

Featured Ads
 Acceptable Formats: .jpeg in RGB
 Dimensions: 362 (w) X 846 (h) pixels at 72 ppi/dpi

File Upload Instructions
 Visit 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.

- 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 the Same or Different Ads on a Rotating Basis
- Changes At No Additional Cost**
 - > Change Your Ads 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.

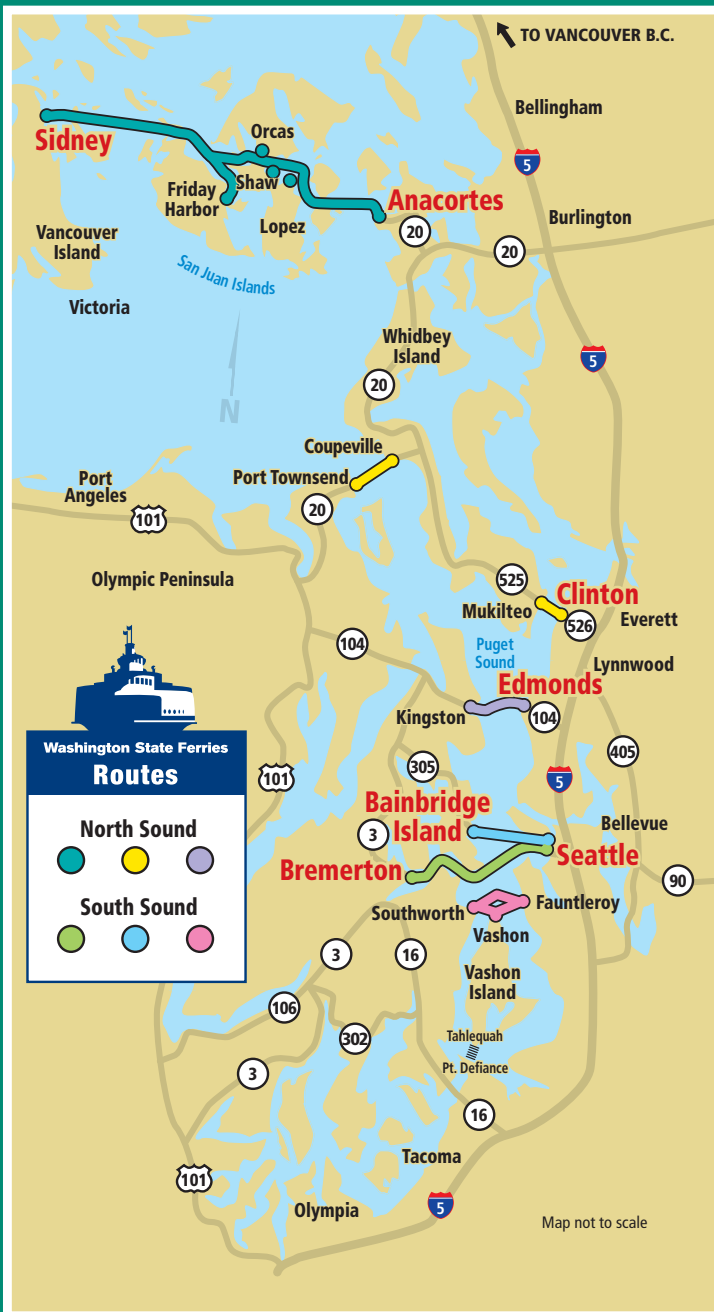
Call Certified Folder Display Service, Inc. today!
(206) 870-2470

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 25 million residents and visitors who ride Washington State Ferries each year!



General Statistics

- Over 24 million riders in 2018
- 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

