

# 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

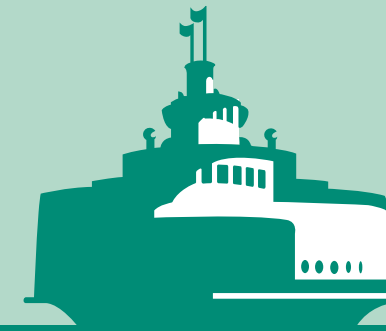
- Over 17 million riders in 2022
- 40% of all riders are commuters
- 60% of all riders are pleasure travelers
- 70% of all riders are from Washington

### 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:**  
1705 South 93rd Street, Suite F-2  
Seattle, WA 98108



## Washington State Ferries

# 2024 ADVERTISING OPPORTUNITIES

Effective January 1, 2024 (US Rates)



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





# 2024 US RATES

BROCHURE DISTRIBUTION		Terminals Included	2022 Annual Passengers	MONTHLY FEE		
				12 Month	6 Month	3-5 Month
<b>Distribution Area</b> (Red type indicates Terminal Locations)						
5-BR-11-WF/FS	<b>Full System</b> (all runs/excludes Seattle Terminal)	5	17,374,169	\$450.00	\$582.00	\$708.00
5-BR-11-WF/NS	<b>North Sound</b>	3	9,040,446	\$288.00	\$360.00	\$420.00
5-BR-11-WF/EK	Edmonds/Kingston	1	3,090,025	\$162.00	\$228.00	\$288.00
5-BR-11-WF/MCP	Mukilteo / Clinton & Pt. Townsend / Coupeville	2	4,059,963	\$132.00	\$162.00	\$192.00
5-BR-11-WF/ASJ	Anacortes / San Juan Islands	1	1,890,458	\$132.00	\$180.00	\$222.00
5-BR-11-WF/SS	<b>South Sound</b>	2	7,494,337	\$288.00	\$384.00	\$450.00
5-BR-11-WF/SB	Seattle / Bremerton	1	979,883	\$114.00	\$150.00	\$180.00
5-BR-11-WF/SW	Seattle / Bainbridge Island	1	4,435,933	\$162.00	\$228.00	\$288.00
5-BR-11-WF/FV	Fauntleroy / Vashon / Southworth	1	2,078,521	\$114.00	\$150.00	\$180.00
5-BR-11-WF/SET	Seattle / Pier 52	1	n/a	\$60.00	\$80.00	\$100.00
5-BR-11-WF/BCT	Sidney Terminal / WA Bound	1	n/a	n/a	\$30.00	\$42.00

MAGAZINE DISTRIBUTION		Terminals Included	2022 Annual Passengers	MONTHLY FEE		
				12 Month	6 Month	3-5 Month
<b>Distribution Area</b> (Red type indicates Terminal Locations)						
5-MG-11-WF/FS	<b>Full System</b> (all runs/excludes Seattle Terminal)	5	17,374,169	\$1,122.00 high \$858.00 low	\$1,386.00 high \$1,122.00 low	\$1,650.00 high \$1,386.00 low
5-ML-11-WF/FS						
5-MG-11-WF/NS	<b>North Sound</b>	3	9,040,446	\$535.20 high \$441.60 low	\$598.80 high \$504.00 low	\$693.60 high \$567.60 low
5-MG-11-WF/EK	Edmonds/Kingston	1	3,090,025	\$409.20 high \$314.40 low	\$504.00 high \$409.20 low	\$598.80 high \$504.00 low
5-ML-11-WF/EK						
5-MG-11-WF/MCP	Mukilteo / Clinton & Pt. Townsend / Coupeville	2	4,059,963	\$283.20 high \$232.80 low	\$315.60 high \$265.20 low	\$346.80 high \$315.60 low
5-ML-11-WF/MCP						
5-MG-11-WF/ASJ	Anacortes / San Juan Islands	1	1,890,458	\$283.20 high \$232.80 low	\$315.60 high \$265.20 low	\$346.80 high \$315.60 low
5-ML-11-WF/ASJ						
5-MG-11-WF/SS	<b>South Sound</b>	2	7,494,337	\$730.80 high \$535.20 low	\$856.80 high \$661.20 low	\$1,071.60 high \$819.60 low
5-ML-11-WF/SS						
5-MG-11-WF/SB	Seattle / Bremerton	1	979,883	\$220.80 high \$189.60 low	\$283.20 high \$252.00 low	\$346.80 high \$315.60 low
5-ML-11-WF/SB						
5-MG-11-WF/SW	Seattle / Bainbridge Island	1	4,435,933	\$409.20 high \$314.40 low	\$504.00 high \$409.20 low	\$598.80 high \$504.00 low
5-ML-11-WF/SW						
5-MG-11-WF/FV	Fauntleroy / Vashon / Southworth	1	2,078,521	\$220.80 high \$189.60 low	\$283.20 high \$252.00 low	\$346.80 high \$315.60 low
5-ML-11-WF/FV						
5-MG-11-WF/SET	Seattle / Pier 52	1	n/a	\$100.00 high \$80.00 low	\$125.00 high \$100.00 low	\$150.00 high \$120.00 low
5-ML-11-WF/SET						
5-MG-11-WF/BCT	Sidney Terminal / WA Bound	1	n/a	\$60.00 high \$48.00 low	\$78.00 high \$66.00 low	\$100.00 high \$84.00 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	Locations	Digital Ad	Digital Ad	Digital Ad	Featured Ad 9 sec.
								15 sec.	30 sec.	60 sec.	
Seattle / Bremerton	2	\$100	\$175	\$300	\$25	Bremerton	1	\$100	\$175	\$300	\$25
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
						Mukilteo	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%      > 4 Routes / Terminals: 15%

> 3 Routes / Terminals: 10%     > 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](https://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**

GENERAL INFORMATION: Advertiser is responsible for providing brochures, magazines or digital media. All material shipped FREIGHT PREPAID to our warehouse locations. Certified is a concessionaire for the WSF system. In the event Certified is unable to provide advertising space contracted for, contract may be cancelled immediately by either party without penalty. Minimum 3 month contract. A prepayment of the first month's fee is due with signed contract. All rates quoted are per month, due and payable in advance of service. Contract may be cancelled with 30 days written notice. Rate will be adjusted to the actual earned rate. Monthly invoices are due within 30 days of receipt. Rates effective January 1, 2024. All ridership figures and statistics are from WSF / WSDOT. Passenger counts based on 2022 Traffic Figures.