



# San Francisco Bay Ferry Media Kit

SAN FRANCISCO, CA  
2025



# Connecting brands to San Francisco's most desirable audiences

With routes across the Bay's top cities, this vital commuter network delivers brands to the region's most valuable riders



## Tourist & Leisure Riders

Napa bound explorers and culture enthusiasts visiting SF's waterfront, markets and other iconic landmarks



## Sport Fans & Event-Goers

Giants, Warriors, and Valkyries fans, concertgoers, and major event seekers



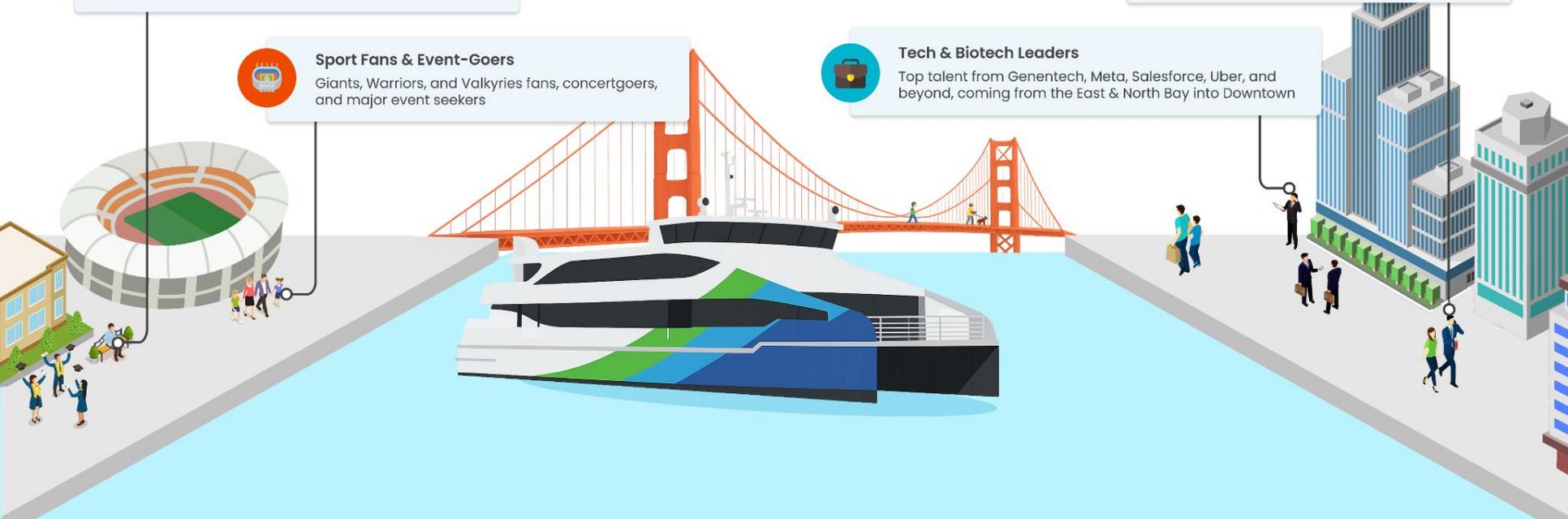
## Tech & Biotech Leaders

Top talent from Genentech, Meta, Salesforce, Uber, and beyond, coming from the East & North Bay into Downtown



## Finance & Legal Professionals

Banking, legal, consulting professionals, & business decision-makers commuting to FiDi

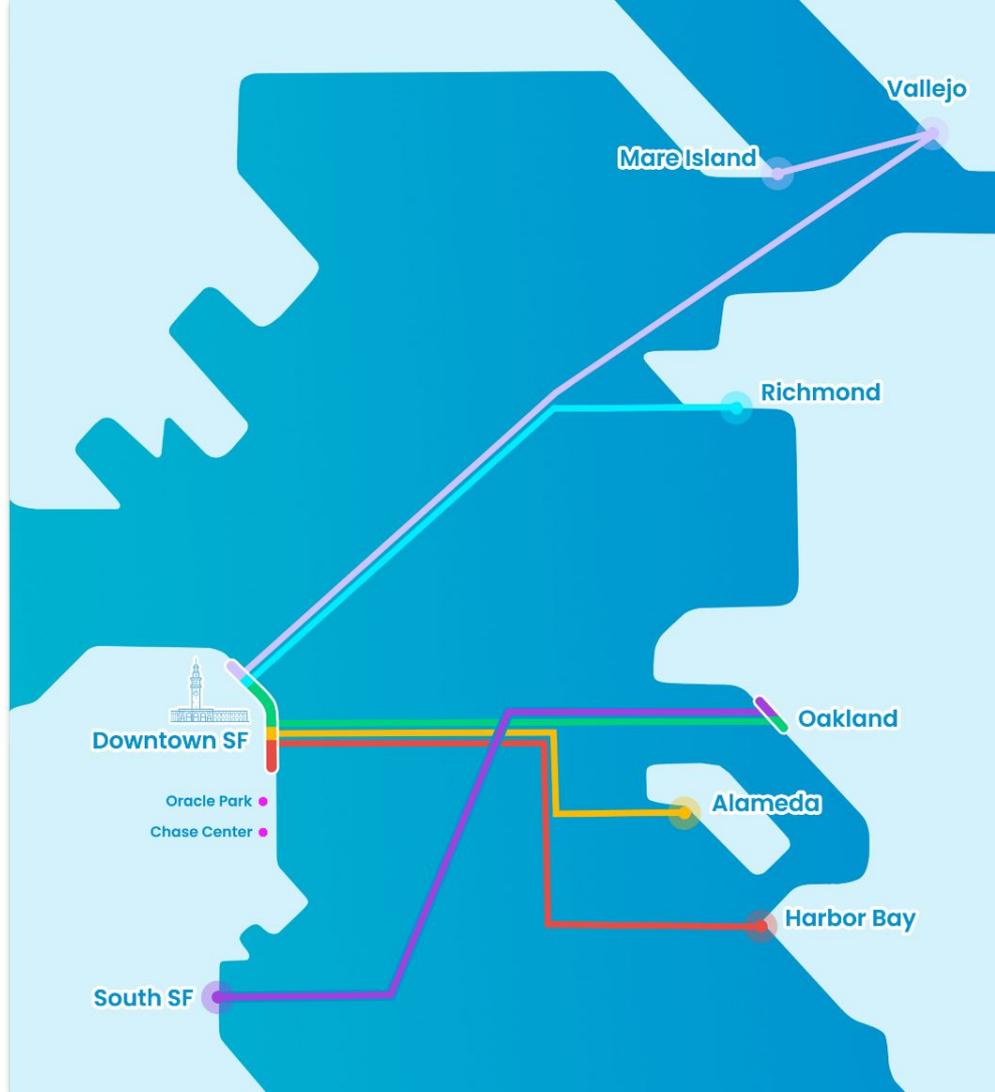


# 7 routes connecting the Bay to Downtown SF

A single system serving the Bay's most valuable audiences; with **every route passing through the iconic Downtown SF Ferry Building**.

## Routes Overview:

-  **Downtown SF** – Embarcadero, FiDi, SoMa, and Union Square; the heart of the city
-  **Mare Island** – Historic town; former naval base turned into residential district
-  **Vallejo** – Gateway to Napa & Sonoma wine country
-  **Richmond** – Rosie the Riveter Park & Marina Bay trails; drawing locals & tourists
-  **Oakland** – Jack London Square; destination for food, arts, and nightlife
-  **Alameda** – Park Street District; local shopping and dining hub
-  **Harbor Bay** – Bay Farm Island Business Parks; offices and corporate campuses
-  **South SF** – Oyster Point Biotech Campus; life sciences hub including Genentech
-  **Oracle Park / Chase Center** – Giants, Warriors, and headliner event venues



# Plus game day & special event routes

Reach sports lovers, entertainment fans, and premium event-goers during their most engaged moments.



## Oracle Park

Giants games, Concerts, Fleet Week & major events

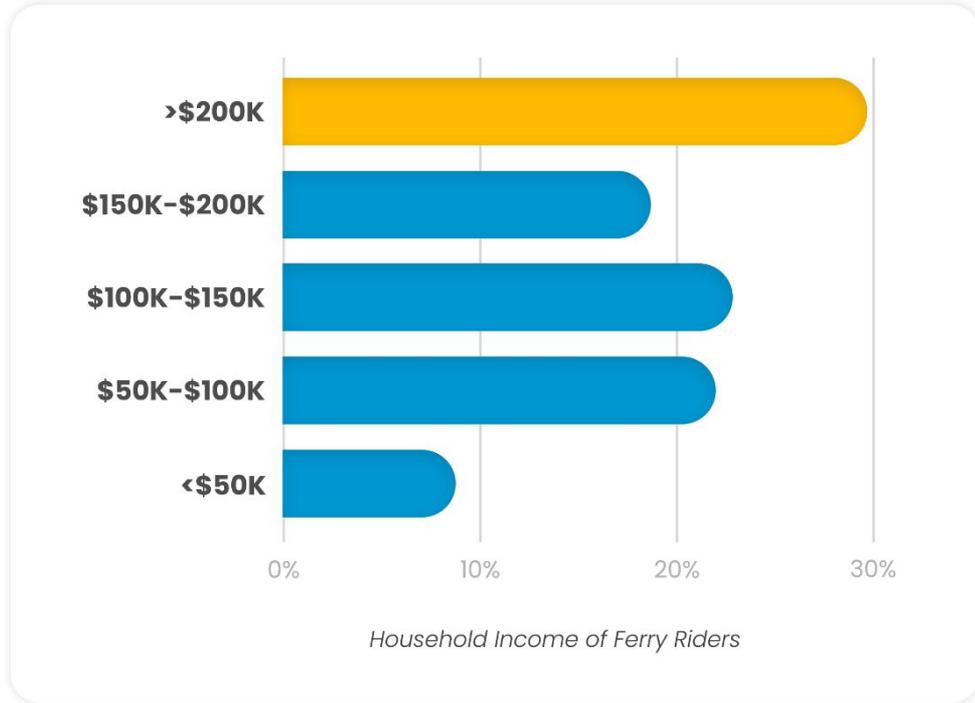


## Chase Center

Warriors, Valkyries, Bay FC & Headline Concerts



# Reach the Bay & the People Who Run It

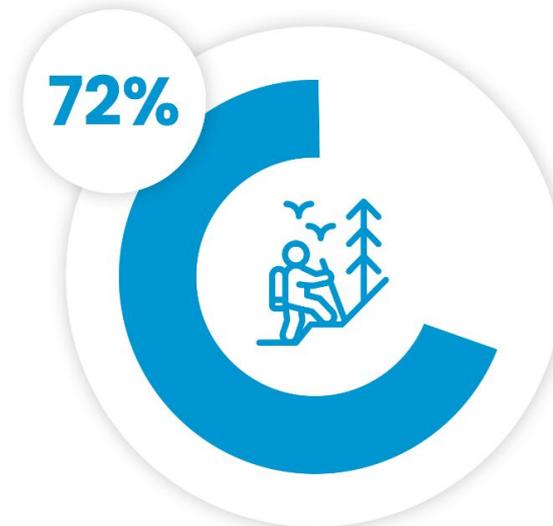


- Nearly 1 in 3 riders earn over \$200K
- Over two-thirds earn more than \$100K
- Median HHI: \$170K+, nearly double the regional average

# In the moments **that matter most**



of **weekday riders**  
are **commuting to work**



of **weekend riders** use the ferry  
for **events and recreation**

With up to  
**60 minutes**  
of dwell and  
0 distractions.



# A First-Class Experience

Ferry passengers enjoy scenic bay views, onboard bars, conference tables, and comfortable seating that transforms their commute into a relaxing, productive experience in comparison to sitting in traffic or crowded transit.



## Why this matters for brands?

Ferry riders choose the ferry over roadway traffic and traditional transit for its elevated experience, creating unmatched engagement opportunities with affluent consumers in captive, high-dwell environments.



# Advertising Packages

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Onboard Media

# Digital Network

## Overview

Reach every route with one buy on our full-motion, eye-catching digital network. Each vessel features multiple eye-level screens, strategically placed to capture seating and common areas with high frequency throughout a passenger's journey.

## Product Info

<b>Asset Size:</b>	45" & 55"
<b>Asset Count:</b>	94 Screens
<b>Vessel Coverage:</b>	16 Vessels
<b>Spot Length:</b>	7.5 Seconds



# Cabin Posters

## Overview

Affordable and effective, our static cabin posters offer lasting brand visibility across the fleet. Placed at seated eye level, these posters are placed in key points, including seating areas, entry/exit doors, and concession stands, delivering repeated exposure throughout their journey.

## Product Info

<b>Asset Size:</b>	38.1" w X 22" h
<b>Asset Count:</b>	80 Posters
<b>Vessel Coverage:</b>	16 Vessels



# Vessel Domination

## Overview

Vessel dominations turn ferries into fully branded experiences, surrounding riders with your message during long-dwell trips. Ideal for bold campaigns, product launches, or major events.

## Product Info

**Digital Assets:**

30% SOV of Digital Screens

**Static Assets:**

Cabin Posters, Headliners, Staircase Walls

*\*exact count of assets will vary dependent on vessel\**

*\*Please note: These are mock-ups. Actual vessel domination layouts may differ\**



**let's make waves.**

Contact your sales rep for additional information.

