

Come aboard, San Francisco!

Premium onboard ferry media, launching soon across the iconic **San Francisco Bay Ferry**



The Bay's Hard-To-Reach Elite

- 2.7 million white-collar professionals and business decision-makers ride annually
- Over 69% earn \$100K+, **30% earn \$200K+** which is nearly double the regional average

Silicon, Stadiums, Sonoma, and More!

- **86% of weekday riders commute** into Downtown SF, South SF, and FiDi, steps from Meta, Stripe, Salesforce, DocuSign, Genentech, and dozens of Fortune 500 HQs
- 72% of weekend riders travel for leisure, from game-day runs to **Oracle Park & Chase Center** to shopping in Union Square and Napa getaways via Vallejo

45 Minutes of Attention. Zero Clutter

- 77% of riders board to relax, a prime moment to engage when attention is high and distractions are low
- The Bay's **most receptive ad environment** with 1 in 3 calling it "the best part of my day," and 99% rider satisfaction



COMING
SOON!



New & improved digital network + cabin posters