

Golden Gate Ferry Market: San Francisco Introducing: New Interior Wallscapes for 2017



Media	Location	Size	Monthly impressions	Space cost 4 weeks	Estimated Prod/install	Quantity	Total Cost 4 weeks
Wallscape	Golden Gate Ferries- Napa, Golden Gate and Del Norte vessels	6.5' x 8'	2,309,760	\$9,000	\$3600	3 ferries	\$12,600

topdog media

In partnership with



Golden Gate Ferries run a fleet of 6 vessels traveling from Marin (Larkspur and Sausalito terminals) to San Francisco (Ferry Building and AT&T Park)

2016 Ridership: 2,545,122 passengers annually

Demographics

- Median age - 45 years old
- HHI of \$149,446 per year
- 52% ride the ferry a minimum of 4 days/week
- 68% come from Marin County
- Almost all (88%) are “choice riders” – they have other modes of transport, but choose the ferry



Source 2015 Regional On-Board Survey (CC&G)

