



TRANS4MEDIA SEATTLE

Delivering Quality Impressions with the nation's largest ferry system. The impact of out of home advertising, amplified by significant dwell times.



2023

UNIQUELY SEATTLE

We are Seattle. The ferry system here is iconic, and our ridership couldn't be more "Northwest" if they tried. The ferries carry about 20 million, coffee drinking, adventure loving passengers per year.

Since 2007





RIDERSHIP DEMOGRAPHICS

Average Household Income \$124,000

Gender Composition 50% Male; 50% Female

Average Age 48 Years

Age Distribution 18-49 46%, 25-54 52%, 18-64 81%

Trip Purpose M-F 75% Work/School 25% Recreation

Trip Purpose Sat-Sun 33% Work/School 67% Recreation

DWELL ON IT

All impressions are not created equal.
The Seattle/Bainbridge Island ferry ride is 35 minutes long, giving passengers plenty of time to visit with commute buddies, have a beer, maybe do a little stretching, but most importantly, absorb your brand's messaging.



We have some cool inventory, take a look

Exterior
Footbridge
Sign

Seattle
Ferry Terminal

Facing
Downtown
Seattle

6' x 30'



average
dwell time
20 minutes



NEW INVENTORY
Large Interior Walls
Seattle Ferry Terminal
South

7' X 30'

average
dwell time
10 minutes



NEW INVENTORY
Large Interior Wall
Seattle Ferry Terminal
North

7' X 30'

average
dwell time
10 minutes

Founder's Wall Onboard Ferry

7' x 14'

average
dwell time
35 minutes





average
dwell time
35 minutes

Cabin Wall
Onboard Ferry

4' x 8'

Saturation Zone Onboard Ferry

2 walls

4' x 8'

7' x 14'

average
dwell time
35 minutes





Door Domination Onboard Ferry

4 sets

all entrances/exits
to the passenger
cabin covered

7' x 11' ea

average
dwell time
35 minutes

**Exit Wall
Bainbridge Island
Ferry Terminal**

10' x 21'

**average
dwell time
5 minutes**





Entrance Wall Bremerton Terminal

13' x 15'

average
dwell time
10 minutes



GET IN TOUCH

We'd love to hear from you



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