

NY WATERWAY®

Media Opportunity Photo Sheets

New York Waterway Ferry & Bus
Advertising Program

FERRY WRAPS



NYW Ferry Wraps

- Ferry wraps with NYW make the largest splash possible on the Hudson River
- Capture the attention in an unforgettable advertising campaign with ferry riders, NYC & NJ riverside roadways, waterfront attractions, businesses, and luxury residential communities
- Ferry wraps deliver a 64 ft – 88 ft complete advertising canvas
 - Full & partial wraps available. Minimum 8-week campaign
 - [Video links available here \(clickable\)](#)

TOTAL MONTHLY IMPRESSIONS PER FERRY:
3,000,000+

INTERIOR BRANDED FERRIES



Interior Branded Ferries

- Dominate the NYW commute with ferry interior branding along the busiest routes
- Capture the attention of NYW ferry commuters throughout their trip across the Hudson River
- Variety of different branding combinations available including seat backs, bar wraps, interior ferry posters and HD digital displays
 - Ferry domination packages vary per route

Interior Branding includes **seat backs, tabletops, wall pillars, bar wraps, and more.**

TOTAL MONTHLY IMPRESSIONS PER FERRY:
1,036,000+

NYC BUS WRAPS



NYC Bus Wraps

- Bus wraps circulate Manhattan's busiest districts 7 days a week
- Reach NYC landmarks on all routes including Midtown Manhattan, Theater District, Madison Square Garden, Rockefeller Center, Lincoln Center, Tribeca, and Downtown Manhattan
 - Complimentary bus rides from NYW provide commuters access to Manhattan's central business & entertainment districts
- Bus wrap advertising programs are "moving billboards" at eye-level, spanning 42'W x 9'5"H on the NYC Streets
 - [NYC Routes Video here \(clickable\)](#)

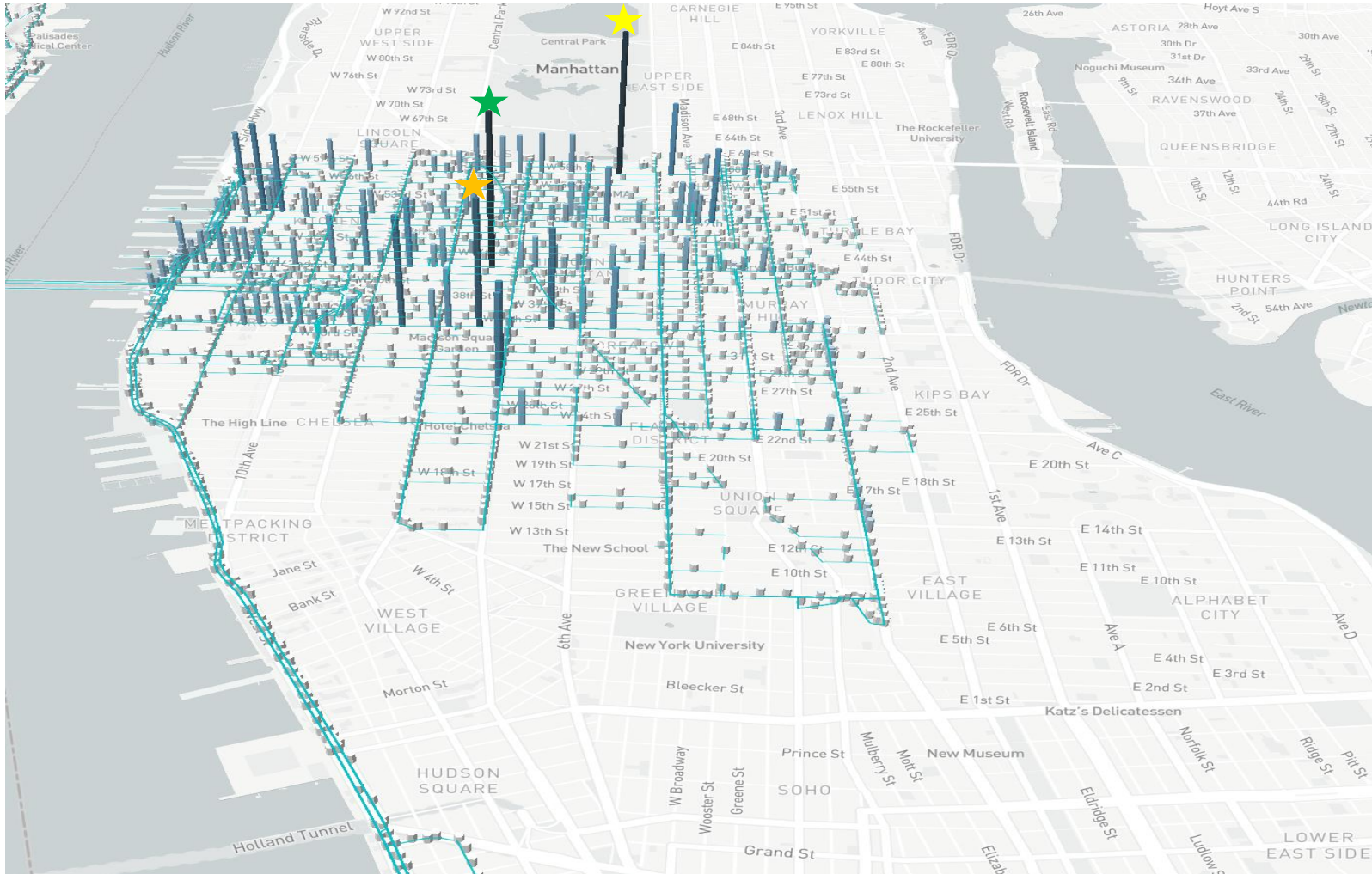
TOTAL MONTHLY IMPRESSIONS PER BUS:
4,526,067+



NEW YORK CITY – NYC BUS WRAPS HIGHEST ACTIVITY MAP



NY WATERWAY®



- ★ 57th St & 5th Ave
- ★ 42nd St Bryant Park
- ★ 34th St Penn Station & Madison Square Garden



Source: [StreetMetrics](#)
(2023)



BUS ROUTES - NYC

Weekday Peak Bus Routes (Mon-Fri)

Weekday AM Off-Peak Bus Routes (Mon-Fri)



All buses rated by





BUS ROUTES - NYC

Weekday PM Off-Peak Bus Routes (Mon-Fri)

Weekend Bus Routes (Sat-Sun)



Weekday PM Off-Peak Bus Routes Mon-Fri	
	W44th/57th St. Mon: 7:30pm-10:50pm Tue-Thu: 7:30pm-11:50pm Fri: 7:30pm-12:50am
	W42nd/34th St. Mon: 7:30pm-10:50pm Tue-Thu: 7:30pm-11:50pm
Last Full Bus Run Leaves Midtown Ferry Terminal	
Mon:	@ 10:10pm
Tue-Thu:	@ 11:10pm
Fri:	@ 12:10am



Weekend Bus Routes Sat, Sun	
	W44th/57th St. Sat: 8:10am - 12:50am Sun: 8:10am - 10:50pm
	W34th St/Greenwich Vill. Sat: 8:10am - 12:50am Sun: 8:10am - 10:50pm
Last Full Bus Run Leaves Midtown Ferry Terminal	
Sat:	@ 12:10am
Sun:	@ 10:10pm

All buses rated by



DIGITAL DISPLAY NETWORK- NYC & NJ



Midtown W. 39th St/Pier 79 NYC Ferry Terminal Port Imperial, Weehawken NJ Ferry Terminal Interior NYW Ferries

- The NYW Digital Display Network package is comprised of 29 HD digital displays
 - [Midtown W. 39th St/Pier 79 NYC Terminal](#) (7 Displays)
 - [Port Imperial Weehawken NJ Terminal](#) (8 Displays)
 - Interior NYW Ferries (14 Displays, Highest Trafficked NYW Routes)
- Synchronized Full Motion HD video array capabilities
- Programmatic Digital Out-of-Home, powered by Broadsign Reach & Place Exchange
- Loop Policy: 15 second spot / 2 min loop (30 plays per hour)
 - 8 Advertisers per loop



29 eye-level HD digital displays

TOTAL MONTHLY IMPRESSIONS PER SPOT:
2,849,810+



DIGITAL NETWORK- MIDTOWN W. 39th ST NYC



DIGITAL NETWORK- INTERIOR FERRIES

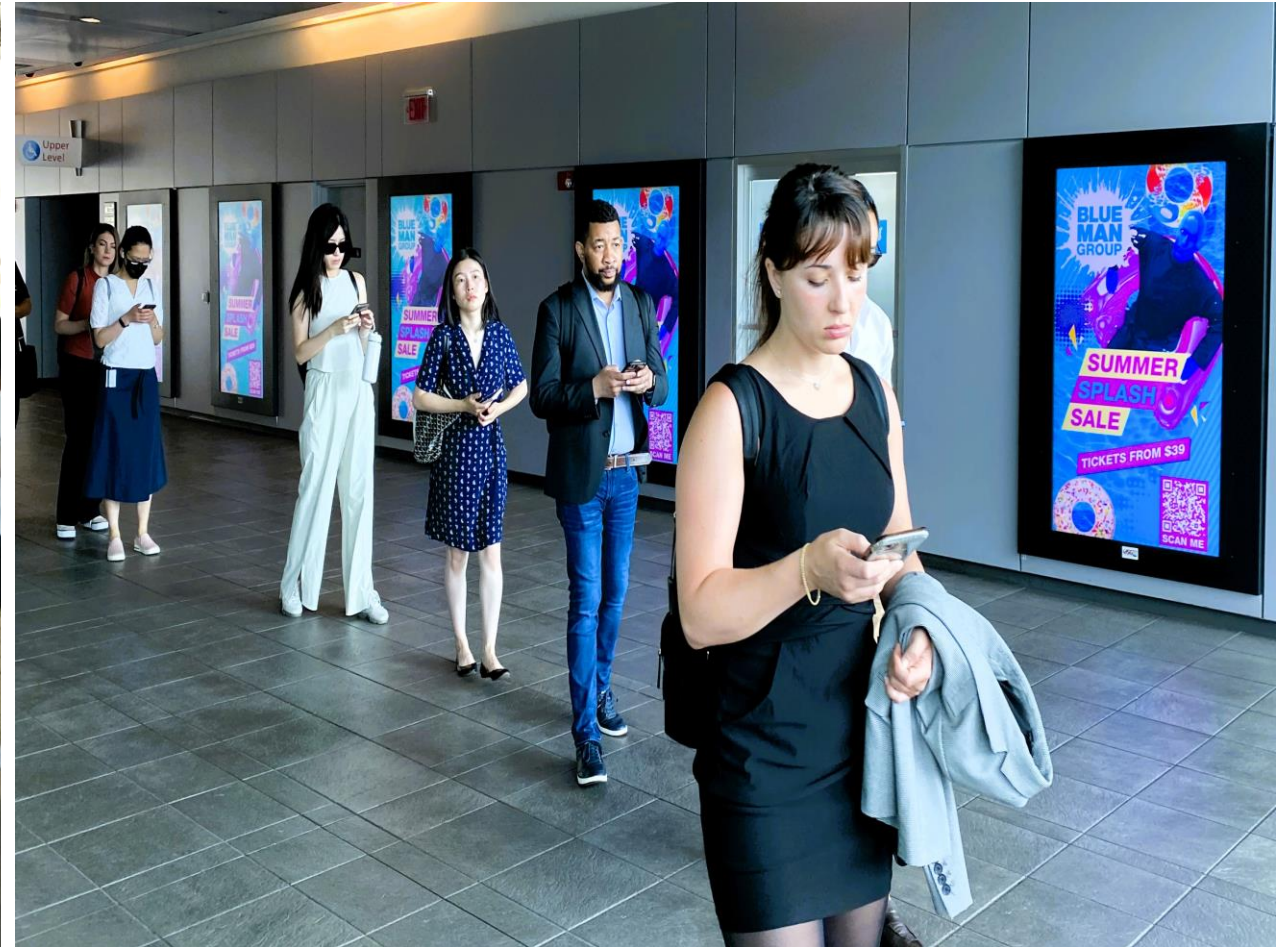


INTERIOR FERRY ROUTES INCLUDE:

- Lincoln Harbor Weehawken to Midtown W. 39th St
- Port Imperial Weehawken to Midtown W. 39th St
- Port Imperial Weehawken to Brookfield Place/Battery Park City NYC Terminal
- Port Imperial Weehawken to Pier 11/Wall St
- Edgewater to Downtown Brookfield Place/Battery Park & Pier 11/Wall St
- Edgewater to Midtown W. 39th St




- Hoboken N. 14th St to Midtown W. 39th St
- Hoboken N. 14th St to Brookfield Place/Battery Park City NYC Terminal
- Hoboken N. 14th St to Pier 11/Wall St
- Hoboken NJ Transit to Brookfield Place/Battery Park City NYC Terminal
- Hoboken NJ Transit to Pier 11/Wall St
- South Amboy to Midtown W. 39th St NYC
- South Amboy to Brookfield Place/Battery Park City NYC Terminal

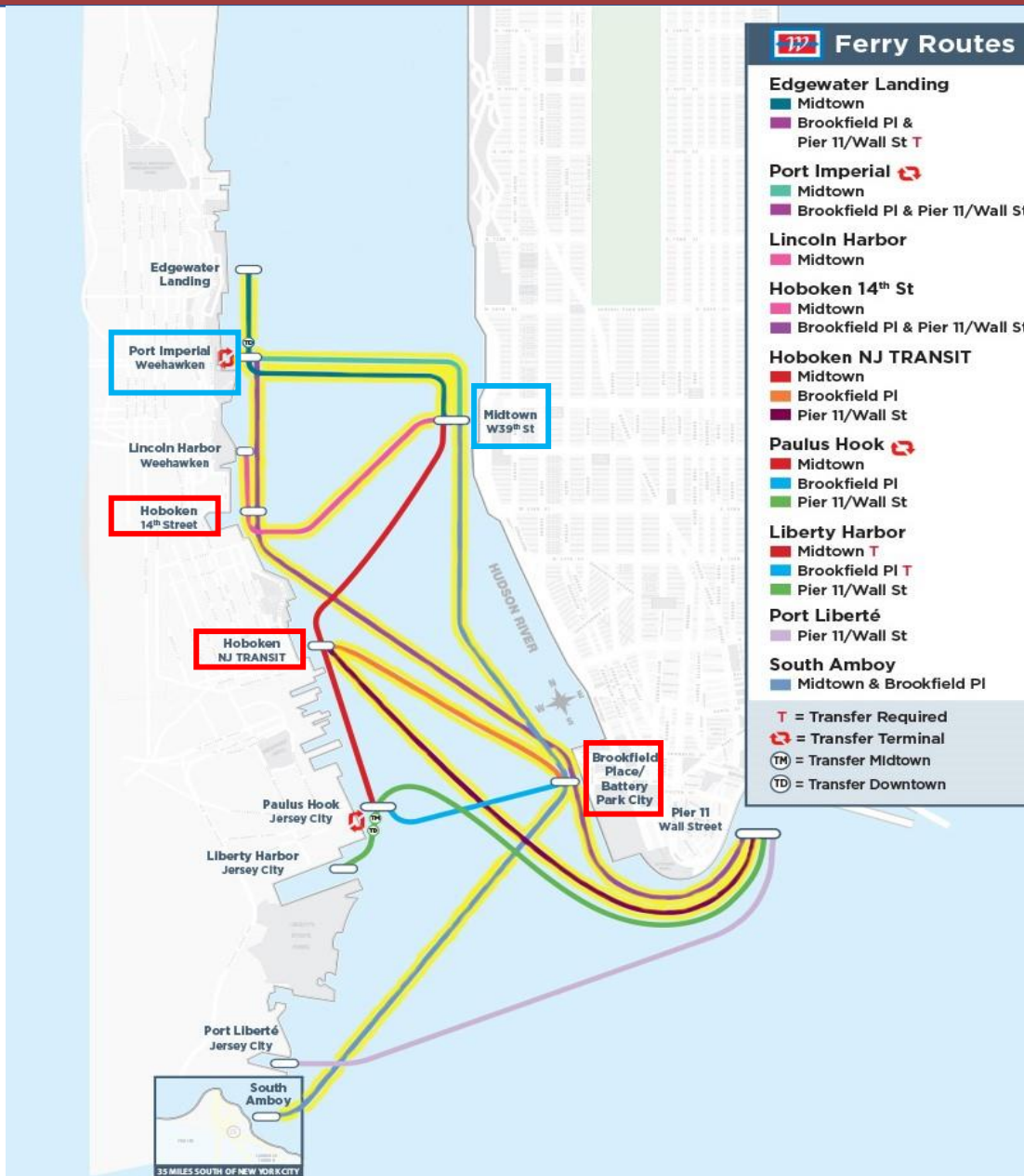
DIGITAL NETWORK- P.I. WEEHAWKEN NJ



FERRY ROUTE & TERMINAL MAP

Map Key:

-  NYW offers both digital and static displays
-  NYW offers digital displays Interior ferries
-  NYW offers static displays



All ferry terminal displays rated by



NY WATERWAY®



OUTDOOR SOLUTIONS GROUP

MIDTOWN W. 39TH ST NYC TERMINAL



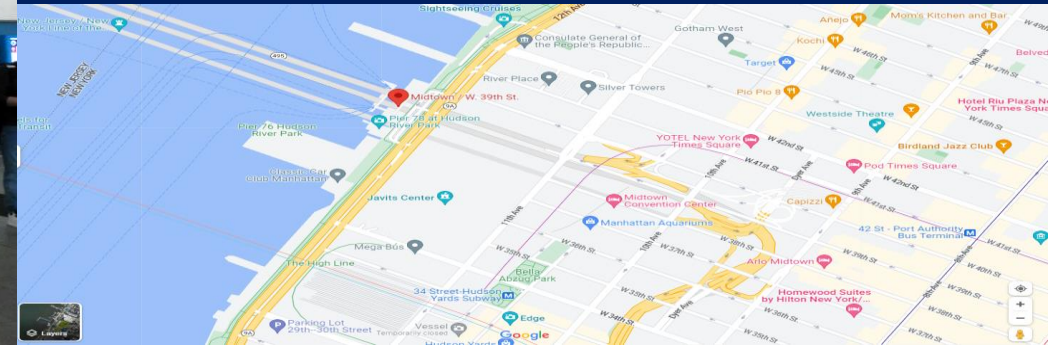
Midtown W. 39th St NYC Ferry Terminal (OSG - MTNY)

- Ferry terminal is located on W. 39th St & the West Side Highway (12th Ave), in the vicinity of the Jacob Javits Center and Hudson Yards
- Media opportunities include an eye-level digital display network, static network of eye-level 4'W x 6'H diorama displays, entrance & center hall wallscapes at 19'W x 12'H or 40'W x 12'H, & experiential station domination packages
- This ferry terminal participates in the Full Digital Network package, comprised of 27 HD digital displays throughout Midtown W. 39th St, Port Imperial Weehawken, & interior ferries. Our displays deliver a two-minute loop of eight :15 second advertisements



7 eye-level **HD digital** displays, 12 eye-level **static** displays, 5 **large-format wallscapes**

TOTAL MONTHLY IMPRESSIONS: 3,257,140+



BROOKFIELD PLACE/BATTERY PARK CITY NYC FERRY TERMINAL

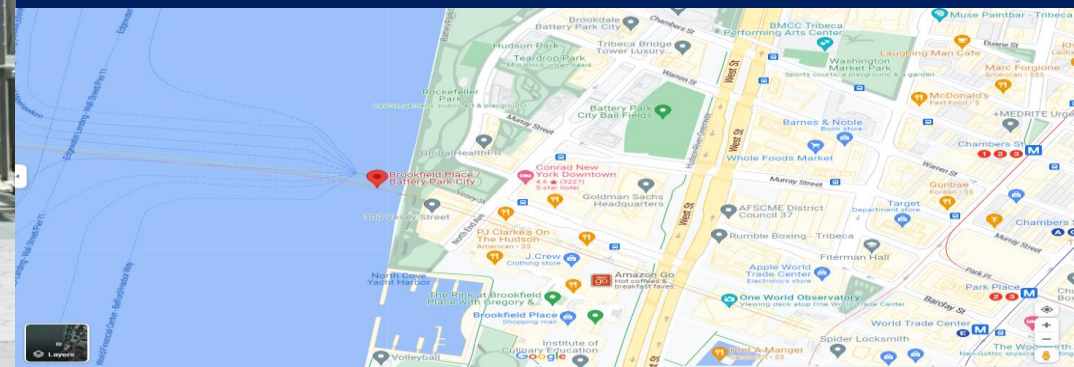


Brookfield Place/Battery Park City NYC Ferry Terminal (OSG - BPNY)

- Ferry terminal is located on Vesey St & Battery Park City Esplanade, in the vicinity of Brookfield Place Shopping Center, the 9/11 Memorial, the Oculus, and One World Observatory
- Approximately 15,000 daily riders access this terminal to commute to/from NJ and Staten Island and for Statue of Liberty sightseeing tours
- Media opportunities include a network of eye-level 4'W x 6'H diorama displays, 35'W x 6'H center atrium bulletins and entrance banners

20 eye-level **static** displays, 2 **center-atrium** bulletins, and 4 **entrance banners**

TOTAL MONTHLY IMPRESSIONS: 4,027,056+



PORT IMPERIAL, WEEHAWKEN NJ TERMINAL



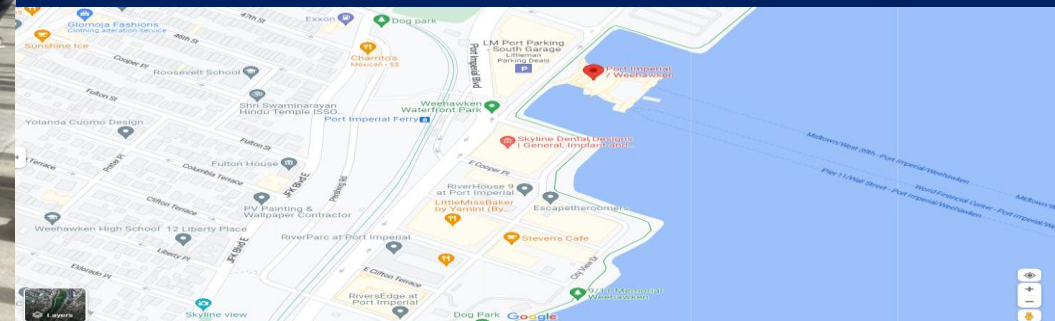
Port Imperial, Weehawken NJ Ferry Terminal (OSG - PINJ)

- Ferry terminal is located at 4800 Avenue at Port Imperial in the vicinity of waterfront luxury residential communities and major NJ commuter hubs
- Media opportunities include an eye-level digital display network, static network of eye-level 4'W x 6'H diorama displays, storefront wraps, center hall banners at 34'W x 5'H, and experiential station domination packages
- This ferry terminal participates in the Full Digital Network package, comprised of 27 HD digital displays throughout Port Imperial Weehawken, Midtown W. 39th St, and interior ferries. Our displays deliver a two-minute loop of eight :15 second advertisements



8 eye-level **HD digital** displays, 20 eye-level **static** displays, 2 **large-format wallscapes**

TOTAL MONTHLY IMPRESSIONS: 2,126,760+



HOBOKEN NJ TRANSIT & N. 14TH ST FERRY TERMINALS

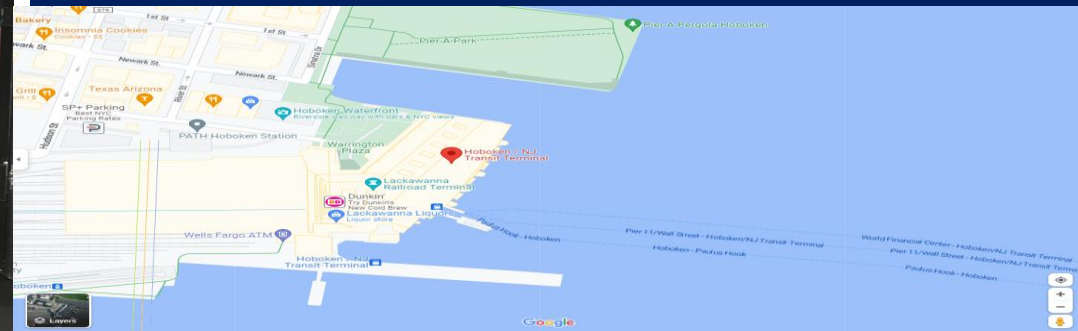


Hoboken NJ Transit & N. 14th St Ferry Terminals (OSG – HNNJ/ OSG – HSNJ)

- Ferry terminal locations:
 - Hoboken 14th St: 1401 Frank Sinatra Drive
 - Hoboken NJ Transit: Hoboken's major NJ Transit hub
- Approximately 8,000 daily riders access this terminal during their travel to/from NYC
- Media opportunities include a network package of eye-level 4'W x 6'H diorama displays between Hoboken 14th St and Hoboken NJ Transit ferry terminals




14 eye-level static displays

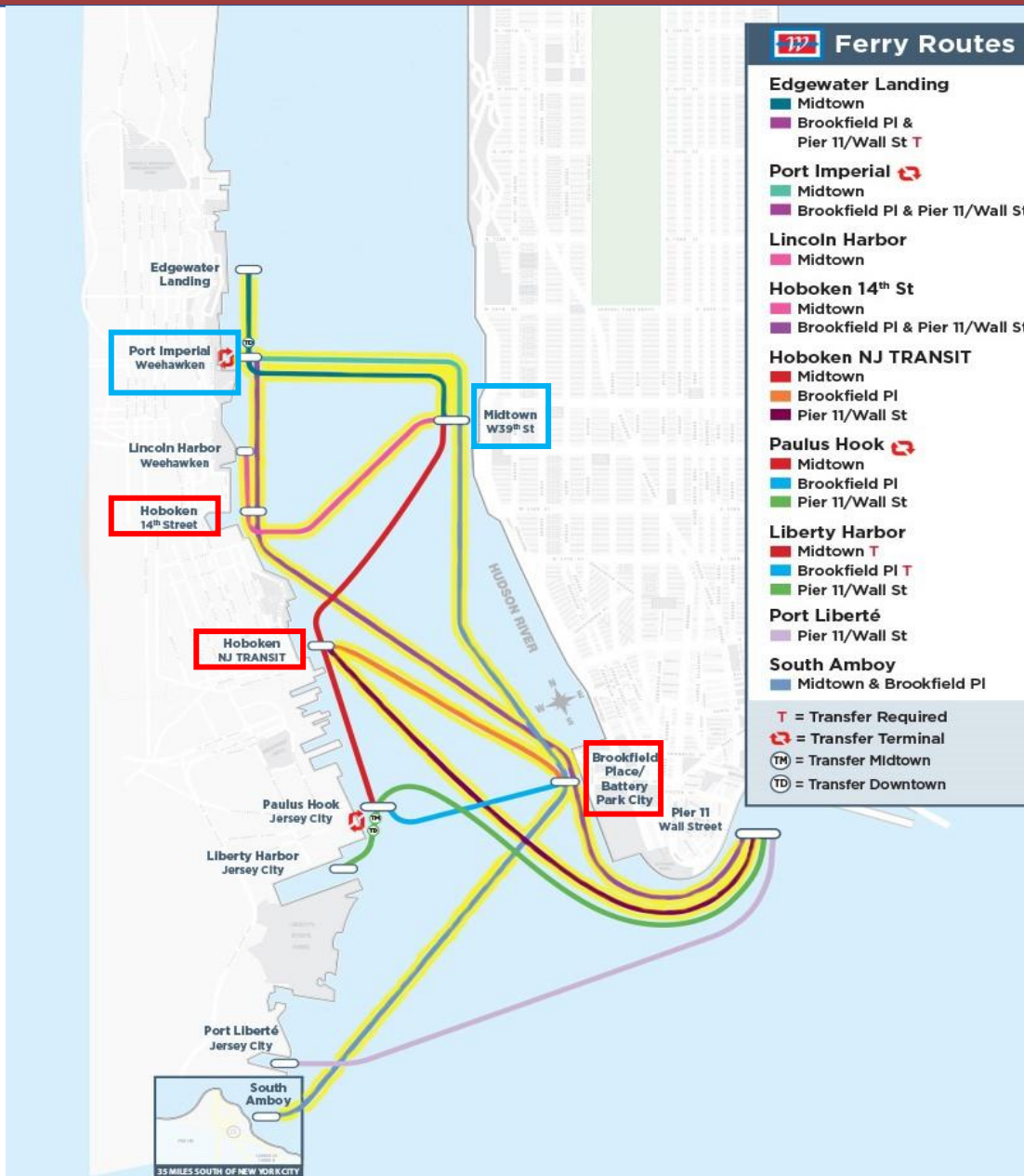
TOTAL MONTHLY IMPRESSIONS: 351,324+



FERRY ROUTE & TERMINAL MAP

Map Key:

-  OSG offers both digital and static displays
-  OSG offers digital displays Interior ferries
-  OSG offers static displays



All ferry terminal displays rated by



NY WATERWAY®



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NEW JERSEY BUS WRAPS



NJ Bus Wraps

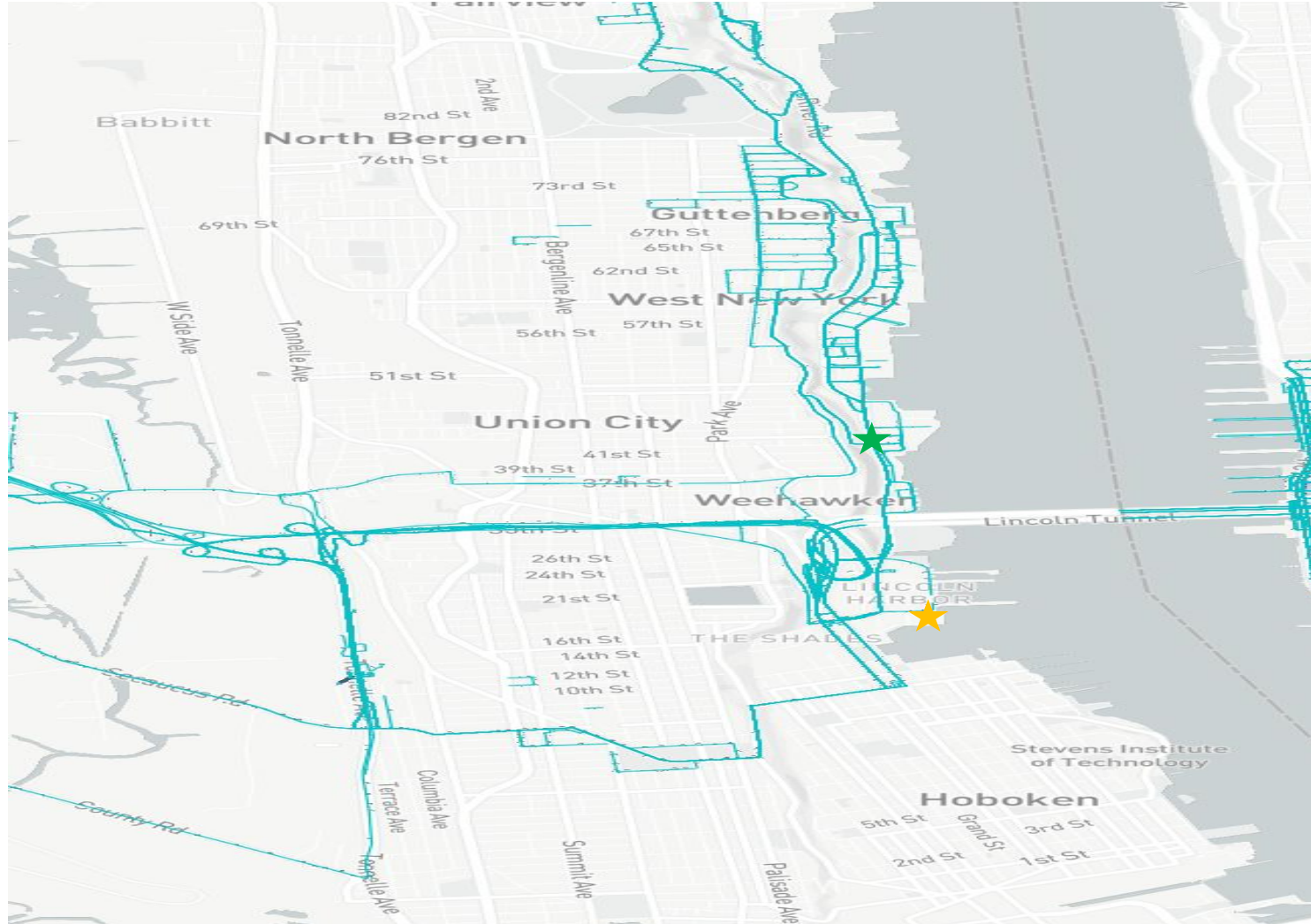
- NYW bus service provides commuters access to Port Imperial Weehawken ferry terminal, connecting residential ferry riders to Manhattan
- NYW bus routes circulate Hudson County NJ's affluent waterfront residential properties and main roadways in Edgewater, Weehawken, and West New York
- Bus wrap advertising programs are “moving billboards” at eye-level, spanning 42'W x 9'5”H

TOTAL MONTHLY IMPRESSIONS PER BUS:
755,400+

NEW JERSEY WATERFRONT COMMUNITIES – NJ BUS WRAPS COVERAGE MAP



NY WATERWAY®



- ★ Port Imperial Weehawken Ferry Terminal
- ★ Lincoln Harbor Weehawken Ferry Terminal



Source: [StreetMetrics \(2023\)](#)



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BUS ROUTES – NEW JERSEY



All buses rated by



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