



**PUERTO RICO  
FERRY**

⚓ by Hornblower

## **Media Opportunities**

**ON BOARD**  
MEDIA

# PUERTO RICO RIDERSHIP INFORMATION

Systemwide

- Estimated 2023 ridership: **3,000,000+ PASSENGERS**
- Number of ferry trips: **56 DAILY DEPARTURES**
- Average rider engagement:
  - Metro Service - nearly one hour of captive engagement per passenger
  - Island Service - over one hour of captive engagement per passenger
- Number of impressions per year: **30,000,000+**

The ridership and impressions listed above are based on ferry passengers only. Exterior street and ferry vessel displays offer countless additional impressions.



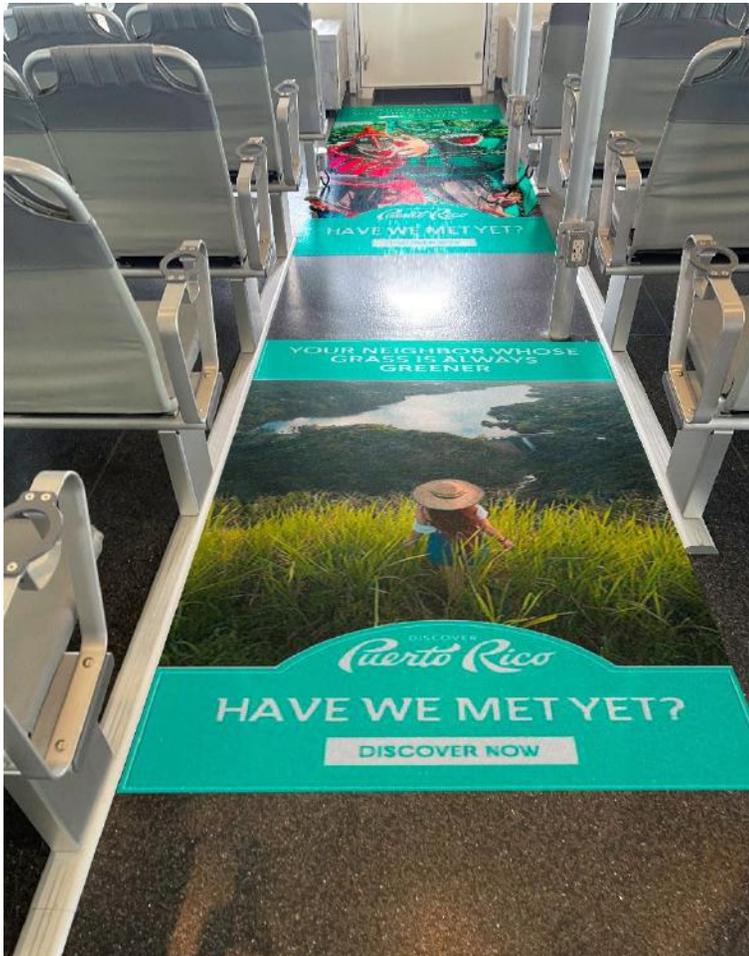
# SIMPLICITY EXTERIOR FERRY WRAP



There is one ferry vessel named *Simplicity* that operates the Metro Service. The fully wrapped ferry vessel offers some of the most visible and valuable impressions in all of Puerto Rico and serves as the centerpiece of our Sponsorship/Naming Rights Packages. Reaching both tourists and residents, our ferry vessel wrap is large, omnipresent and in the face of the passengers aboard the **500 cruise ships** that pull in and out of the cruise ship landings which are a “stones throw” from where *Simplicity* docks and operates.

*We are reaching many of the 2 million+ passengers that arrive in Puerto Rico by cruise ship.*

## FERRY INTERIOR DISPLAYS



- Overhead Panels
- Floor Graphics
- Posters

# DIGITAL OPPORTUNITIES

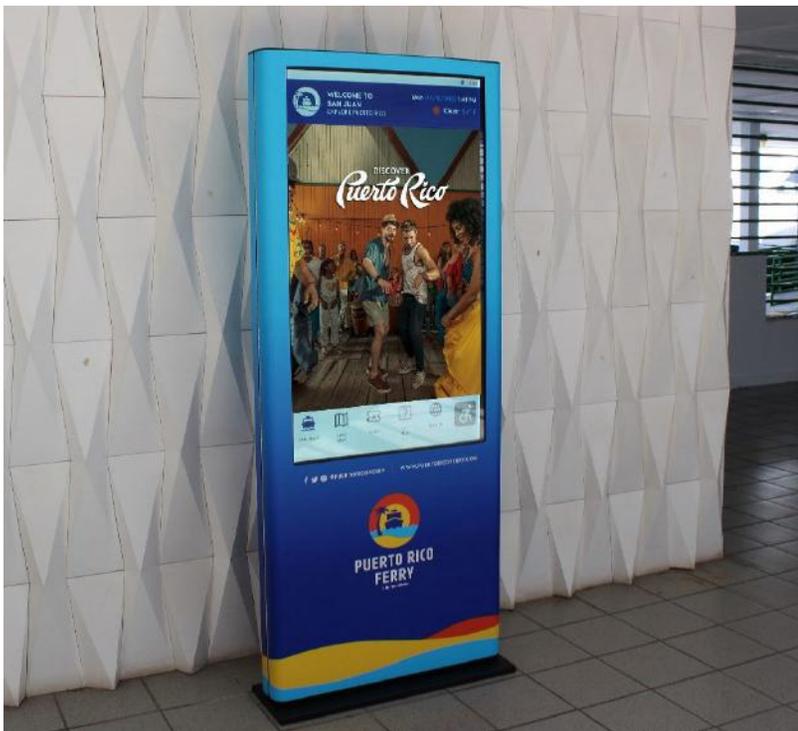
## Terminals/Landings Digital Displays

There are currently 17 Digital Displays throughout the five terminals

**Vessels** - There are currently 14 Digital Displays throughout the fleet of 9 vessels. At this time there are digital screens in the 3 most utilized and viable ferry vessels (island and metro)

The ad loop is made up of nine (9) thirty second spots totaling 4.5 minutes.

Static and dynamic video are available for digital signage system-wide



## INTERIOR TERMINAL DISPLAYS



- Vast Wallscape
- Overhead Rafter Displays

## EXTERIOR TERMINAL DISPLAYS



- Light Pole Banners
- Overhead Graphic Panels

# PUERTO RICO METRO SERVICE

## Metro Service

The ever-popular Metro Ferry Operation has recently returned to service. Residents and tourists are abuzz by this news. This short ride from Old San Juan to and From Cataño operates 7 days a week, 14 hours per day. The terminals at Cataño and Old San Juan offer extraordinary branding opportunities and are complemented by the signage in the vessel.



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# PUERTO RICO ISLAND SERVICE

## Island Service

The Island Ferry Service attracts a combination of both residents and tourists. The terminals at Ceiba, Vieques and Culebra abound with opportunity that is in your face as you walk the vastness along the Caribbean. The signage in the vessels reinforces the brand. Paradise and branding = a memorable experience and an association that is unmatched.



CEIBA



CULEBRA



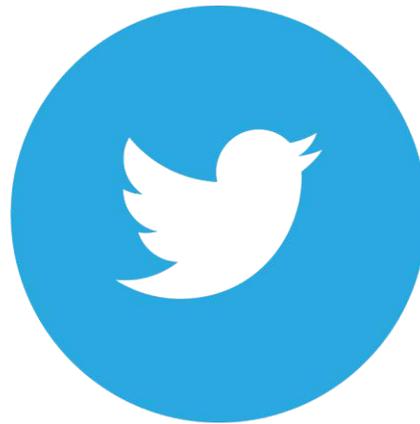
VIEQUES



# CROSS PROMOTIONAL SOCIAL MEDIA OFFERINGS

**Create a unique value-add experience to your PR Ferry Ad Campaign**

Utilize Hornblower's Worldwide Social Media Reach to create content promoting the customer experience



- Experiential Marketing Opportunities
- Brand Ambassador Events

# ABOUT ONBOARD MEDIA

On Board Media is a Destination Media Company with a singular focus of creating unique, specialized branding experiences. We come from traditional OOH and while we appreciate the past, we aspire to be a progressive and innovative media company and a refreshing new solution for our clients. **Welcome aboard!**



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# ON BOARD MEDIA

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**WELCOME !**  
**→ ABOARD !**