

GOLDEN GATE FERRY

2020 Media Kit



topdog media

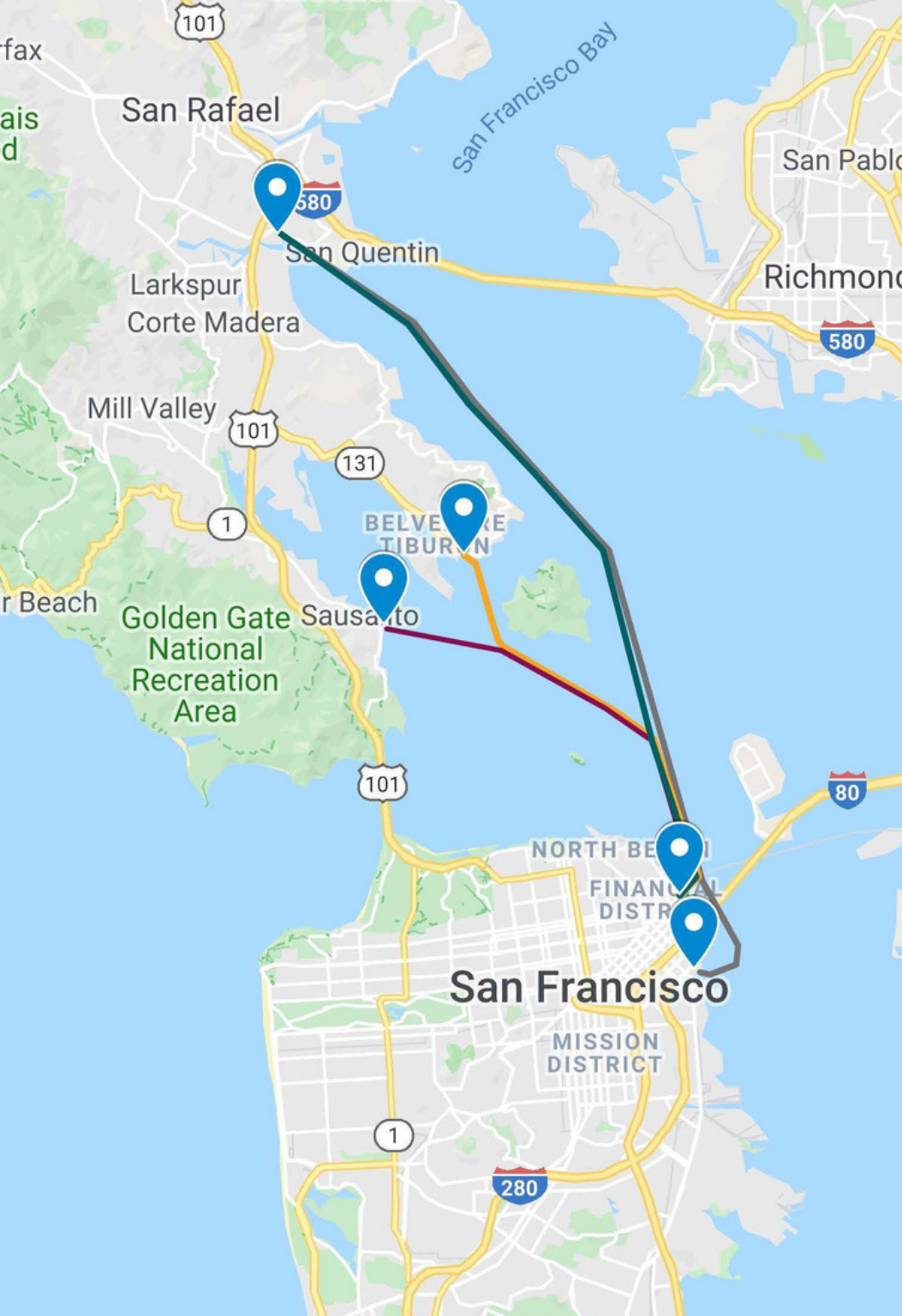




ABOUT GOLDEN GATE FERRY

GGF has been providing service for almost 50 years. Vessels are clean, luxurious and have room for 500-600 passengers.

The scenic 30 minute ride between SF and Marin allows travelers to take in the sights of the magnificent Golden Gate Bridge, Alcatraz, Bay Bridge and SF skyline. Convenient transit connections are available near the San Francisco Ferry Building.



GGF TERMINALS

SAN FRANCISCO

SF Ferry Building
Oracle Park
Chase Center (Pier 48 1/2)

MARIN COUNTY

Larkspur
Sausalito
Tiburon (weekdays only)

GOLDEN GATE FERRY STATS

Annual ridership: 2,578,137

Fleet of 6 vessels- 5 run daily

Terminals: Larkspur, Sausalito, Tiburon, SF Ferry Building and Chase Center (Golden State Warriors & Concerts)+ seasonal service to Oracle Park (SF Giants)

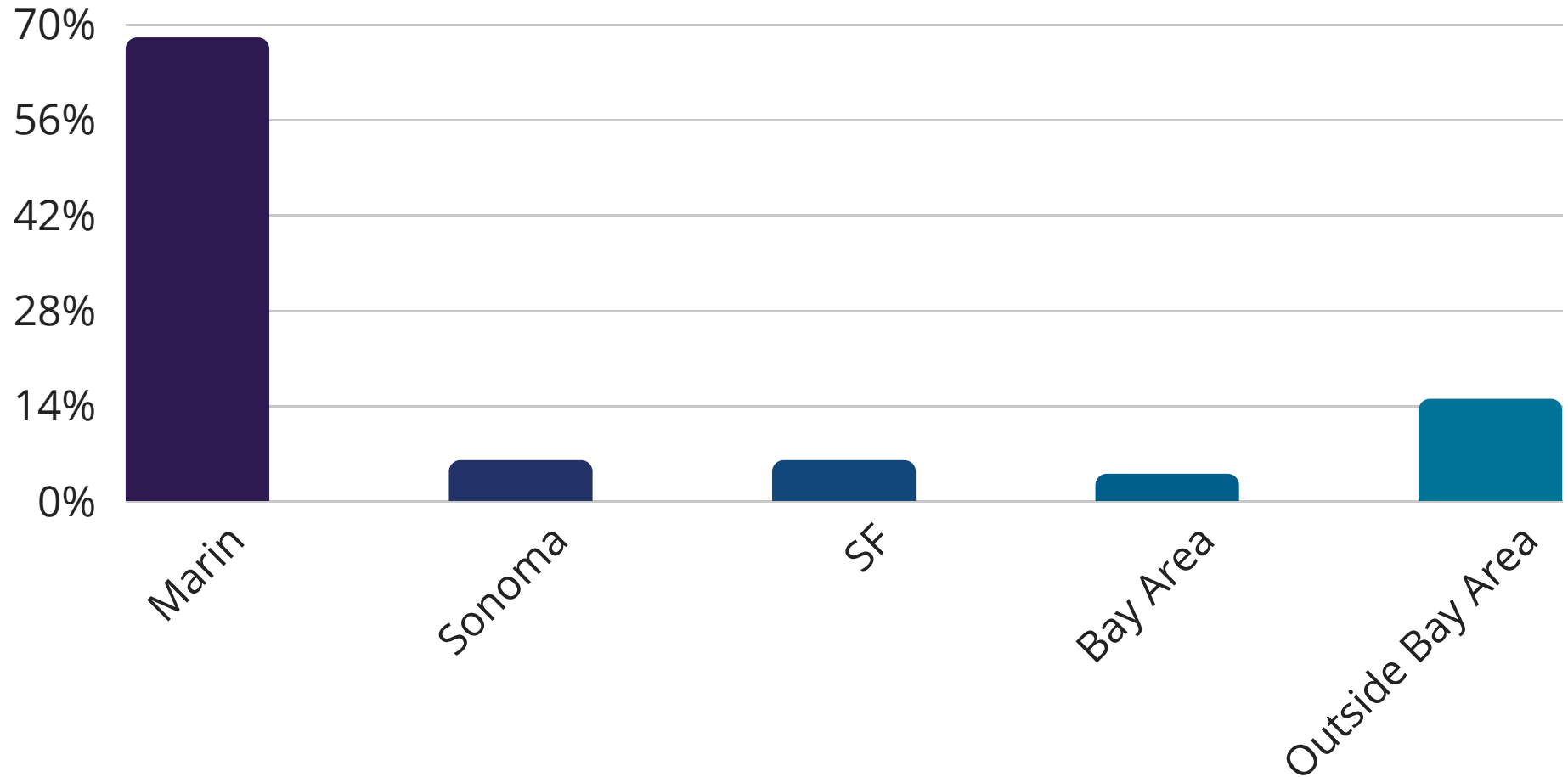


GGF DEMOGRAPHICS

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



WHERE GGF RIDERS COME FROM



NEW TERMINAL- PIER 48.5



CHASE CENTER


Located at the corner of 3rd and 16th streets in Mission Bay, San Francisco, the 18,064-seat Chase Center is the home of the Golden State Warriors, concerts and conferences, opened in Sept 2019. Parking is extremely limited so public transit will be the fastest, most reliable and least expensive way to get to Chase Center. Golden Gate Ferry will drop Chase Center-bound guests off at Pier 48.5, about ½ mile from the arena.

NEW TRANSIT CONNECTION



SMART TRAIN

SMART Train's Larkspur station extension is slated for completion at the end of 2019. This southernmost station, positioned just a short walk from Golden Gate Ferry's Larkspur Terminal, will open up a deeper and more seamless connection between San Francisco and Marin/Sonoma Counties. Golden Gate Ferry riders will now be able to take the train 45 miles north to Wine Country, historic old town districts and the Sonoma Airport.

A photograph taken from the deck of a ferry, looking across the water towards the San Francisco skyline. In the foreground, there are several rows of blue mesh-backed chairs with white frames. The water is calm, and the city skyline is visible in the background under a clear blue sky. The text "MEDIA FORMATS ONBOARD" is overlaid in white, bold, sans-serif capital letters across the middle of the image.

MEDIA FORMATS ONBOARD

LARGE FORMAT WALLSCAPES

Largest scale media onboard. Visible from all areas of the main cabin on the San Francisco to/from Larkspur route.

Size: 6 1/2' x 8'

Qty: Package of 3
Monthly

impressions: 2,183,360







POSTERS

Choose small or large package across the fleet of vessels.
Located in main cabin on both decks.

Size 33" x 21"

Qty: Package of 10 or 20

Monthly Impressions: 1,483,314

SPECTACULARS

Located on three spaulding
vessels in the main cabin.

Size: 30" x 60

Qty: Package of 3

Monthly impressions: 955,224



FOR MORE INFORMATION AND PROPOSALS



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