



**Fire Island Terminal, Inc. & Fire Island Water Taxi, LLC.**  
**Digital Advertising Opportunities**

Dear Valued Advertiser,

As we continue to increase service during the spring and summer months, the demand for advertising has also increased. Since static advertising space is limited, we have invested in a new digital signage network. Six large monitors at the Bay Shore terminals (four at Gate Ocean Beach and two at Seaview, Ocean Bay Park) will display ferry schedule information, water taxi promotions, beach events, emergency updates, safety information, and advertisements. These displays will offer ample exposure during the spring and peak summer months. In addition, Fire Island Water Taxi has installed digital screens on six water taxis. These screens will offer great opportunities by exposing the taxi passengers to ads such as upcoming bar or restaurant events, featured real estate listings, community events, etc.

These new, ultra bright, hi-resolution 42 inch LED screens have been rotated to display vertically or "portrait style". This display method has been proven to draw more attention than a typical "landscape style" display. The media is managed, and streamed to the displays locally and with proper notice, can be altered in a timely fashion. Each ad will play for fifteen seconds, twice an hour on six displays for eighteen hours a day. Over the course of a month, ads will be displayed over six thousand times per screen, offering exposure thousands of viewers.

Digital advertising is a great way to gain followers on Facebook, Twitter and other social networking channels. With the short busy season, it is important to seize every opportunity to leave an impression on potential customers. The digital signage network is a perfect way to accomplish this, with bright, vibrant ads promoting your business to beachgoers thousands of times a week.

Please feel free to visit our terminals to view our new digital displays and see if this is the right opportunity for you and your business. We look forward to working with you during upcoming spring and summer seasons. If you have any questions regarding the digital signage network or any other advertising, please don't hesitate to contact us: [Ads@FireIslandFerries.com](mailto:Ads@FireIslandFerries.com) or 631-665-3600.

Warmest Regards,  
Fire Island Terminal, Inc. & Fire Island Water Taxi LLC



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### 2012 Introductory Rates

Ad Type	Price
<i>Full screen single image ad</i>	\$800
<i>Full screen multi-image (slideshow) ad</i>	\$1,100
<i>Half screen single image ad</i>	\$400
<i>Half screen multi-image (slideshow) ad</i>	\$600
<i>Full screen video ad*</i>	\$2,000
<i>Half screen video ad*</i>	\$1,700

All prices are based on seasonal (May 1 – September 15) rates for a 15 second per ½ hour ad to be displayed on 6 monitors at both Bay Shore terminals & 6 water taxi displays.

Ads can also be broken up into smaller spots to be played more frequently.

\*Water Taxi displays do not have video capabilities

Single week, single month, and single event ad campaign pricing is also available upon request.

We also have the ability to create artwork for all those in need for an additional cost. Additional fees may apply for changing ads weekly, monthly or on short notice.

**For those providing artwork:** Screens are 42" diagonal, 1920 x 1080 resolution  
**Please note:** Screen orientation will be portrait style for the terminal monitors, and landscape style for all water taxi monitors.

**For quotes and dimensions for artwork please contact:**

[Ads@FireIslandFerries.com](mailto:Ads@FireIslandFerries.com)

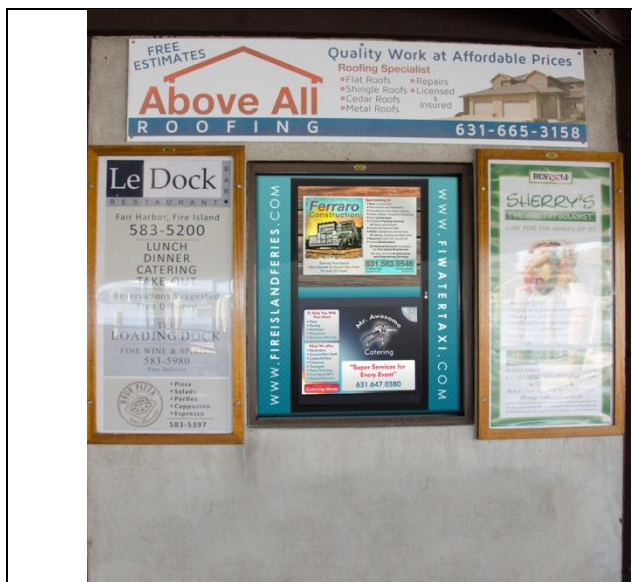


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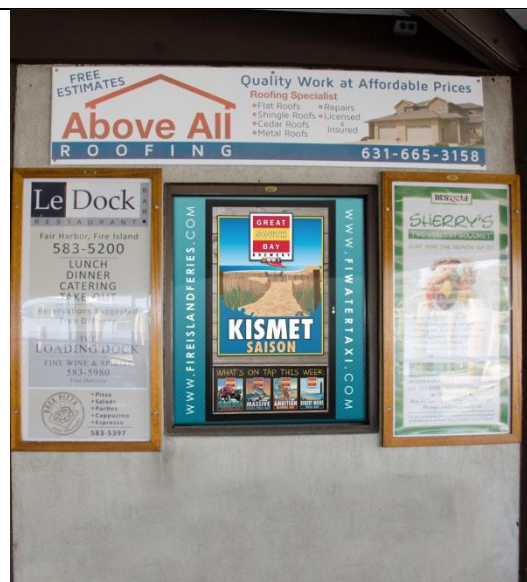
### Digital Advertising Opportunities

The Fire Island Terminal & Fire Island Water Taxi, LLC. digital signage network will offer an advertiser the opportunity to present their services with features including, but not limited to:

- The ability to have videos displayed in ads
- Split screen ads
- Multiple image "slideshow" ads
- The ability to submit several ads that can be played in a rotation
- Colorful, constantly changing ads
  - Change ads weekly or monthly
  - Bars & Restaurants: Display menus, weekly specials, cuisine photos, or upcoming events
  - Realtors: Present numerous "featured" listings, rentals, etc.
  - Contractors: Display finished works
  - Liquor stores: Inform viewers of sales, promotions and delivery options
  - Retailers: Promote sales, photos of clothing, or unique Fire Island souvenirs
  - Markets: Display specials and delivery options.



Half Screen Ad



Full Screen Ad

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