

Fire Island  
**Ferries** *and* **Water Taxi**

Rywel Media Sales, Inc.



*Family Owned and Carrying Passengers Since 1948*

**To Advertise, Contact:**  
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# Fire Island

## New York



Fire Island Pines Marina | July, 2018

Even though it's only a short distance from Manhattan, Fire Island is a world away from the hustle and bustle of city life. Boasting 32 miles of pristine beaches, Fire Island offers visitors an escape from mainland pressures with beautiful Atlantic Ocean beaches, calming views of the Great South Bay, and access to peaceful wilderness.

Fire Island has remained an unspoiled oasis for city folk and Long Islanders alike thanks to the efforts of its various communities, the Fire Island National Seashore, and the National Park Services.

Besides enjoying the beach, Fire Island visitors can experience fine dining in several of the communities, a unique night life, a walk through a majestic holly forest, and even climb to the top of the Fire Island Lighthouse.

There are seventeen communities on Fire Island. Each has its own unique personality which adds to the wonder of the island. Several of the communities are strictly residential while others have restaurants, shops, marinas, and playgrounds catering to both homeowners and visitors alike. Many of the communities are accessible by ferry or private boats, but all enjoy a car free lifestyle, using bikes and wagons as the primary means of transportation.



# Ferries *and* Water Taxi

## The Numbers

### Ferries

**1.2m**

Passengers Carried Annually  
90% of all traffic occurs between  
May and September

**7**

Communities Served



Courier, Water Taxi | July, 2018

### Water Taxi

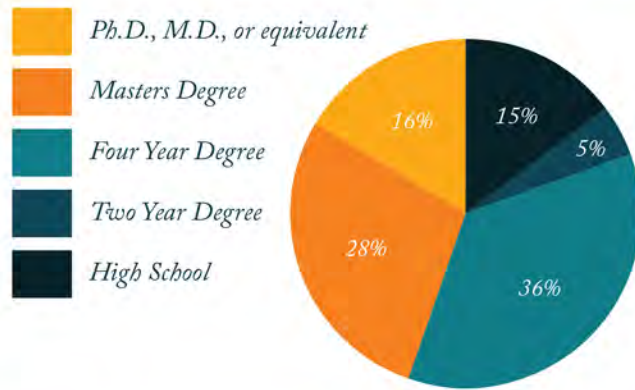
**110k**

Passengers Carried Annually  
90% of all traffic occurs between  
May and September

**17+**

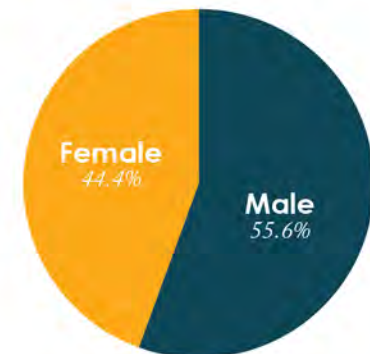
Communities Served

### Fire Island Homeowner Demographic



**\$120-200k**  
Median Household Income

**46**  
Median Age



# Water Taxi

## *Vessel Wraps*



Fire Island Water Taxi vessels visit over 17 different stops along Fire Island. With that kind of coverage, advertisements benefit from increased exposure and a wide reach of demographics. 6 Vessels are currently available for wraps.

# Main Terminal

## *Billboards*

Capture the foot and driving traffic of our Main Terminal customers with a billboard advertisement along our driveway. These large 4'x8' billboards allow for large copy to draw customers in. We can handle the production for you using high quality signage materials to protect from UV and weather.

Driveway traffic sees over 2 million people passing through each year.



# Digital Advertising *Signboards*

Digital advertising offers new ways to capture customer attention. With four screens located at our main terminal and two at our west terminal, these 42" HD digital signboards offer the ability to display both images and video. Current loops offer 15 second ads rotating every 6 minutes.

Orientation: Portrait  
Dimensions: 1080px x 1920px



(Each advertisement plays on all six displays)  
Can be split to two separate 15 second ads or one 30 second ad

# Ferries

## *Billboard*



(Port and Starboard Ads)

Captivate our ferry passengers with this prime advertising location. There are currently 4 ferries available for billboard advertisements as pictured.