

ON BOARD

MEDIA

PENSACOLA BAY CITY FERRY



PENSACOLA BAY CITY FERRY

Known for its white sandy beaches, Pensacola, Florida is a very popular and exciting tourist attraction for people to visit from all over the world. The entire Pensacola metropolitan area, however, has over 450,000 people who call the area home.

Passengers can take the ferry between Downtown Pensacola to Pensacola Beach. Pensacola Bay City Ferry operates two 149-passenger, catamaran-style vessels, the "Turtle Runner" and "Pelican Perch". The hop on/hop off tickets allow passengers to explore much of what Downtown Pensacola and Pensacola Beach have to offer.

Effective this season, we are excited to announce new specialty cruises operating throughout Pensacola Bay and Escambia Bay. Get ready to cruise with us!!!



PENSACOLA BAY CITY FERRY FLEET



Pelican Perch & Turtle Runner

Teknicraft was commissioned to design two sister ships, ***Pelican Perch*** and ***Turtle Runner*** for a new operation in the Fort Pickens Area of Gulf Islands National Seashore, which is a seven-mile-long section of barrier island separating Pensacola Bay from the Gulf of Mexico. It comprises the westernmost section of Santa Rosa Island and is adjacent to the community of Pensacola Beach. The design is specially developed to allow visitors an opportunity to view and experience the national seashore from the water.

Each vessel has the capacity for 150 passengers, with more than half of the seating outdoors on the upper deck to take advantage of Florida's great weather.



WHAT OUR FERRIES DO

We are excited to announce the following services for the remainder of 2022 & 2023:



01

Core fixed route ferry service

- Ferry service operating from Downtown Pensacola to Pensacola Beach

Exciting NEW ferry services

- Sunset Cruises
- Beach Side Sunset Cruises
- Day Bay Cruises
- Jazz Cruises
- Band on The Beach Shuttle

02

Specialty Viewing ferry services

- Blue Angel Practice Viewing Cruises

03

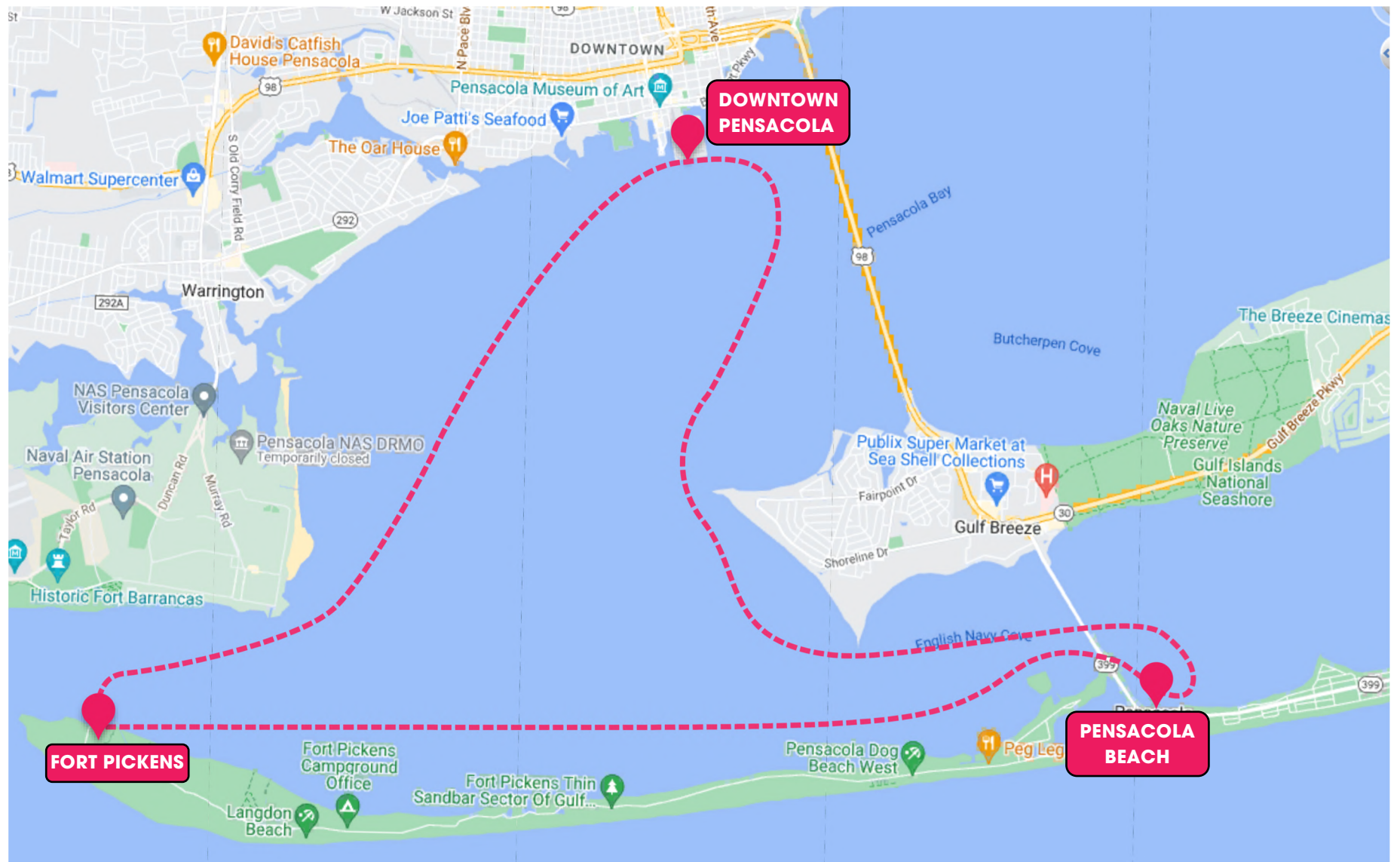
Holiday Cruises

- Mothers Day Cruises
- Fathers Day Cruises
- Fourth of July Fireworks Cruises
- New Years Eve Fireworks Cruises
- Opera Cruises - dates TBD
- Santa Onboard Cruises - dates TBD
- Murder Mystery Cruises - dates TBD
- Bingo Cruises - dates TBD
- Christmas Lighted Boat Parade - dates TBD

04

+ much much more!

WHERE OUR FERRIES CAN BE SEEN



DIGITAL NETWORK

Interior

Captivate your target audience with large digital screen advertising. Your brand can shout out whatever message you want and your time can be split into different messages, both static and dynamic. We are here to assist you with your digital ads to ensure that they are powerful & compelling.



Landscape Digital Displays (2x per boat) – Screen Size 75"		Portrait Digital Displays (2x per boat) – Screen Size 32"	
Format:	H.264	Format:	H.264
Profile:	High	Profile:	High
Level:	5.1	Level:	5.1
Extension:	mp4	Extension:	mp4
Compression:	Constant Bit Rate (CBR)	Compression:	Constant Bit Rate (CBR)
Bit Rate:	10-20 mb/s	Bit Rate:	10-20 mb/s
Resolution:	1080x1920	Resolution:	1080x1920
Aspect Ratio:	16:9	Aspect Ratio:	9:16
Frame Rate:	30 fps	Frame Rate:	30 fps
Interlacing:	None (progressive/non-interlaced)	Interlacing:	None (progressive/non-interlaced)
IMAGES (BOTH FORMATS)			
PNS, JPG (all formats supported) – Resolution: 1080x1920			

STATIC NETWORK

Interior

Our large format printed displays will be vibrant and strategically located to ensure that they further impress upon your target audience. Your brand will follow the masses and be in their faces in every corner of the ferry vessel. We will assist with your creative execution to ensure that you get the most out of this special opportunity. Don't wait - our printed media opportunities are dominations and can only accommodate one brand at a time!!!

Media	Size	Quantity
Table Top Graphics	55.5" x 24"	6 per vessel
Bar Graphic	43" x 92"	1 per vessel
Bar Side Graphic	42.5" x 41"	1 per vessel
Header Panels	7.75" x 96"	4 per vessel



STATIC NETWORK

Exterior



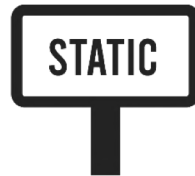
Media	Size	Quantity
Header Panels	13.5"x 42.5"	12 per vessel
Rear Header Panels	9.25"x 41"	1 per vessel
Captain Windows	31" x 32"	2 per vessel
Captain Windows Sides	31" x 33"	2 per vessel



Note: 1 Window on
Either side of the cabin

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!**



ON BOARD **MEDIA**

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WELCOME
 **ABOARD!**