

Video Advertising at The San Francisco Ferry Building



Bay Crossings offers an exciting digital video screen advertising program at the Historic San Francisco Ferry Building. This dynamic form of advertising is the wave of the future and the San Francisco Ferry Building is in a prime location perfectly situated to maximize the effectiveness of your message.



The San Francisco Ferry Building, located along the Embarcadero at the foot of Market Street, acts as the center of a transit hub that connects all of San Francisco's neighborhoods and the surrounding Bay communities as well as a community gathering-place for the celebration of local culture and cuisine. Total estimated foot traffic at the San Francisco Ferry Building is more than 11,000 people a day on weekdays and 25,000 on weekends for a total of over 300,000 per month.

The Farmers Market, held on Tuesdays, Thursdays and Saturdays attracts local customers from all over the city. An estimated 10,000 – 15,000 faithful local shoppers attend the market on Saturdays alone.

The Ferry Building is a people's marketplace serving residents and travelers alike. It attracts a loyal crowd of local "foodies" due to the unique mixture of shops that celebrate food in all its forms, offering everything from artisan cheeses to the freshest of local fish. Restaurants and cafés serve cuisine representing the quality and cultural diversity of San Francisco's best chefs.

The *Bay Crossings Store*, located in the center of the popular Ferry Building, serves as the public transportation information center of the Ferry Building. Products sold include ferry and other public transportation tickets as well as pleasure cruise tickets, San Francisco, Muir Woods and Wine Country tours, newspapers, magazines, maps, books and guides. The main digital video screen is strategically situated between two additional screens that run public transportation information.



The second digital video screen is located on a brochure rack that provides information for sightseeing and tourist attractions. This screen is optimal for addressing the traveler market.

For as little as \$200 a month, your 15 second video is guaranteed to run at least once every 5 minutes. The monthly cost includes space in our literature rack for brochures that contain additional information regarding your product or service. Stocking this very popular rack requires large amounts of brochures.

Digital Advertising Specifications

There is a one-time video production cost of \$250 for creating a 15 second promotional video consisting of up to four high resolution photos or video with captions. If you want to provide your own 15 second video, we will furnish you with the proper specifications.

Rates	1 Screen	2 Screens
Monthly	\$350	\$450
3X Monthly	\$300	\$400
6X Monthly	\$250	\$350
Annually	\$200	\$300

