

New
On The
Waterfront
for 2010

TARGETED * OOH MEDIA

FERRYBOAT ADVERTISING

Millions of impressions per month



**HIGH IMPACT AND
LOW COST PER IMPRESSION**



Prestige Media Inc.
www.prestigemedia-inc.com

* Out Of Home Media

*Exclusive
marketing
programs with
virtually all major
ferryboat operators.*



*Delivering high
impact messages
against hard-to-
reach audiences.*

THE NEWEST OOH MEDIA* JUST GOT BIGGER AND BETTER

*Average ferryboat trip is
57 minutes – offering a
long exposure time for
maximum message
retention.*

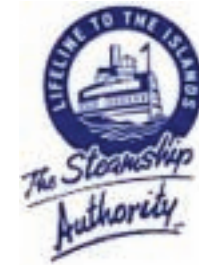


**A high concentration of the most
wealthy and affluent households.
Advertising targets the media-
elusive, affluent audience not
deliverable by other media.**

* Out Of HomeMedia



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TARGETED ADVERTISING ON LEADING FERRYBOAT OPERATIONS



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**CAPTIVE
AUDIENCE**



FERRYBOAT RIDERSHIP



**LONGEST
VIEWING
TIME IN OOH***

*Average of 57 min per trip



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**POSTER
DISPLAYS
IN HIGH
VISIBILITY
POSITIONS**



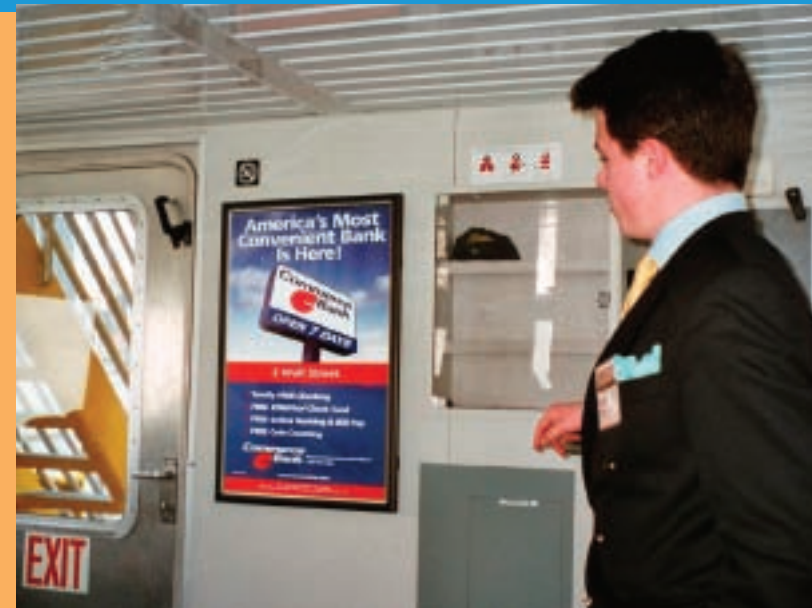
STRATEGICALLY PLACED POSTER DISPLAYS

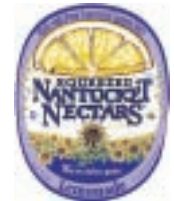


33"h x 21"w



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NATIONALLY- ADVERTISED BRANDS



CAPE COD POTATO CHIPS



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NEW WAYS TO MERCHANDISE



NEW VESSELS AND NEW ROUTES



NEW FAST FERRY SERVICES



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BAR WRAPS



NEW LEVELS OF MERCHANDISING UNIQUE & EXCITING



PRODUCT SAMPLING



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**PICTURE
YOUR
ADVERTISING
HERE**



PLACE-BASED ADVERTISING



**1st Class Facilities
Great Environment**



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**BIG
IMPACT**



FERRYBOAT WRAPS COVER THE WATERFRONT



**THOUSANDS
OF
ONLOOKERS**



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Aboard New York Water Taxi



Selling Underway!

Martha's Vineyard Real Estate
in the Shadow of Manhattan



Aboard the Iyanough



Selling Underway!

At High Speed
Nantucket Real Estate



“SELLING UNDERWAY”

Aboard the Lady Martha



Selling Underway!

Martha's Vineyard Real Estate



Aboard the Martha's Vineyard



Selling Underway!

Ford of Hyannis Sales & Service



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