

Seattle/Bainbridge/Bremerton

Video Program

Washington State Ferries presented by Trans4media

Video Opportunity

Inventory:

16 total screens

- 6x on the M/V Tacoma
- 6x on the M/V Wenatchee
- 2x at Colman Dock
- 2x Bainbridge Terminal



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Advertiser Benefits

- 1X :12 second spot per 15 minute loop
- 4X 15 minute loops per hour
- 4X :12 second spots per hour
- 20 hours per day = 80 spots per day
- 30 days per month = 2400 spots per month
- 16 screens = 38,400 spots per month

Note: Non Profits must present 501C3 verification. Each Advertiser is responsible for their own production. Exclusivity not available. Maximum separation will be considered for all ads.

Production Specs and Contact Information

Production Specifications

Ad production for the display system

Resolution: To take advantage of the full picture quality available it is recommended to use content sized to 1360x768 or greater and have the 16:9 aspect ratio, (ex. 1920x1080). The system can accommodate content sized to a lower resolution or different aspect ratio but the quality may not be as good.

Images: The following image file types are supported; jpg

Videos: The following video file types are supported; wmv. Our recommended settings when encoding new video content is 30fps and a average bitrate of 1500 kbps. This is the optimal setting for video quality and file compression.



For More Information Contact:

**Lloyd Low or
Jayne Russell**

200 First Ave W
Suite 200
Seattle, WA 98119
P: 206-283-4440
E: info@ferrymedia.com

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