

Our
8th
Year



7 cruise lines
10 ships
393,900+ passengers

Pinpoint your Advertising to Seattle's Cruise Passengers

Featuring **cBoard's High-Tech Digital Display System**

2013 Season

cBoard Screen Configurations



Pier 66, Downtown Seattle Waterfront.

One terminal with four large screens in the departure hall, playing the same content in different locations. One 42" mobile screen at entry queue, base of escalator. One 42" screen in seating area. Two 50" wall-mounted screens behind check-in counters.

Pier 91, Seattle's newest cruise terminal,

with berths for two ships. Located just north of downtown. Six jumbo plasma screens. Four in check-in and security zones and two in queues to ships.

There is no other advertising medium that gives you this much impact, control, and flexibility!

Reservations & Information

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A Prime, Captive Audience

This extraordinary advertising opportunity targets every cruise passenger embarking at Seattle's two downtown piers. Passengers return to Seattle – their final port of call.

Put your message on large plasma screens strategically placed in front of passengers waiting to check-in and board. Seattle's check-in process is efficient, but passengers typically spend 25 minutes or more in queues.

Screens play an 8 1/2 minute loop (maximum) of timely announcements, destination features, shore excursion options and relevant advertising. Message slots of 10-60 seconds repeat a minimum 7X each hour. Passengers will have a chance to view your ad at least three times before boarding.

A unique loop plays for each cruise line. Choose which passengers you would like to target. You'll realize significant savings by advertising to several cruise lines.

Motion! Color! Wow Appeal!

Dazzle them in brilliant, plasma-screen color. This is a silent medium using full motion video, animation, or still images. Your designer can use common graphics tools to create your ad. Consider adding some motion. We offer creative services for all advertising styles at very competitive fees.

Mix Messages—Change at Will

Run one message or rotate a campaign of ads in your slot(s). Keep your message as current as you like. You can update in real time from any computer with an internet connection. Feature a timely sale or event. It's as easy as sending an e-mail attachment.



Screens are strategically placed for prime visibility.

Sample Advertisements:



Seattle Cruise Terminal Video Network

2013 Rate Sheet

Total cost per season. Based on # of seconds reserved on each cruise ship's unique 8.5 minute loop.

	# OF ARRIVALS	PASSENGER CAPACITY	10 SEC.	15 SEC.	20 SEC.	25 SEC.	30 SEC.	40 SEC.	50 SEC.	60 SEC.
ALL SHIPS RT SEATTLE-SEATTLE (Alaska Inside Passage Itineraries)	164	382,550	\$1,900	\$2,700	\$3,500	\$4,100	\$4,800	\$6,200	\$7,600	\$8,800
ALASKA PORTS-OF-CALL										
All ships visiting Alaska	172	393,900	\$1,950	\$2,750	\$3,550	\$4,250	\$4,950	\$6,350	\$7,750	\$9,000
All ships visiting Juneau	172	393,900	\$1,950	\$2,750	\$3,550	\$4,250	\$4,950	\$6,350	\$7,750	\$9,000
All ships visiting Ketchikan	159	362,590	\$1,750	\$2,475	\$3,200	\$3,825	\$4,450	\$5,725	\$6,975	\$8,000
All ships visiting Skagway	132	317,360	\$1,425	\$2,000	\$2,600	\$3,100	\$3,615	\$4,630	\$5,660	\$6,000
All ships visiting Sitka	46	80,740	\$ 725	\$1,020	\$1,315	\$1,575	\$1,835	\$2,350	\$2,875	\$3,200
CANADA PORT-OF-CALL										
All ships visiting Victoria	164	382,550	\$1,900	\$2,700	\$3,500	\$4,100	\$4,800	\$6,200	\$7,600	\$8,800

SHIPS	Capacity	PORTS OF CALL					NO. OF SAILINGS	FIRST DEPARTURE	LAST DEPARTURE	DEPART SEATTLE
		JUNEAU	KETCHIKAN	SKAGWAY	SITKA	VICTORIA				
Carnival Miracle	(2124)	X	X	X			20	MAY 7	SEPT 10	Tue
Celebrity Solstice	(2850)	X	X	X			17	MAY 17	SEPT 6	Fri
Holland America Oosterdam	(1916)	X	X		X	X	20	MAY 5	SEPT 22	Sun
Holland America Westerdam	(1916)	X	X		X	X	20	MAY 11	SEPT 21	Sat
NCL Pearl	(2394)	X	X	X		X	19	MAY 19	SEPT 22	Sun
NCL Jewel	(2376)	X	X	X			18	MAY 18	SEPT 14	Sat
Oceania Regatta	(684)	<i>Regatta has various itineraries and ports of call</i>					6	JUNE 4	AUG 5	Varies
Princess Golden	(2600)	X	X	X		X	19	MAY 12	SEPT 15	Sun
Princess Star	(2670)	X	X	X		X	19	MAY 11	SEPT 14	Sat
RCI Rhapsody of the Seas	(2416)	X	**	X		X	14	MAY 31	AUG 30	FRI

** AUG 30 sailing only

Sample Advertisements:

