



6 cruise lines
12 ships
410,000+ passengers

Pinpoint your Advertising to Seattle's Cruise Passengers

Featuring cBoard's High-Tech Digital Display System

2010 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 new cruise terminal,

with berths for two ships. Located just north of downtown. Four jumbo plasma screens. Two 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. All 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 a 7-minute loop of timely announcements, destination features, shore excursion options and relevant advertising. Message slots of 10-60 seconds repeat 9X 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.

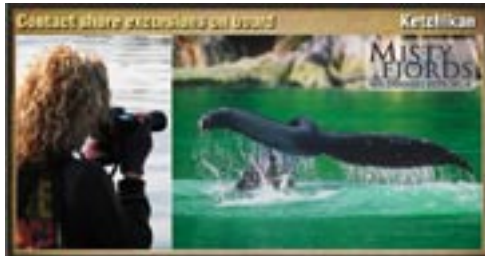
Mix Messages—Change at Will

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

2010 Rate Sheet

Total cost per season. Based on # of seconds reserved on each cruise ship's unique seven 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 and Pacific NW Itineraries)	202	407,106	\$2,050	\$2,900	\$3,725	\$4,450	\$5,175	\$6,650	\$8,350	\$9,650
ALASKA PORTS-OF-CALL										
All ships visiting Alaska	204	411,474	\$1,950	\$2,750	\$3,550	\$4,250	\$4,950	\$6,350	\$7,750	\$9,250
All ships visiting Juneau	204	411,474	\$1,950	\$2,750	\$3,550	\$4,250	\$4,950	\$6,350	\$7,750	\$9,250
All ships visiting Ketchikan	186	367,644	\$1,750	\$2,475	\$3,200	\$3,825	\$4,450	\$5,725	\$6,975	\$8,325
All ships visiting Skagway	137	308,406	\$1,425	\$2,000	\$2,600	\$3,100	\$3,615	\$4,630	\$5,660	\$6,750
All ships visiting Sitka	67	103,068	\$ 725	\$1,020	\$1,315	\$1,575	\$1,835	\$2,350	\$2,875	\$3,425
CANADA PORTS-OF-CALL										
All ships visiting Victoria	184	367,974	\$1,600	\$2,250	\$2,910	\$3,490	\$4,060	\$5,210	\$6,350	\$7,585
All ships visiting Prince Rupert	19	44,880	\$ 490	\$ 690	\$ 890	\$1,065	\$1,240	\$1,590	\$1,940	\$2,320

SHIPS	Capacity	PORTS OF CALL							NO. OF SAILINGS	1ST DEPARTURE	LAST DEPARTURE
		JUNEAU	KETCHIKAN	SKAGWAY	SITKA	PRINCE RUPERT	VICTORIA				
Carnival Spirit	(2124)	X	X	X				X	18	MAY 11	SEPT 7
Celebrity Infinity	(2034)	X	X	X				X	19	MAY 21	SEPT 17
Holland America Amsterdam	(1380)	X	X		X			X	9	MAY 3	SEPT 20
Holland America Osterdam	(1916)	X	X		X			X	20	MAY 9	SEPT 19
Holland America Rotterdam	(1316)	X	X		X			X	18	MAY 15	SEPT 11
Holland America Zaandam	(1432)	X	X		X			X	20	MAY 14	SEPT 24
NCL Pearl	(2394)	X	X	X				X	18	MAY 9	SEPT 5
NCL Star	(2244)	X	X	X		X			20	MAY 15	SEPT 25
Princess Golden	(2600)	X	X	X				X	19	MAY 15	SEPT 11
Princess Royal	(710)	X	X	X				X	8	MAY 24	AUG 30
Princess Sapphire	(2670)	X	X	X				X	20	MAY 16	SEPT 12
RCI Rhapsody of the Seas	(2435)	X		X				X	18	MAY 21	SEPT 17

Sample Advertisements:

