

Our 7th Year



7 cruise lines
11 ships
424,000+ passengers

Pinpoint your Advertising to Seattle's Cruise Passengers

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

2012 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

Craig Sternagel
206.362.2419
craig@c-board.com
www.c-board.com

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-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

2012 Rate Sheet

Total cost per season. Based on # of seconds reserved on each cruise ship's unique eight 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)	185	412,000	\$1,900	\$2,700	\$3,500	\$4,100	\$4,800	\$6,200	\$7,600	\$8,800
ALASKA PORTS-OF-CALL										
All ships visiting Alaska	190	385,327	\$1,950	\$2,750	\$3,550	\$4,250	\$4,950	\$6,350	\$7,750	\$9,000
All ships visiting Juneau	190	424,000	\$1,950	\$2,750	\$3,550	\$4,250	\$4,950	\$6,350	\$7,750	\$9,000
All ships visiting Ketchikan	175	387,000	\$1,750	\$2,475	\$3,200	\$3,825	\$4,450	\$5,725	\$6,975	\$8,000
All ships visiting Skagway	139	330,000	\$1,425	\$2,000	\$2,600	\$3,100	\$3,615	\$4,630	\$5,660	\$6,000
All ships visiting Sitka	50	90,000	\$ 725	\$1,020	\$1,315	\$1,575	\$1,835	\$2,350	\$2,875	\$3,200
CANADA PORT-OF-CALL										
All ships visiting Victoria	187	416,000	\$1,900	\$2,700	\$3,500	\$4,100	\$4,800	\$6,200	\$7,600	\$8,800

SHIPS	Capacity	PORTS OF CALL					SAILING SCHEDULE			
		JUNEAU	KETCHIKAN	SKAGWAY	SITKA	VICTORIA	NO. OF SAILINGS	FIRST DEPARTURE	LAST DEPARTURE	DEPART SEATTLE
Carnival Spirit	(2124)	X	X	X		X	19	MAY 8	SEPT 11	Tu
Celebrity Infinity	(2046)	X	X	X		X	19	MAY 11	SEPT 14	Fri
Disney Wonder	(2500)	X	X	X		X	16	MAY 28	SEPT 03	Mo
Holland America Amsterdam	(1380)	X	X		X	X	10	MAY 18	SEPT 07	Fri
Holland America Osterdam	(1916)	X	X		X	X	20	MAY 6	SEPT 23	Su
Holland America Westerdam	(1916)	X	X		X	X	20	MAY 12	SEPT 22	Sa
NCL Pearl	(2380)	X	X	X		X	17	MAY 20	SEPT 16	Su
NCL Jewel	(2376)	X	X	X			17	MAY 26	SEPT 15	Sa
Princess Golden	(2600)	X	X	X		X	17	MAY 26	SEPT 22	Sa
Princess Star	(2670)	X	X	X		X	19	MAY 15	SEPT 16	Su *
RCI Rhapsody of the Seas	(2416)	X	**	X		X	16	MAY 18	SEPT 07	Fri

** Sept 7th sailing only

* First departure is Tuesday, all others are Sunday

Sample Advertisements:

