

Advertising Opportunities on Roosevelt Island



**Roosevelt Island
Operating Corporation**

Advertising Opportunities

Reach your audience around the island!



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About RIOC

Mission

The Roosevelt Island Operating Corporation (RIOC) was created in 1984 by the State of New York as a public benefit corporation with a mission to plan, design, develop, operate, and maintain Roosevelt Island.

- With a focus on innovative and environmentally friendly solutions, RIOC is committed to providing services that enhance the island's residential community.
- RIOC manages the two-mile long island's roads, parks, buildings, a sports facility, and public transportation, including the iconic aerial tramway.
- Additionally, RIOC operates a Public Safety Department that helps maintain a safe and secure environment for residents, employees, business owners, and visitors.

A background image of pink cherry blossoms in full bloom against a clear blue sky. The blossoms are in sharp focus in the foreground, with some branches extending from the left and right sides of the frame.

Advertisement Locations

RIOC Red Bus

Tram Cabin Monitors

Lamppost Banners

Digital Kiosks (Roosevelt Island Tram and Sportspark)

Digital Signage (524 Main Street and PSD)



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RIOC Red Bus

Description

RIOC operates a fleet of free Red Buses that serve island residents and visitors across 17 stops.

Approximately 4000-5000 people ride the Red Bus every day.

Typical rush hour service sees 3-4 Red Buses on the road.

RIOC currently has 5 active Red Buses in its fleet and expects to have 7 in operation by early 2025.

RIOC Red Buses

Ad Fee

\$350/Month for 4 Buses

Package: \$1,000 for 3 months for 4 buses

Specifications:

Orientation: Landscape

Size: 46 inches wide by 10.75 inches tall

Material: Laminated hard stock paper

Non-profit Ad Fee

\$280/Month for 4 Buses

Package: \$800 for 3 months for 4 buses

Special Instructions:

Must print eight (8) ads.

**Additional installation and
removal fee:** \$50





Description

The Roosevelt Island Tramway is an iconic part of the city's fabric.

Approximately 2 million riders rode the Tram in 2023.

In 2024, Tram ridership is on pace to reach 2.8 million.

Tram Cabin Monitors



Roosevelt Island
Operating Corporation

Tram Monitors

Ad Fee

\$250/month

Package: \$600 for 3 months

Specifications:

Orientation: Landscape

Size: 11.11 inches wide by 8.33 inches tall

OR 1000 pixels wide by 750 pixels tall

File type: JPEG or PNG file

Notes:

Ads will be displayed on four (4) 15 inch color monitors, running on a continuous loop. Ads will be displayed during rush hour service, from 8AM to 10AM and 3PM to 6PM.

Non-profit Ad Fee

\$200/month

Package: \$480 for 3 months

Special Instructions:

Ads must be received five (5) business days prior to the end of the month.



Lamppost Banners

Description

Roosevelt Island has one "Main" Street that all vehicular traffic utilizes.

Lamppost Banners line the street and offer an eye-catching opportunity for advertisers to highlight their business or organization.

Advertisers can also choose where they want their banners hung (pending availability).



Lamppost Banners

Ad Fee

\$400/month per banner

Package: \$1,000 for 3 months per banner

Specifications:

Orientation: Portrait

Size: 30 inches wide by 60 inches tall

Print sides: Double sided

Material: Vinyl with wind slits OR full mesh

Accessories: 3 inch diameter pole pockets
on the top and bottom

Optional: 4 grommets at each corner

Non-profit Ad Fee

\$320/month per banner

Package: \$800 for 3 months

Special Instructions:

Must specify the location for each banner
by the pole identification number (see
picture). Location is not guaranteed.

Additional installation and removal fee:

\$100 per lamppost



Digital Kiosks

Description

New to the island are our digital kiosks, which have been strategically placed in high-traffic areas.

Digital kiosks are located at the Roosevelt Island Tram Station and Sportspark.

The kiosks offer crystal-clear high resolution advertising opportunities at our island's most visited locations.



Digital Kiosks

Ad Fee

\$500/month

Package: N/A

Specifications:

Orientation: Portrait

Size: 1080 pixels wide by 1920 pixels tall

File type: JPEG or PNG file

Notes:

Ads will be displayed on two (2) color monitors, running on a continuous loop.

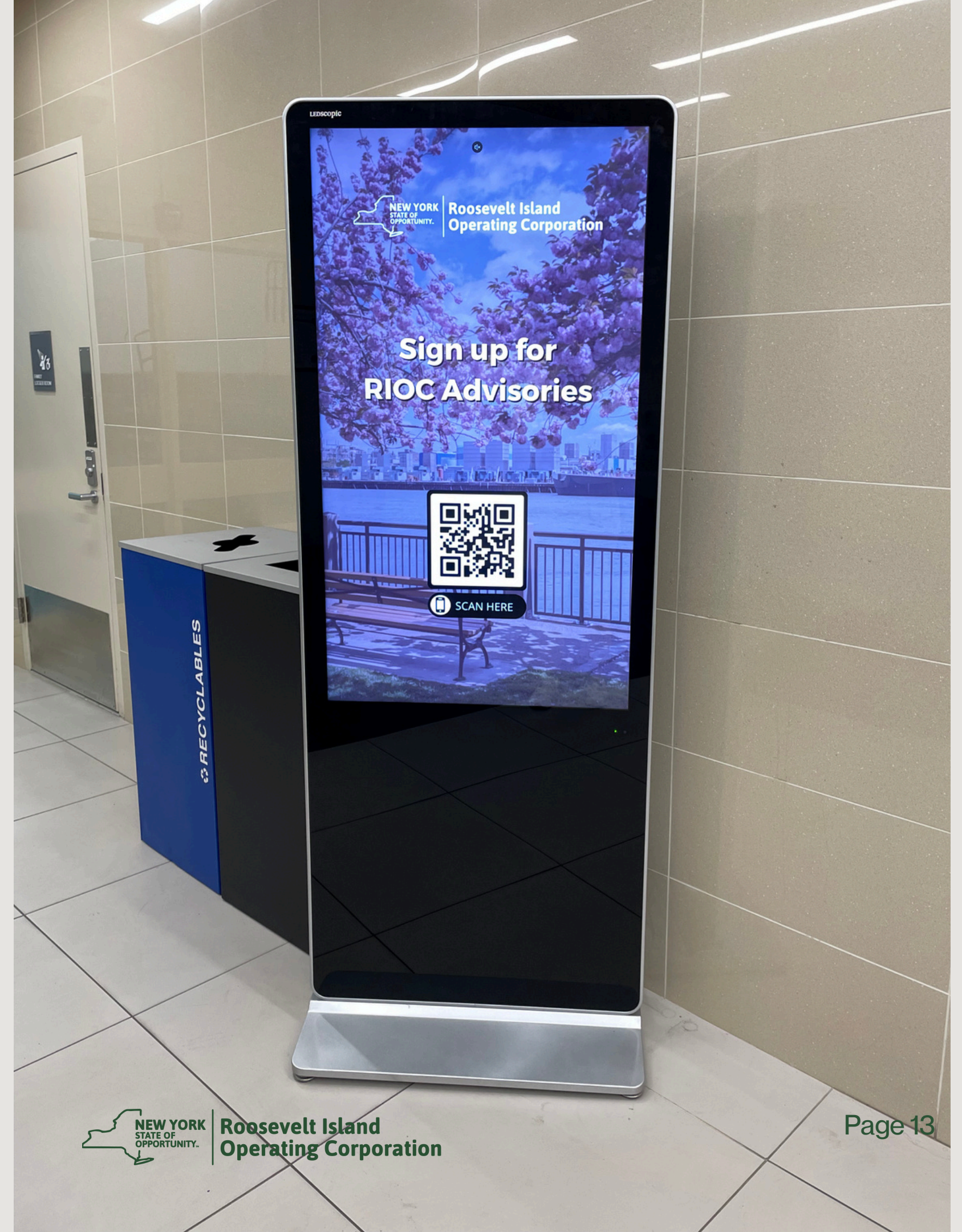
Non-profit Ad Fee

\$400/month

Package: N/A

Special Instructions:

Ads must be received five (5) business days prior to the end of the month.





Digital Signage

Description

Also new to the island is our digital signage located along Main Street in RIOC owned and operated spaces.

Like the digital kiosks, these digital signs are located in areas with high-foot traffic, right in the heart off our island's business district.

Digital Signage

Ad Fee

\$100/month

Package: N/A

Specifications:

Orientation: Portrait

Size: 1080 pixels wide by 1920 pixels tall

File type: JPEG or PNG

Notes:

Ads will be displayed on two (2) 75" color monitors, running on a continuous loop.

Non-profit Ad Fee

\$80/month

Package: N/A

Special Instructions:

Ads must be received five (5) business days prior to the end of the month.





Island Map with Ad Spots



Contact us

info@rioc.ny.gov

(212) 832-4540

524 Main Street, New York, NY 10044



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