

I write. You win!

Alec Higgins
Freelance Copywriter
www.iwriteyouwin.com

Direct Mail Postcard

Written for:
NY Water Taxi (www.nywatertaxi.com)

Description:
The aim of this project was simply to introduce a new commuter ferry service to its potential customers. It was sent to a narrowly qualified list of high earners in a small area. The focus is on quality of life for a target group who lived in an expensive area and had successful careers in downtown Manhattan, but still had long difficult commute to connect the two.

THE NEW HUDSON RIVER LINE

A COMMUTER FERRY FROM HAVERSTRAW TO YONKERS AND LOWER MANHATTAN

Enjoy the ride™



NEW LOW FARES

A commute you'll look forward to. You've worked hard to achieve a high quality of life, and we've worked hard to create a commute that makes it. We're proud to introduce the new best part of your day.

- One seat ride to Lower Manhattan - and you're guaranteed a seat.
- Departs from Haverstraw Pier, Cr. Golfing Drive
- Free parking
- Complimentary coffee & muffins
- Satellite TV
- 99% on-time performance
- Climate-controlled cabin, heated in winter, air-conditioned in summer
- Handicapped accessible

Upgrade your commute to Business Class

Haverstraw | Yonkers | World Financial Center | Wall St

NYWATERTAXI.COM 212-742-1969



WORK IN LOWER MANHATTAN? YOUR ONE-SEAT RIDE IS HERE.

		TO WALL STREET			
From	To	Weekdays	Saturday	Sunday	
6:15am	7:00am	7:45	7:57	---	
7:30am	7:30am	8:15	8:27	---	
8:45am	8:45am	9:30	9:42	---	

		TO YONKERS/HAVERSTRAW			
From	To	Weekdays	Saturday	Sunday	
Haverstraw to Wall St	Wall St to Haverstraw	7:15am	7:27am	---	
Yonkers to Wall St	Wall St to Yonkers	7:45am	7:57am	---	
Haverstraw to Yonkers	Yonkers to Haverstraw	8:15am	8:27am	---	

Subscriptions at New York Store for Corporate Rates \$1 | Service operates Monday through Friday.

NYWATERTAXI.COM
212-742-1969

New York Water Taxi
400 West Street
New York, NY
Brooklyn, NY 11201



Front of Card.
Headline and Subhead:

THE NEW HUDSON RIVER LINE

A COMMUTER FERRY FROM HAVERSTRAW TO YONKERS AND LOWER
MANHATTAN

Graphic callout:

NEW LOW FARES

Tagline:

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Haverstraw | Yonkers | World Financial Center | Wall St

Body:

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Back of Card.
Headline:

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(Followed by schedule and fares, contact information.)