SOMERS POINT FITNESS

ADVERTISING OPPORTUNITY

Somers Point Fitness is a premier 12,000 sq. ft., two-story commercial training facility in Somers Point, New Jersey, serving thousands of active members across Somers Point, Ocean City, Linwood, Northfield, and Egg Harbor Township.

Have the opportunity to put a 2X4 banner of your business up on our walls in front of hundreds of people everyday.

THE NUMBERS

Metric	Facility Specification & Value
Facility Size	12,000 sq. ft. (Two-Story Commercial Training Facility)
Active Community	Thousands of local year-round and seasonal members
Offseason Foot Traffic	300–400+ daily visits (9,000–12,000+ monthly impressions)
Peak Summer Traffic	Significantly higher daily foot traffic throughout the Jersey Shore summer season
Average Dwell Time	45–75 minutes per visit in a high-focus, distraction-free environment
Effective Cost Per Impression	~$0.02 per view (under $25 CPM) — far outperforming local print mailers, billboards, and digital ads

WHY PARTNER WITH SOMERS POINT FITNESS?

1. **Captive, High-Intent Audience:** Unlike highway billboards passed in two seconds or mailers tossed in the trash, our members spend an hour inside the facility 3 to 5 times per week.
2. **Summer Traffic Bonus:** Lock in a flat year-round rate based on offseason traffic and capture surging summer shore volume at zero extra cost.
3. **Clean, High-End Presentation:** Every banner is curated to complement our clean, modern facility aesthetic, ensuring your brand stands out without visual clutter.

SPONSORSHIP PACKAGES & RATES (2 FT. × 4 FT. COMMERCIAL WALL BANNERS)

Package Tier	Placement Zone	Monthly Rate (6- or 12-Mo Term)	Annual Pre-Pay Rate (Save ~17%)
Standard Wall Placement	Functional Room, Locker Rooms, Hallway	**$250 / month**	$2,500 / year (2 Months Free)
Prime High-Visibility Placement	Cardio Zone, Main Free Weight Area	**$325 / month**	$3,250 / year (2 Months Free)

BANNER & ARTWORK SPECIFICATIONS

- **Dimensions:** 2 ft. × 4 ft. (24" × 48")

- **Material:** 13 oz. commercial matte vinyl with reinforced hems and metal grommets (supplied by sponsor; typical print cost ~$20–$40)
- **Design Tip:** High-contrast logo, 5-word headline, and a QR code offering an exclusive "Somers Point Fitness Member Discount" for instant ROI tracking.

RESERVE YOUR WALL SPOT

Contact: Steven Jernee, Owner — Somers Point Fitness | (609) 231-6522 · **Location:** Somers Point, New Jersey

Next Step: Call, text, or stop by the front desk to walk the floor and select your wall location.