

BECOME A SOMAPSO SPONSOR!

What is SOMAPSO?

SOMAPSO is a repository of all the events and happenings in South Orange and Maplewood served to our community (and beyond!) in a variety of formats—people can get the information when they want it, how they want it.

How We Reach People

1 SOMAPSO Weekly Podcast: A weekly podcast (with occasional bonus episodes). We chat about what we did the week before, highlight upcoming events, and run through the full weekly calendar. The Three Things to Know segment highlights new businesses, town news, and other interesting tidbits that aren't events. It's short (less than 30 min), informative, and funny.

2 Weekly Calendar Email: A weekly email delivered straight into subscribers inboxes with a run-down of all the events happening in Maplewood and South Orange for the week. Direct and to the point, our subscribers are served events for the upcoming week efficiently with no extra fluff.

3 Website Calendar and Event List: People who want to find out about what's happening on their own time, who want to look ahead beyond the upcoming week, or who want more information about events on the podcast or in the weekly email, can visit the website anytime to see the the calendar and events list.

4 Social Media: Our social media followers find out when the podcast drops, get clips of podcast, episodes, get event updates and cancellations, and engage in fun content such as our very popular Thanksgiving Pie Bracket.

Why Advertise With Us?

We reach a **hyper-local, hyper-targeted** audience using multiple formats and a sense of humor. People get the information they want and need, in the best way for them, and have fun while doing it.

Our audience is loyal: They use their preferred SOMAPSO format(s) every week, even when traveling. They tell their friends and engage with us through social media and email.

Our audience trusts us: We regularly hear from our audience that they heard about events, businesses, and happenings through SOMAPSO. They return to us consistently because they trust that we have the information they need, when they need it.

More About Our Audience:

The vast majority of our audience are from South Orange and Maplewood, but we also attract people from surrounding areas such as West Orange, Newark, and New York.

Website visitors: 1,600 visitors/month

The SOMAPSO website launched in June 2022 and has had 23,000 visits since then. Traffic continues to grow by leaps and bounds with year over year growth of 200%. Our visitors come mostly from NJ (77%), followed by NY (9%) and CA and VA (both 1.5%).

Email subscribers: 1000 Subscribers

With 1000 subscribers and growing every week, our email subscribers are from South Orange and Maplewood as well as the surrounding communities. Our emails have a consistent 60% open rate and a click rate ranging from 6-9%.

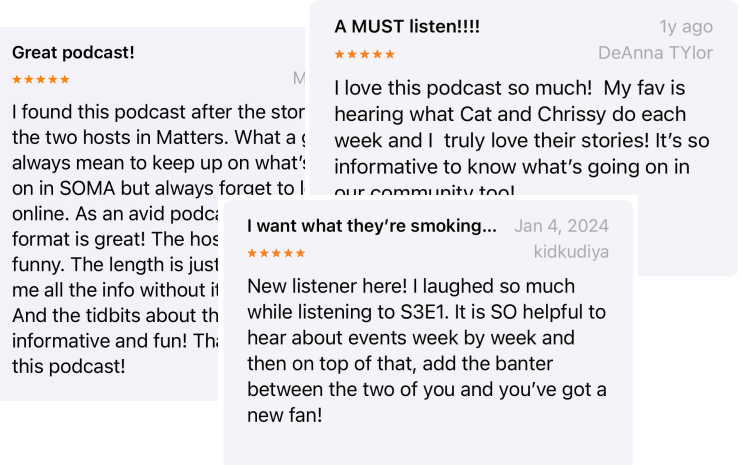
Instagram: 1,571 followers

Our Instagram account reaches 1,600 people each month. 58% of our followers are from South Orange and Maplewood. We also have followers from NY, Newark, West Orange, and surrounding communities. Our followers are mostly women (79%) and range in age from 25 to 65+, with the majority being between 35-54.

Podcast Listeners: 150-200/week

The podcast launched in September 2022 and has had steady growth since. Our listeners are dedicated: They listen more than once, share the podcast, and listen even when traveling. Our listener base is steadily trending up.

Our listeners like us, they really like us! We have a five-star rating on Apple podcasts and regularly make the top 5, 10, and 20 lists for entertainment news and/or arts and culture on Goodpods.



Sponsorship Includes:

Podcast: Your sponsorship acknowledged at the top of the podcast with your business and key message highlighted in an unscripted format.

Email: Your logo with link above the fold in our weekly email.

Social Media: Your logo and social media tag in our weekly podcast reel/post.

Website: Your logo with link above the fold on the homepage for the duration of your sponsorship.

**SOMAPSO
SPONSORSHIP**

RATES:

1 week: \$200

2 weeks: \$375

1 month: \$700

BECOME A SPONSOR

To become a sponsor or get more information, email us at hello@somapso.com