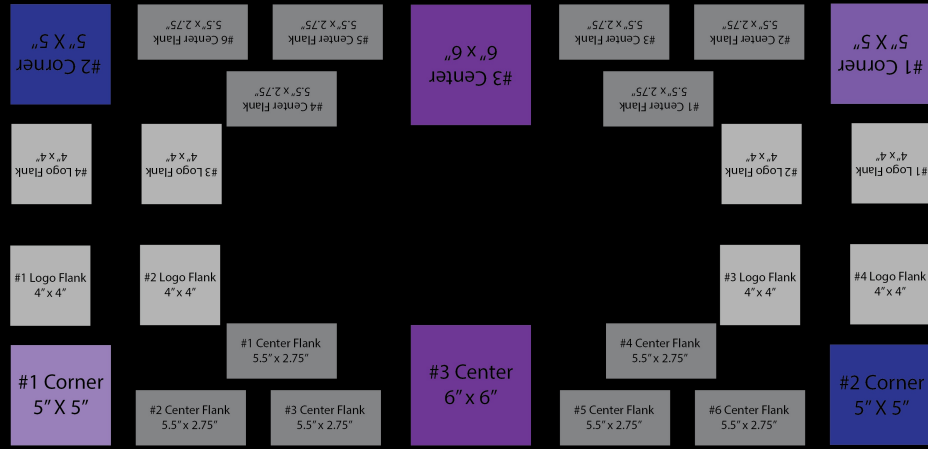


Table Advertising Media Kit

JL Trent's Seafood & Grill · Jacksonville, Florida



30

tables in restaurant

13

ad slots available

2 yrs

contract term

360K+

est. impressions

Why table advertising works

Your customers aren't scrolling past your ad — they're sitting down, relaxed, and looking right at it for 30 to 60 minutes. No algorithm. No skip button. No competing brands in that moment. Table advertising delivers guaranteed, undivided attention from a captive local audience that digital never can.

Dwell time	Casual diners average 30–60 minutes at the table. Your ad is in view the entire visit.
Local reach	Every customer is a Jacksonville resident or local visitor — zero wasted impressions.
Zero waste	Unlike digital, no impression goes to someone outside your market area.
Physical media	Printed on premium acrylic by Signs365 — durable, vibrant, professional for 2 full years.
Exclusivity	Only 13 advertisers total. Your brand is never lost in a crowd.
Double exposure	Every slot mirrored top & bottom — your ad appears on both halves for one price.

The four placements

Center hero	Corner premium	Center flank	Logo flank
Slot #3 — center of every table	Slots #1 & #2 — far corners	Slots #1–6 — flanking center	Slots #1–4 — beside logo
\$3,500	\$2,000	\$1,500	\$1,000
2-year contract · all 30 tables	2-year contract · all 30 tables	2-year contract · all 30 tables	2-year contract · all 30 tables
= \$145.83/month	= \$83.33/month	= \$62.50/month	= \$41.67/month
Size: 6" × 6"	Size: 5" × 5"	Size: 5.5" × 2.75"	Size: 4" × 4"
Position: Dead center, largest slot	Position: Far left & right corners	Position: Staggered pairs, center adj.	Position: Logo-adjacent, mid-row
Available: 1 only — exclusive	Available: 2 slots	Available: 6 slots	Available: 4 slots

Audience & reach

150+ covers per day	300 days open per year	90K diner visits / 2 years	360K+ impressions per advertiser
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Impression estimate: 150 covers/day × 300 days × 2 years = 90,000 visits. With an average of 4 diners per table and each ad mirrored on both halves, each advertiser receives an estimated 360,000+ impressions over the contract term.

Diner profile

Primary demographic	Families and couples, ages 25–65, Jacksonville metro area
Dining occasion	Casual weekday and weekend dining, celebrations, family meals
Visit duration	30–60 minutes — extended, uninterrupted ad exposure
Geographic reach	Jacksonville residents, workers, and local visitors
Consumer mindset	Relaxed and receptive — not rushed or distracted by a screen

How table advertising compares

Medium	Monthly cost	Audience	Dwell time	Exclusivity
Table ad — entry	\$41/mo	Local diners	30–60 min	1 of 13
Table ad — premium	\$145/mo	Local diners	30–60 min	1 of 13
Facebook/Instagram	\$300–800/mo	Broad/social	2–3 sec	None
Local magazine	\$400–1,200/mo	General public	Minutes	Shared
Valpak mailer	\$300–600/mo	Households	Seconds	Shared
Billboard	\$600–2,000/mo	Commuters	3–5 sec	None

Ad specifications

	Center hero	Corner premium	Center flank	Logo flank
Dimensions	6" × 6"	5" × 5"	5.5" × 2.75"	4" × 4"
File format	PDF, PNG, JPG	PDF, PNG, JPG	PDF, PNG, JPG	PDF, PNG, JPG
Resolution	300 DPI min	300 DPI min	300 DPI min	300 DPI min
Color mode	CMYK preferred	CMYK preferred	CMYK preferred	CMYK preferred
Bleed	0.125" all sides	0.125" all sides	0.125" all sides	0.125" all sides
Safe zone	0.25" all edges	0.25" all edges	0.25" all edges	0.25" all edges
Deadline	14 days pre-print	14 days pre-print	14 days pre-print	14 days pre-print

All ads printed on premium acrylic tabletops by Signs365. Design assistance available through Apeiros Marketing — see design service below.

Terms & conditions

Contract term: 24 months from the date of first print installation.

Payment: Full payment due upon contract signing. Payment plans available — contact your account manager.

Renewal: Advertisers receive first right of renewal at the same rate before slots open to new buyers.

Ad changes: Ad creative is fixed for the contract term. Changes require a reprint fee.

Category exclusivity: No two advertisers in the same business category will share the same table.

Eligible advertisers: Out of respect for our restaurant partner, placements are not available for restaurants, food service businesses, or dining establishments.

Cancellation: Contracts are non-refundable once printing has commenced.

Design rights: Advertiser retains ownership of submitted artwork. Submission grants permission to print.

Ad design service — \$250 flat fee

Don't have a designer? Apeiros Marketing will create a professional, print-ready ad file sized to your placement. Just provide your logo, contact info, and copy. Turnaround is typically 3–5 business days.

Ready to reserve your placement?

Only 13 slots available. Contact us today.

tableads@apeirosmarketing.com

904.586.5843

apeirosmarketing.com

This media kit was prepared by Apeiros Marketing. Impression estimates are projections based on restaurant traffic data and are not guaranteed. Ad dimensions are approximate and may vary based on final print specifications.