

# a la carte

The only magazine in Louisiana dedicated to the needs of the foodservice professional!

The official magazine of the Louisiana Restaurant Association.



Advertising in *a la carte* gives you something that no other advertisement can give you in Louisiana – instant access to more than 10,000 decision-makers in the Louisiana restaurant industry. It's an opportunity to bring thousands of your potential clients into your showroom.

*a la carte*, published quarterly by the Louisiana Restaurant Association, is a business resource and information tool for restaurateurs. It covers topics important to Louisiana's foodservice industry, such as political, business and legal issues.

Who reads *a la carte*? Owners and managers of the top independent and chain restaurants in the state. The LRA membership is comprised of the leaders in the foodservice industry. Reach all your potential customers quickly, efficiently and effectively with an ad in *a la carte*. Our readers are your buyers!

It's also your most cost-effective means of reaching these industry professionals. In addition to our reasonable rates, there's never an additional charge for color printing. A 10 percent discount is offered to LRA members as well as standard industry discounts to recognized advertising agencies.

For more information, contact Erica Burns at (504) 636-6516, or [eburns@lra.org](mailto:eburns@lra.org).



**We know hospitality.**



In Louisiana, hospitality is a way of life.

**The LRA SIF for Workers' Comp:**

- Protects your business
- Offers best-in-class service

Serving restaurants and other hospitality-related businesses since 1982

FOR A QUOTE,  
ISO# 454-2277, [info@quote@lra.org](mailto:info@quote@lra.org)  
"Best in class" service!

Don't miss your opportunity to advertise in *a la carte*.  
**PLACE YOUR AD TODAY!**



## EDITORIAL CALENDAR

### WINTER

#### LRA LEADERSHIP

Space Deadline—December 13, 2017

Materials Deadline—December 22, 2017

### SPRING

#### LEGISLATIVE SESSION

Space Deadline—March 14, 2018

Materials Deadline—March 23, 2018

### SUMMER

#### EXPO EDITION

Space Deadline—June 13, 2018

Materials Deadline—June 22, 2018

### FALL

#### EDUCATION

Space Deadline—September 12, 2018

Materials Deadline—September 21, 2018

## ADVERTISING RATES

All prices are based on camera-ready copy.

SPACE	1X	2X	4X
Full Page	\$1777	\$1421	\$1236
1/2 Page	\$1365	\$1159	\$1066
1/4 Page	\$1045	\$783	\$654

### SPECIAL RATES *(in addition to rates listed above)*

Premium positioning excluding covers *(subject to availability)*

\$250 per issue

Outside back cover *(subject to availability)*

\$350 per issue

Inside covers *(subject to availability)*

\$300 per issue

Multiple page rates available

The LRA offers a 10 percent discount for LRA members.

### COLOR RATES

Color is FREE for all *a la carte* advertising.



## ADVERTISING SPECIFICATIONS

### MECHANICAL SPECIFICATIONS

**Advertisements** are accepted in digital format only, submitted on USB drive or by e-mail.

### ACCEPTED PROGRAM FILES AND FORMATS

**Adobe Photoshop:** EPS, JPEG and TIFF accepted. Files must be flattened, converted to CMYK, and meet a minimum of 300 dpi requirement.

**Adobe Illustrator:** AI, and EPS accepted. Convert all fonts to outlines and colors to CMYK. All embedded images must meet a minimum of 300 dpi requirement and be placed no larger than 125%.

**PDF:** All resulting PDFs must be high resolution and created with crop marks at a 12 pt. offset. All fonts must be embedded, and all colors must be CMYK. All placed images must meet a minimum of 300 dpi requirement, CMYK and be placed no larger than 125%.

### SIZE SPECIFICATIONS:

Full page:	trim size—8 1/2" x 11" bleed—8 3/4" x 11 1/4" live area—7 1/2" x 10"
Half page:	vertical—3 1/2" x 10" horizontal—7 1/2" x 4 3/4"
Quarter page:	vertical—3 1/2" x 4 3/4"

### CONTACT INFORMATION

For more information on rates, space availability, deadlines or ad specifications, contact: Erica Burns  
Louisiana Restaurant Association  
2700 N. Arnoult Rd.  
Metairie, LA 70002  
(504) 636-6516  
fax (504) 454-2299  
eburns@LRA.org



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## ADVERTISING CONTRACT

**CONTRACT TERMS:** Advertising is invoiced upon publication. Net amount due and payable upon receipt of invoice. MasterCard, Visa, American Express and Discover cards are accepted.

**Frequency rate:** Advertisers will be billed at the onetime rate unless written contracts specify a higher frequency. Rates will be earned for the period of the contract only. Any advertiser not completing a committed schedule within 12 months will be subject to short rate. Orders containing incorrect rates or conditions will be charged at the rates tabulated here.

**Commissions:** Recognized commercial advertising agencies will be billed 85 percent of tabulated rates, color charges and positioning charges. *Commissions are not allowed to in-house agencies or to an "agency" formed by a company to serve only the business of that company.* Agencies forfeit commissions on insertions not paid within 30 days of invoice date. **Agencies forfeit commissions on ads that are not camera-ready.**

**Publisher's statement:** If an advertisement does not conform to the sizes described here, it will be billed at the rate for the next larger ad. If copy and art acceptable to the publisher are not received by the materials deadline, the publisher will repeat the advertiser's most recent advertisement or publish nothing, charging the agency or advertiser for the space reserved. The publisher will not be bound by any condition stated in an insertion order or in copy instructions when those conditions conflict with the regulations set forth here. Special positioning will not be guaranteed unless contracted for. The publisher accepts no responsibility for the content of any ad appearing in *a la carte*. Appearance of an ad in *a la carte* does not imply endorsement by the Louisiana Restaurant Association.

- This contract does still allow you to change your ad to a larger size only from issue to issue.
- Cancellations must be submitted in writing before closing date.
- All ads must be placed within 12 months from the time the contract is signed.

I have read the advertising rates and data for the *a la carte* magazine. I understand that this contract is binding, and full payment of the contracted amount will be paid to the Louisiana Restaurant Association within 30 days of billing.

Authorized Signature: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

### ADVERTISER INFORMATION

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

### AGENCY INFORMATION

Responsible for receiving invoices  yes  no

Firm Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

### INSERTION ORDER:

Insertion Issue: \_\_\_\_\_

Frequency of ad: \_\_\_\_\_

Size of Ad: \_\_\_\_\_

Vertical  Horizontal

Colors: \_\_\_\_\_

Special Rates: \_\_\_\_\_

Received by: \_\_\_\_\_

Date: \_\_\_\_\_