

LOUISIANA RESTAURANT ASSOCIATION

# MEDIA KIT

2024

# SNAPSHOT

WEEKLY NEWSLETTER

- Sent 1x a week, Every week (Wednesday afternoons)
- Preeminent Hospitality + Restaurant Industry Newsletter in Louisiana and Gulf South
- Sent to 4,200 Owners, Operators and Purchasing Managers
- 49% Open Rate (Industry High)
- 6% Click Through Rate (Industry High)

Size	2 weeks	1 month	3 months
Top (720x90 pixels)	\$700	\$1,300	\$3,600
Middle (720x90 pixels)	\$600	\$1,100	\$3,000
Bottom (720x90 pixels)	\$500	\$900	\$2,400

Banner ads will have high visibility within content and can be linked to any URL provided for tracking purposes.

Member Login | LRA.org 1/31/2024

**MOVERS AND SHAKERS IN WORKERS' COMP**

5 stars

LOUISIANA SEATFOOD

**Winter À La Carte – New Year, New Leadership!**

The LRA Magazine is the only publication dedicated to Louisiana's restaurant and hospitality industry.

**À LA CARTE**

THANK YOU TO OUR ADVERTISERS!

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LOUISIANA SEATFOOD

Laissez les Bon Appétit.

**2024 State of the Restaurant Industry Report**

The state of the restaurant industry in 2024 is strong thanks to the agility of its operators and legislators. The year ahead appears to be on a strong trajectory – with sales forecast to reach a new record high of \$1.5 trillion, and projected growth of 200,000 jobs – bringing total industry employment to 10.7 million people by the end of the year.

Download the report here

**LRA HEADLINES**

- Food costs ease but don't expect falling restaurant prices.
- The top perks employees want to see going forward.
- This Vampire-Themed Restaurant in Louisiana Is Perfectly Macabre In All The Right Ways
- Galatoire's Restaurant to audition off seats for the Friday before Mardi Gras
- The gas stove regulation uproar explained

**LOUISIANA RESTAURANT ASSOCIATION**

**ADVERTISE HERE**

Email us at [communications@lra.org](mailto:communications@lra.org)

**LOUISIANA RESTAURANT ASSOCIATION**

Facebook, Instagram, YouTube, Twitter, LinkedIn

Read it Online | Use QR | Over the Phone

Have Articles with SnapChat members are gathered from a variety of sources. LRA can't verify our site and other sources may require a subscription or registration to view.

\*Clicking to the email subscription page from an LRA Communication. To manage your email preferences, please visit <https://www.lra.org>

CONTACT: Elizabeth Schindler, [eschindler@lra.org](mailto:eschindler@lra.org) or (504) 636-6516 for more information.

# À LA CARTE

QUARTERLY MAGAZINE

- Seasonal magazine produced 4 Times throughout the year
- Delivered electronically through our Snapshot, Website and other media
- Distributed to LRA Members across the state
- 3,500 Impressions per Issue
- 600 Individual reads
- 100 clicks per Issue

Size	1 issue	2 issues	4 issues
1/4 page	\$850	\$1,600	\$3,200
1/2 page	\$1,200	\$2,400	\$4,500
Full page	\$1,600	\$3,200	\$5,000

All ads linked to your website, video or email address - Bringing your advertisement to life!

la carte Winter 2024

**PJ's**  
COFFEE  
of new orleans

*Simply the Best Coffee*

**Industry Experience**  
Serving over 1000 locations in 40 states, PJ's Coffee has experience working across a wide variety of industries including restaurants, offices, grocery, hotels & lodging, hospitals, and more.

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sales@pjscoffee.com  
(985) 792-5899  
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visit us online at pjscoffee.com

**Beverage Program**  
Custom Programs to increase your revenue. Our sales team has experience working with businesses to increase revenue by expanding beverage offerings across multiple day parts. We offer full equipment programs, maintenance & service, and private label programs.



## Letter from the Chair

Dear LRA Members,

It's a new year and that means new Louisiana Restaurant Association (LRA) leadership. It's a new day, a new chapter in LRA history, which I'm honored to be part of. I've had the pleasure of serving as the Chair of the LRA since 2019 and I'm excited to continue to lead the LRA into the future.

What a difference a day can make to our lives, and I certainly feel that way. Just last year, under the guidance of LRA's former leadership, we took the LRA in a new direction and I'm excited to continue to lead the LRA into the future.

The LRA exists to do what you do best at: serving our members by identifying and promoting solutions to restaurant and hospitality industry challenges. We're committed to providing you with the information you need to succeed in your industry.

It's important to thank the LRA members for their support in the industry. The LRA is not what you do, it's what you do for. We're committed to providing you with the information you need to succeed in your industry.

We remain committed to identifying and promoting solutions to restaurant and hospitality industry challenges. We're committed to providing you with the information you need to succeed in your industry.

Looking forward to the 2024 LRA year, we are excited to continue to serve the needs of the restaurant and hospitality industry. Through our networking, events, and other programs, we will continue to get you the information you need to succeed in your industry.

Lastly, and most importantly, the work of the LRA Executive Director is your challenge. Through the industry and restaurant management program in support of our members, and the administrative support of our LRA staff, we are committed to providing you with the information you need to succeed in your industry.

Thank you for your continued support in making the LRA your industry's best resource.

Alan Corbett  
Executive Director, Louisiana Restaurant Association

- Upcoming Events**
- LRA Exec Director's State of the Industry**  
February 9, 2024
  - Southwest Restaurant Group's 2024 Breakfast**  
March 4, 2024
  - University Club Restaurant**  
March 11, 2024
  - LRA Louisiana Seafood Showcase**  
March 11, 2024
  - State University Culinary Competition**  
March 11, 2024
  - LRA LRA's 2024 LRA's 2024**  
March 11, 2024

**SAVE THE DATES!**  
AUGUST 3-4  
**ATTENTION EXHIBITORS!**  
**LRA SHOWCASE 2024**

Alan Corbett  
Executive Director, Louisiana Restaurant Association

Follow the LRA on our social media for updates on the restaurant industry, industry news, and more about LRA, our members.

[Facebook](#) Louisiana Restaurant Association  
[Twitter](#) @lraassociation  
[LinkedIn](#) Louisiana Restaurant Association  
[Instagram](#) @lraassociation



# LRA.ORG

LRA WEBSITE LANDING PAGE

- Primary channel for Restaurant and Hospitality information state-wide
- Nearly 20,000 page views per month
- More than 9,000 Unique (new) visitors per month
- 2 minute 30 second LRA.org Session Average

Size	1 month	3 months	6 months
720x90 pixels	\$1,500	\$4,000	\$7,500



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