

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 Log-in | LRA.org 1/31/2024

MOVERS AND SHAKERS IN WORKERS' COMP GET A QUOTE

Winter À La Carte – New Year, New Leadership!

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

In this issue:

- Meet the 2024 Chair – Alan Guillenot
- Political Winds of Change
- Chapter Leaders Focus on Member Engagement and much more!

To read the Winter issue, click here.

À LA CARTE THANK YOU TO OUR ADVERTISERS!

DR. FREDERICK PHILLIPS, HEALTHCARE PAYMENT SYSTEMS, LOUISIANA STATEWORKERS' COMP, NEW BUSINESS SOLUTIONS, PERFORMANCE FOODSERVICE, PLY-CORAL, SURVIVE, STEEL INDUSTRIES, TRUMPION PACKING

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LOUISIANA SEAFOOD LAISSEZ LES BON APPÉTIT. VIEW RECIPE

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

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LOUISIANA RESTAURANT ASSOCIATION

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Have Articles within SnapChat newsletters are gathered from a variety of sources. LRA can't assume any one and each source may require a subscription or registration to view.

*Clicking on the email newsletters you find on LRA Communications. To manage your email preferences, please visit www.lra.org

CONTACT: Santilla Victorian, svictorian@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.

For more info:
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 day for LRA members, which I'm honored to be part of. I'm excited to be serving as the Chair of the LRA for the year 2024.

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 chair, I was able to see the LRA's vision for the future in a new light. I'm excited to be the first to see the LRA's vision for the future in a new light.

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 here to help you succeed in the industry and to help you grow your business.

It's important to thank the LRA members for their support in the industry. The LRA is here to help you succeed in the industry and to help you grow your business.

We remain committed to providing you with the highest quality of service and to ensuring the success of the restaurant and hospitality industry.

Through our various programs and services, the LRA is committed to providing you with the highest quality of service and to ensuring the success of the restaurant and hospitality industry.

As we move through the year, we are committed to providing you with the highest quality of service and to ensuring the success of the restaurant and hospitality industry.

Finally, and most importantly, thank you for your support in the industry. The LRA is here to help you succeed in the industry and to help you grow your business.

I'm excited to be part of the LRA's vision for the future and to help you succeed in the industry and to help you grow your business.

Thank you for your support in the industry. The LRA is here to help you succeed in the industry and to help you grow your business.

Alan Coffey
Executive Director
LRA

- Upcoming Events**
- LRA Emily Clayton 20th Annual Taste of Mardi Gras**
February 9, 2024
Louisiana Convention Center, New Orleans
 - LRA Greater Baton Rouge Golf Tournament**
March 4, 2024
University Club, Baton Rouge
 - LRA Louisiana Seafood Festival**
March 16, 2024
New Orleans Morial Convention Center
 - LRA LRA's 100th Birthday Celebration**
September 15, 2024
March 16, 2024
Louisiana Convention Center, New Orleans

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

Alan Coffey
Executive Director
LRA

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: @lrausa
Instagram: @lrausa
LinkedIn: Louisiana Restaurant Association

CONTACT: Santilla Victorian, svictorian@lra.org or (504) 636-6516 for more information.



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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