

The background is a solid dark red color. It features several large, abstract, organic shapes in a lighter shade of red. These shapes are layered and overlap, creating a dynamic, modern feel. Some shapes resemble elongated teardrops or stylized leaves, while others are more angular and pointed. The overall composition is balanced but asymmetrical, with the shapes primarily concentrated on the left and bottom right sides, leaving the top right area more open for the text.

LOUISIANA RESTAURANT ASSOCIATION

MEDIA KIT

2025

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

snapshot

Industry News You Can Live Near

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 Sullivan
- 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!

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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 employees. The year ahead appears to be on a strong trajectory – with sales forecasted to reach a new record high of \$1.5 trillion, and employment growth of 200,000 jobs – bringing total industry employment to 12.7 million people by the end of the year.

Download the report here

VIEW RECIPE

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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Email us at communications@lra.org

LOUISIANA RESTAURANT ASSOCIATION

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Read on the Go! Use QR Code or Over the Phone

Here, Articles within Snapshot newsletters are gathered from a variety of sources. Links can expire over time and some sources may require a subscription or registration to view.

*Subscribing to this email newsletter does not opt you into LRA Communications. To manage your email preferences, please visit www.lra.org

CONTACT: Wendy Warren, wwaren@lra.org or (504) 636-6518 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!



is carte Winter 2024

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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.



Upcoming Events

ULA Emily Clayton
20th Annual State of the World Cup
February 9, 2024
Louisiana Convention Center, New Orleans

ULA Greater Baton Rouge Golf Tournament
March 4, 2024
University Club Baton Rouge

ULA Louisiana Seafood Festival
March 16, 2024
New Orleans Morial Convention Center

ULA LRAIF Serving the Future
Sponsored by ULAIF
March 6, 2024
Convention Hall, New Orleans



Letter from the Chair

Dear ULA Members,

It's a new year and that means new Louisiana Restaurant Association (LRA) leadership. I'm a new role, chairing my 10th meeting, which I'm honored to be part of and excited to continue on the Chair's journey under this year's ULA Chair.

What a difference a decade makes to our lives, and I certainly have found it. I've had years under the guidance of 23 past chairs, and I'm proud to be the 24th chair, serving alongside a fantastic and vibrant team.

The LRA always has delivered value to our members by advocating and promoting Louisiana's restaurants and hospitality industry while working to ensure compliance and safety. This remains our top priority throughout the year. The LRA remains to be the trusted partner to the restaurant and hospitality industry.

It is my honor to chair the LRA and serve the industry. We have a lot to do, and when you're part of this team, it's exciting. The LRA is the voice of the industry and we're proud to be part of it. We're committed to the industry and we're committed to the industry.

We remain our mission to improve the quality of life for the industry and the strength of the industry and the strength of the industry. We're committed to the industry and we're committed to the industry.

Through our leadership and the support of the industry, the LRA is the strongest and most powerful force in the industry. We're committed to the industry and we're committed to the industry.

Throughout the year, the LRA will be working on a variety of projects. We're committed to the industry and we're committed to the industry. We're committed to the industry and we're committed to the industry.

Lastly, and most importantly, the work of the LRA is to improve the industry and the industry. We're committed to the industry and we're committed to the industry. We're committed to the industry and we're committed to the industry.

I'm proud to be part of the LRA Executive Committee. We're committed to the industry and we're committed to the industry. We're committed to the industry and we're committed to the industry.

Thank you for your membership and for allowing me to serve the LRA and the industry. We're committed to the industry and we're committed to the industry. We're committed to the industry and we're committed to the industry.

Sincerely,

Emily Clayton

Emily Clayton
ULA Chair & Vice President, Restaurant & Hospitality
ULA LRA Chair

Follow the LRA on social media for updates on the restaurant industry, industry events, and more about ULA, our members!



CONTACT: Wendy Warren, wwaren@lra.org or (504) 636-6518 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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