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LOUISIANA RESTAURANT ASSOCIATION

# MEDIA KIT

2026



# 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.*



We advance and protect Louisiana's restaurant and hospitality industry.



### LRA Members Meet With Legislators in Lake Charles

Last week, representatives from 37 LRA member restaurants along with Visit Lake Charles, gathered at the Pioneer Club to network and hear from legislators, including Representative Philip Sarano and Representative Brent Laybourne. Their discussion focused on the importance of maintaining open communication with local legislators.



### New Orleans Restaurants Head into Peak Season with Resilience

LRA President & CEO Stan Harris joins the New Orleans Restaurant Show to discuss the current state of the restaurant industry in New Orleans and surrounding areas as the region heads into peak dining season. The conversation covered rising prices on imported products, the opening of new restaurants alongside the loss of local establishments, and the resilience of the industry.



[Click Here to Listen](#)



### Raise Your Voice in D.C.: Early Bird Registration Now Open!

Registration is officially open for the 2026 Public Affairs Conference, March 10-12 in Washington, D.C. — the restaurant industry's largest grassroots advocacy event. Join peers from across the country for Capitol Hill meetings, top political speakers and dynamic networking opportunities. Secure your spot now and save with Early Bird Pricing through February 8, 2026.



CONTACT: Wendy Warren, [wwaren@lra.org](mailto: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

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### Letter from the Chair

Dear LRA Members,

I am deeply grateful to the Louisiana Restaurant Association (LRA) Board of Directors and our members across the state for the opportunity to serve as your 2018 Chair. It is my pleasure to represent such a strong, diverse community of restaurateurs and hospitality professionals who share Louisiana's culture and vitality.

Along with my business partner, Chef John Walsh, I have paid firsthand the importance of the LRA and the value of bringing to the restaurant industry these solutions and education to connect and network. The LRA plays a vital role in supporting operators at every stage in their journey, from start-up to growth. With the opening of Louisiana 2018, I will be responsible for the state's future and for the Louisiana LRA for the remainder of this year – an important duty that we continue to best as always support.

Since the beginning of the year, I've had the opportunity to meet with members in Greater Baton Rouge and Acadiana, as well as my home state of Orangeburg, Louisiana, during my journey in the restaurant industry and in partnership with the LRA. These conversations reinforce in the power of coming together, learning from one another, and working toward common goals. I look forward to visiting the Bayou, Shreve and Northshore Chapters soon.

I am excited to be part of the progress in Southern Louisiana, where operators are actively working to improve their business for the future. They've held from meetings with members stepping up to lead. They attended the Chapter Leaders of 2018 Conference and are in line setting up the industry sponsored by the LRA (State Board). Working on this initiative you goal is to bring the Restaurant and Hospitality Chapter's best state in 2018.

A key part of this effort is our renewed focus on Chapter-level membership and operator support for your business success, personal ambitions, and those of your staff, guests, and local communities. We will continue to work on these important initiatives through our ongoing efforts, including our efforts to help you succeed.

I am proud to represent Louisiana at the National Restaurant Association's 2018 National Conference & Expo in Orlando for the Louisiana Restaurant Association and being the Chair, Celebrating Louisiana's Hospitality, Scholastic award, sponsored by the LRA, is a privilege. I am proud to be part of the power of education, which is what personally served as Chair of the Louisiana Restaurant Association Foundation and continue to support its vision.

Thank you for your trust and engagement. I look forward to working with you to make 2018 a productive and impactful year for the Louisiana Restaurant Association.

*Wendy Warren*  
 2018 Chair, Louisiana Restaurant Association  
 Co-Facilitator of Chair, 2018 Hospitality

Follow the LRA on social media for updates on the restaurant industry, advocacy issues, and news about YOU, our members!

- Facebook: Louisiana Restaurant Association
- Twitter: LouisianaRestaurantAssoc
- LinkedIn: Louisiana Restaurant Association
- Instagram: LouisianaRestaurantAssoc

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



# ADVERTISE HERE

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

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