

# 2021 Media Kit



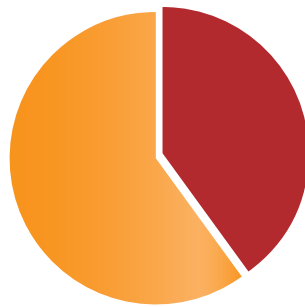
# Looking to promote your brand and find new customers?

Partnering with the Louisiana Restaurant Association gives you something that no other outlet can provide - **instant access to key decision-makers in the Louisiana restaurant industry.**

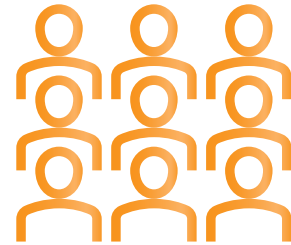
Our membership represents restaurateurs, general managers, executive chefs, caterers, hoteliers and other food service and hospitality-oriented businesses.



**Over 4,100**  
member businesses  
Representing  
**7,500**  
locations



**Over 60%**  
of members  
are restaurants



**Over 75%**  
are identified as key decision  
makers including general  
managers, owners, CEOs  
& executive chefs

## A Word from Our Advertisers

“Since 2015, PJ’s Coffee and New Orleans Roast have partnered with the LRA to reach our customers and gain new business through their advertising program. There is no other outlet that has the reach the LRA does. Advertising allows us to communicate directly to decision makers and that’s yielded a tremendous response for affordable rates.”



**Alan Guilbeau**  
*Executive VP of Business Development  
PJ’s & New Orleans Roast Coffee & Tea*



“For Sysco, advertising in partnership with the LRA has been invaluable. Through the LRA Marketing platform, we share a glimpse of the solutions and services Sysco offers to all restaurateurs.”

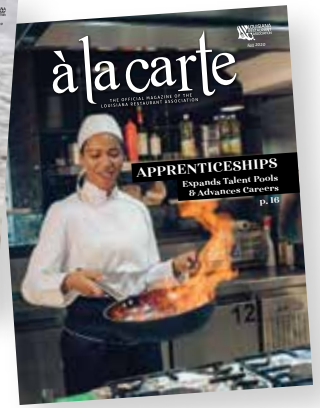


**Jason Jones**  
*Region Vice President of Sales  
Sysco*



# à la carte

MAGAZINE



## ADVERTISING DEADLINES

Spring 2021 Issue | March 22 • Summer 2021 Showcase Edition | June 14  
 Fall 2021 Issue | September 13 • Winter 2022 Issue | December 14

Produced quarterly by the Louisiana Restaurant Association, *à la carte* is a business resource and information tool for restaurateurs covering topics important to Louisiana's foodservice industry including political, business legal issues, trends and workforce development.

## Digital Reach



Beginning in 2021, published exclusively as online flipbook.



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



Magazine link incorporated on LRA.org for year following publication.



Magazine link distributed to membership through 2 email blasts.

## ADVERTISING RATES

Full Color (per issue)	1X	4X
¼ page	\$850	\$810
½ page	\$1,200	\$1,000
Full Page	\$1,600	\$1,425

*\*The LRA offers a 10% discount for members on rates above.*

## PRINT ADVERTISING SPECIFICATIONS

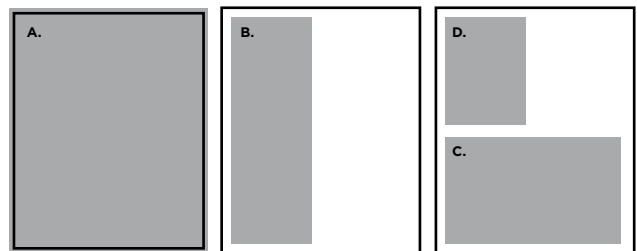
Submitting a Print Display Ad: Advertisements are accepted in digital format only, submitted on USB drive or via email.

Accepted Program Files and Formats: Adobe Photoshop: EPS, JPEG, and TIFF accepted. Files must be flattened, converted to CMYK, and meet 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 and 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 minimum of 300 dpi requirement, CMYK and placed no larger than 125%.

**\*Add size with bleed: 8.75" w x 11.25" h**  
**Live Area: 7.5" w x 10" h**  
**Trim Size: 8.5" w x 11" h**



DISPLAY AD DIMENSIONS	WIDTH	HEIGHT
A. Full page with bleeds*	8 ¾"	11 ¼"
B. Half page vertical	3 ½"	10"
C. Half page horizontal	7 ½"	4 ¾"
D. Quarter page vertical	3 ½"	4 ¾"

# E-newsletter Advertising

SnapShot is a weekly e-newsletter highlighting industry and public policy news which impacts restaurant and foodservice operations.



## Strong Reach and Leadership



SnapShot is sent out weekly to **3,240** foodservice professionals.



Most widely-read resource among LRA members.



Content based on membership interests.



Average open rate of **29%** and click-through rate of **18%**.

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



Position	1 month	3 months
A. Top Leader Banner	\$1,400	\$3,960
B. Middle Page Banner (2 available)	\$1,200	\$3,400
C. Bottom Banner	\$1,000	\$2,850

Image size: Submit artwork at 728 pixels wide x 90 pixels tall as a .jpeg, .png, or gif

# LRA.org Landing Page



- **7,112** unique visits per month
- **16,306** page views per month
- Hero banner image on LRA.org landing page
- All of LRA's e-blasts, newsletters and social media drive traffic to the site
- **\$1,100 one month | \$2,970 3 months**

Image size: Submit artwork at 728 pixels wide x 90 pixels tall as a .jpeg, .png, or gif

## Webinar Sponsorships

- Joint market opportunity between LRA and sponsoring company

### What's Included

- Sponsoring company included (logo) on the promotion and marketing of the event
- Logo visible throughout the webinar
- Webinar topic introduced by sponsor with the 60-second company "plug"
- Webinar concluded with a sponsor "thank you"
- Webinar uploaded shared on the LRA's YouTube channel for on-demand viewing
- List of registrants and contact information provided to the sponsor

### Option 1: \$1,500

- Sponsor the topic and intro the speaker

### Option 2: \$2,500

- Sponsor the topic and be the (or one of the) speaker(s)
- Previous webinar topics include: *Creating Your Restaurant Comeback Strategy*, *Inventory in Your Restaurant*, *How Restaurant Marketing is Evolving in a Covid World*, *How to Read Your Balance Sheet and P&L Statement*



## How to University