

2017 NCRLA MEDIA KIT

ADVERTISING & SPONSORSHIPS



NCRLA is Your Partner for Success

The North Carolina Restaurant & Lodging Association's (NCRLA) advertising and sponsorship opportunities place your brand in front of foodservice establishments and lodging properties across the state, as well as a vast network of suppliers, purveyors, educators, and those with interest in the foodservice and lodging industry.

NCRLA provides a diverse array of advertising and sponsorship media from online advertising, print and e-newsletters, to event on-site signage and collateral. Let us assist you in reaching your target audience with the right vehicle and message.

At Your Service

NCRLA's Quarterly Hospitality Industry Magazine

"At Your Service" is a quarterly publication that covers topics of interest to the North Carolina hospitality industry.

Editorial Calendar

| Issue | Ad materials due |
|-----------|------------------|
| March | 2/15/2017 |
| June | 5/15/2017 |
| September | 8/15/2017 |
| December | 11/6/2017 |

Rates for traditional ads and advertorials

| | |
|--------------------|--------|
| Back Cover | \$2000 |
| Inside Front Cover | \$1600 |
| Inside Back Cover | \$1500 |
| Full Page | \$1000 |
| Half Page | \$800 |

Ad Sizes

| | |
|----------------------|-------------------|
| Full Page Bleed | *8.50"w x 11.00"h |
| Full Page Non-Bleed | 7.75"w x 10.25"h |
| Half Page Horizontal | 7.75"w x 4.875"h |
| Half Page Vertical | 3.75"w x 10"h |
| Advertorials | 450 words |

** Represents trim size. For an ad bleed, please add 0.25" on all sides for trim. Live matter should not be less than 0.375."*



NCRLA.ORG

The Hub of the North Carolina Restaurant & Lodging Industry

NCRLA's website, NCRLA.ORG, is where industry and members go for all the latest news, information and resources on North Carolina's hospitality industry.

Ad Rates

\$1500 per month for ad in rotating slide show

on homepage

\$700 per month for homepage banner ad below

rotating slide show

\$400 per month for vertical banner ad on

interior page



E-newsletters

Our weekly e-newsletter, **"In the Mix"**, is distributed to our entire database. This digital communication tool provides breaking news, trends and customized content to target specific audiences: restaurants, lodging and vendors/purveyors, to maximize relevance and user readability.

Ad Rates

\$200 per ad per week

Ad Specifications

Vertical Banner: .jpg, .png or .gif; 180 X 300 pixels;

file size for all ads is 15k, 72 dpi

Distribution Dates

Every Wednesday

Materials Due

Friday prior to Wednesday drop

“View from Jones Street” is a popular electronic publication distributed exclusively to NCRLA’s members and to key policymakers each Friday during the legislative session. It includes breaking news from the week on policy and legislative issues of interest to the North Carolina hospitality community.

Ad Rates

\$200 per ad per week

Ad Specifications

Vertical Banner: .jpg, .png or .gif; 180 X 300 pixels; file size for all ads is 15k, 72 dpi

Distribution Dates

Every Friday during the legislative session

Materials Due

Wednesday prior to Friday drop

Corporate Sponsorships

The NCRLA offers unique opportunities to help you reach your targeted audience through a tiered benefits structure, which bundles opportunities to suit your marketing needs and budget while allowing your company to reach NCRLA’s vast network of restaurant and lodging owners and operators through a variety of media and promotional outlets.



By participating in NCRLA’s corporate marketing program, your company will gain valuable visibility in, and access to, North Carolina’s growing hospitality industry.

NCRLA’s corporate marketing program runs for one calendar year (January through December). All participation levels include a one-year NCRLA membership. NCRLA will prorate the fees and benefits for companies that enroll in the program after Jan. 31.

For more information about the program, please contact director of marketing and business development, Mindy Wharton, at mwharton@ncrla.org or 919-277-8585.



Corporate Sponsorship - Platinum Level \$15,000

General Benefits

- **NCRLA Membership:** Complimentary annual membership (*\$500 value*)
- **NCRLA Board of Director's Meetings**
 - Recognition/signage as a corporate partner at all meetings (*\$500 value*)
 - Opportunity to address the board at a meeting (*\$1,500 value*)

Advertising Benefits

- **"At Your Service"** – NCRLA magazine distributed quarterly
 - Complimentary full page ad or advertorial in two editions (*\$2,000 value*)
 - Recognition in special partnership section in each edition (*\$2,500 value*)
- **"In the Mix"** – e-newsletter distributed weekly
 - Complimentary advertisement in 12 editions (*\$2,400 value*)
- **NCRLA Website** – www.ncrla.org
 - Complimentary company logo/link to your website on NCRLA homepage (*\$5,000 value*)
 - Complimentary banner ad for one year in the online marketplace (*\$1,500 value*)
- **20% discount** on all published rates for additional magazine and e-newsletter advertising opportunities

Events Benefits

- **Taste of North Carolina/Stars of the Industry Awards (Feb 6)**
Four complimentary tickets and corporate partner signage (*\$2,000 value*)
- **NC ProStart Invitational (March 17-18)**
Corporate partner signage (*\$1,000 value*)
- **Charlotte Chapter Golf Classic (April 19)**
Corporate partner signage (*\$1,000 value*)
- **Rally in Raleigh Legislative Day (May 3)**
Corporate partner signage (*\$1,000 value*)
- **Future of Hospitality Golf Classic (June 19)**
Complimentary foursome and corporate partner signage (*\$2,500 value*)
- **NC Chef Showdown (Aug 21)**
Four complimentary tickets and corporate partner signage (*\$2,000 value*)
- **NCRLA Regional Receptions and Seminars**
Corporate partner signage (*\$500 value*)

TOTAL VALUE: \$25,900

Gold Level \$10,000

General Benefits

- **NCRLA Membership:** Complimentary annual membership (*\$500 value*)
- **NCRLA Board of Director's Meetings**
 - Recognition/signage as a corporate partner at all meetings (*\$500 value*)

Advertising Benefits

- **"At Your Service"** – NCRLA magazine distributed quarterly
 - Complimentary full page ad or advertorial in one edition (*\$1,000 value*)
 - Recognition in special partnership section in each edition (*\$2,500 value*)
- **"In the Mix"** – e-newsletter distributed weekly
 - Complimentary advertisement in four editions (*\$800 value*)
- **NCRLA Website** – www.ncrla.org
 - Complimentary company logo / link to your website on NCRLA homepage (*\$5,000 value*)
 - Complimentary banner ad for one year in the online Marketplace (*\$1,500 value*)
- **20% discount** on all published rates for additional magazine and e-newsletter advertising opportunities

Events Benefits

- **Taste of North Carolina / Stars of the Industry Awards (Feb 6)**
Two complimentary tickets and corporate partner signage (*\$1,500 value*)
- **NC ProStart Invitational (March 17-18)**
Corporate partner signage (*\$1,000 value*)
- **Charlotte Chapter Golf Classic (April 19)**
Corporate partner signage (*\$1,000 value*)
- **Rally in Raleigh Legislative Day (April 26)**
Corporate partner signage (*\$1,000 value*)
- **Future of Hospitality Golf Classic (June 19)**
Complimentary foursome and corporate partner signage (*\$2,500 value*)
- **NC Chef Showdown (Aug 21)**
Corporate partner signage (*\$1,000 value*)
- **NCRLA Regional Receptions and Seminars**
Corporate partner signage (*\$500 value*)

TOTAL VALUE: \$20,300

Silver Level \$5,000

General Benefits

- **NCRLA Membership:** Complimentary annual membership (*\$500 value*)
- **NCRLA Board of Director's Meetings**
 - Recognition/signage as a corporate partner at all meetings (*\$500 value*)

Advertising Benefits

- **"At Your Service"** – NCRLA magazine distributed quarterly
 - Recognition in special partnership section in each edition (*\$2,500 value*)
- **"In the Mix"** – e-newsletter distributed weekly
 - Complimentary advertisement in 2 editions (*\$400 value*)
- **NCRLA Website** – www.ncrla.org
 - Complimentary banner ad for one year in the online Marketplace (*\$1,500 value*)
- **20% discount** on all published rates for additional magazine and e-newsletter advertising opportunities

Events Benefits

- **Taste of North Carolina / Stars of the Industry Awards (Feb 6)**
Two complimentary tickets and corporate partner signage (*\$1,500 value*)
- **NC ProStart Invitational (March 17-18)**
Corporate partner signage (*\$1,000 value*)
- **Charlotte Chapter Golf Classic (April 19)**
Corporate partner signage (*\$1,000 value*)
- **Rally in Raleigh Legislative Day (April 26)**
Corporate partner signage (*\$1,000 value*)
- **Future of Hospitality Golf Classic (June 19)**
Corporate partner signage (*\$1,000 value*)
- **NC Chef Showdown (Aug 21):** corporate partner signage (*\$1,000 value*)
- **NCRLA Regional Receptions and Seminars**
Corporate partner signage (*\$500 value*)

TOTAL VALUE: \$12,400