

2018 NCRLA MEDIA GUIDE

ADVERTISING & CORPORATE SPONSORSHIPS



NCRLA

NC Restaurant
& Lodging Association

NCRLA is Your Partner for Success

The North Carolina Restaurant & Lodging Association's 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, sponsorship 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 directly mailed to NCRLA's 2,000 members across North Carolina. The magazine covers topics of interest to the North Carolina hospitality industry.

Editorial Calendar

Issue	Ad materials due
March	2/15/2018
June	5/15/2018
September	8/15/2018
December	11/1/2018

Rates for ads and advertorials

FULL COLOR (Per issue)	1x	4x
Full Page	\$1,000	\$900
Half Page	\$800	\$700
Quarter Page	\$500	\$400

PREFERRED POSITIONS

FULL COLOR (Per issue)	1x	4x
Back Cover	\$2,000	\$1,900
Inside Front Cover	\$1,600	\$1,500
Inside Back Cover	\$1,500	\$1,400



2018 NCRLA ADVERTISING & SPONSORSHIPS

For information or to reserve space, contact Director of Marketing and Business Development, Mindy Wharton, mwharton@ncrla.org or 919-277-8585.

“At Your Service” Ad Specifications

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
Quarter Page	4.25”w x 5.5”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 and lodging industry

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

Buyer’s Guide

Our digital online **“Buyer’s Guide”** is a resource for members to search recommended suppliers to the hospitality industry. As an Allied Member, you will automatically receive a basic listing under your preferred categories. You may upgrade your listing to display enhanced information about your business.

Enhanced listing options include a Banner Ad, Featured Listing, Spotlight Listing, Priority Listing and Complete Listing. Contact Mindy Wharton about pricing associated with enhanced listings, as NCRLA contracts with a third-party for this service.

If you choose to be a Corporate Sponsor, you will be upgraded to a Priority Listing. Corporate Sponsorships start at \$5,000 annually.

Homepage

You must be a Corporate Sponsor to be included in the rotating slide show on the website’s homepage. Corporate sponsorships start at \$5,000 annually.

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Sponsored E-blasts

Your messaging delivered directly to our membership's inbox

Reach any segment of our membership that you desire with this unique opportunity to send a sponsored e-blast from your company to our listserv. This single-branded email should include content relevant to your expertise and the hospitality industry. You provide the content and graphics and we design the e-blast and send it on your behalf.

Sponsored E-blast Ad Rates

(Per E-blast)	1x	4x
Maximum 4 per year	\$360	\$325

Distribution and Due Dates

Distribution dates vary depending on the e-blast calendar. E-blasts must be scheduled 10 business days in advance.

E-newsletters

Digital advertising combined with relevant news content

Our weekly e-newsletter, "**In the Mix**", is distributed to our entire email 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.

In The Mix Ad Rates

(Per week)	1x	4x	8x	24x	50x
Graphic design not included*	\$200	\$190	\$185	\$180	\$160

**\$125 additional charge for graphic design*

Digital Block Ad Specifications

File size for all ads is 15k, 72 dpi, .jpg, or .png; 180 X 300 pixels

Distribution Dates

Every Wednesday

Materials Due

Friday prior to Wednesday drop

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“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.



View from Jones Street Ad Rates

(Per week)	1x	8x
Graphic design not included*	\$200	\$185
<i>*\$125 additional charge for graphic design</i>		

Digital Block Ad Specifications

File size for all ads is 15k, 72 dpi, .jpg, or .png; 180 X 300 pixels

Distribution Dates

Every Friday during the legislative session

Materials Due

Wednesday prior to Friday drop

Corporate Sponsorships

NCRLA offers unique opportunities to help your business reach targeted audiences 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 sponsorship program, your company will gain valuable visibility in, and access to, North Carolina’s thriving hospitality industry.

Corporate sponsorship 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. Contact Mindy Wharton, 919-277-8585, for more information about the tiered levels of sponsorship.

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NCRLA 2018 Corporate Sponsorship

Platinum Level - \$15,000

General Benefits

NCRLA Membership

Annual membership (*\$500 value*)

NCRLA Board of Director's Meetings

Recognition/signage as a corporate partner at all meetings (*\$1,500 value*)

Opportunity to address the Board during annual meeting (*\$500 value*)

Advertising Benefits

"At Your Service"

NCRLA's quarterly hospitality industry magazine

Full-page ad or 450-word advertorial in two (2) editions (*\$2,000 value*)

Recognition in special partnership section in each edition (*\$2,880 value*)

"In the Mix"

Digital advertising combined with relevant news content, emailed weekly to entire database

Digital block ad in 16 editions (*\$2,960 value*)

NCRLA Website (new in 2018!)

www.ncrla.org

Company logo with link to your website on NCRLA homepage (*\$5,000 value*)

Company logo with link to your website on NCRLA's Corporate Sponsors page
(*2,500 value*)

Complimentary Priority Listing for one year in the online Buyer's Guide (*\$990 value*)

Sponsored E-blast

Customized eblast to promote your businesses goods/services

Sent to member listserv, segmented as you wish (*\$360 value*)

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Mindy Wharton, mwharton@ncrla.org or 919-277-8585.

Social Media

Twitter, Facebook, LinkedIn & Instagram

Mentions on NCRLA social media, as appropriate

20% discount on all published advertising rates

Magazine, e-newsletter and e-blasts

Access to NCRLA's logo

.jpg & .png files available

Events Benefits

Stars of the Industry Awards (February 5, Sheraton Imperial, Durham):

Four (4) event tickets and corporate partner signage (*\$1,500 value*)

North Carolina ProStart Invitational (February 25 – 27, Johnson & Wales, Charlotte): Corporate partner signage (*\$1,000 value*)

Charlotte Chapter Golf Classic (April 9, Ballantyne Golf Club, Charlotte):

Complimentary two (2) player spots and corporate partner signage (*\$1,400 value*)

Rally in Raleigh Legislative Day (May 23, NCRLA Corporate Offices, Raleigh):

Corporate partner signage (*\$1,000 value*)

NC Future of Hospitality Golf Classic (June 18, Prestonwood Country Club, Cary):

Complimentary four (4) player spots and corporate partner signage (*\$2,300 value*)

NC Chef Showdown (August 27, Charlotte):

Four (4) event tickets and corporate partner signage (*\$1,500 value*)

NCRLA Regional Receptions and Seminars:

Corporate partner signage (*\$500 value*)

TOTAL VALUE: \$28,390

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NCRLA 2018 Corporate Sponsorship

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 (*\$1,500 value*)

Advertising Benefits

"At Your Service"

NCRLA's quarterly hospitality industry magazine

Full-page ad or 450-word advertorial in one edition (*\$1,000 value*)

Recognition in special partnership section in each edition (*\$2,880 value*)

"In the Mix"

Digital advertising combined with relevant news content, emailed weekly to entire database

Digital block ad in four (4) editions (*\$760 value*)

NCRLA Website (new in 2018!)

www.ncrla.org

Company logo with link to your website on NCRLA homepage (*\$5,000 value*)

Company logo with link to your website on NCRLA's Corporate Sponsors page
(*\$2,500 value*)

Complimentary Priority Listing for one year in the online Buyer's Guide (*\$990 value*)

Social Media

Twitter, Facebook, LinkedIn & Instagram

Mentions on NCRLA social media channels, as appropriate

20% discount on all published advertising rates

Magazine, e-newsletter and e-blasts

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Access to NCRLA's logo

.jpg & .png files available

Events Benefits

Stars of the Industry Awards (February 5, Sheraton Imperial, Durham):

Two (2) event tickets and corporate partner signage (*\$1,250 value*)

Carolina ProStart Invitational (February 25 – 27, Johnson & Wales, Charlotte):

Corporate partner signage (*\$1,000 value*)

Charlotte Chapter Golf Classic (April 9, Ballantyne Golf Club, Charlotte):

Corporate partner signage (*\$1,000 value*)

Rally in Raleigh Legislative Day (May 23, NCRLA Corporate Offices, Raleigh):

Corporate partner signage (*\$1,000 value*)

NC Future of Hospitality Golf Classic (June 18, Prestonwood Country Club, Cary):

Complimentary two (2) player spots and corporate partner signage (*1,650 value*)

NC Chef Showdown (August 27, Charlotte):

Two (2) event tickets and corporate partner signage (*\$1,250 value*)

NCRLA Regional Receptions and Seminars:

Corporate partner signage (*\$500 value*)

TOTAL VALUE: \$22,780

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NCRLA 2018 Corporate Sponsorship

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 (*\$1,500 value*)

Advertising Benefits

"At Your Service"

NCRLA's quarterly hospitality industry magazine

Recognition in special partnership section in each edition (*\$2,880 value*)

NCRLA Website (new in 2018!)

www.ncrla.org

Company logo with link to your website on NCRLA's Corporate Sponsors page (*\$2,500 value*)

Sponsored E-blast

Customized eblast to promote your businesses goods/services

Sent to member listserv, segmented as you wish (*\$360 value*)

Social Media

Twitter, Facebook, LinkedIn & Instagram

Mentions on NCRLA social media channels, as appropriate

15% discount on all published advertising rates

Magazine, e-newsletter and e-blasts

Access to NCRLA's logo

.jpg & .png files available

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Events Benefits

Stars of the Industry Awards (February 5, Sheraton Imperial, Durham):

Two (2) event tickets and corporate partner signage (*\$1,250 value*)

Carolina ProStart Invitational (February 25 – 27, Johnson & Wales, Charlotte):

Corporate partner signage (*\$1,000 value*)

Charlotte Chapter Golf Classic (April 9, Ballantyne Golf Club, Charlotte):

Corporate partner signage (*\$1,000 value*)

Rally in Raleigh Legislative Day (May 23, NCRLA Corporate Offices, Raleigh):

Corporate partner signage (*\$1,000 value*)

NC Future of Hospitality Golf Classic (June 18, Prestonwood Country Club, Cary):

Corporate partner signage (*\$1,000 value*)

NC Chef Showdown (August 27, Charlotte):

Corporate partner signage (*\$1,000 value*)

NCRLA Regional Receptions and Seminars:

Corporate partner signage (*\$500 value*)

TOTAL VALUE: \$14,490

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