

2019 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 print magazine

"At Your Service" is a quarterly publication directly mailed to main contacts of NCRLA's 2,400 members across North Carolina. The magazine covers topics of interest to the North Carolina hospitality industry.

Editorial Calendar

Issue	Ad materials due
Spring	2/22/2019
Summer	5/24/2019
Fall	8/23/2019
Winter	12/6/2019

Ad and advertorial rates

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

Preferred Placement

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



2019 NCRLA ADVERTISING & SPONSORSHIPS

All rates are member rates. For more information about non-member rates, 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	* 8.75"w x 11.25"h
Full-page Non-Bleed	7.75"w x 10.25"h
Half-page Horizontal	7.75"w x 5"h
Half-page Vertical	3.75"w x 10.25"h
Quarter Page	3.75"w x 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 website, NCRLA.ORG, is where members of the industry and our association 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 enhanced listings at 919-277-8585.

If you choose to be a Corporate Sponsor, you will receive a complimentary upgrade to a Priority Listing. You will also be listed in the under the Corporate Sponsorship category. 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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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.

Headline sponsor ad rates

(Per week)	1x	4x	8x
Maximum 8 per year	\$300	\$270	\$255

Headline sponsor ad specifications

Company logo as a .jpg or .png, URL link to desired landing page, and compelling text up to 140 characters that promotes a call to action.

Digital block 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, and URL link to desired landing page.

Distribution dates

Every Wednesday

Ad materials due

Friday prior to Wednesday drop

NEW in 2019 :: Charlotte & Asheville Microtargeting

In addition to our statewide weekly e-newsletter, we send special editions of "**In The Mix**" to our Charlotte and Asheville members. These two special editions include topics of interest specific to their locale.

Digital block ad rates

(Per week)	1x	4x	8x	24x	50x
Graphic design not included*	\$75	\$70	\$65	\$60	\$55

**\$125 additional charge for graphic design*

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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 block ad rates and ad specifications are the same as 'In the Mix' block ad rates.

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

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NCRLA 2019 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 sponsor a Board luncheon (*\$500 value*)

Advertising Benefits

"At Your Service"

NCRLA's quarterly hospitality industry print 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 ads in 6 editions (*\$1,140 value*)

Headline sponsorship ads in 2 editions (*\$600 value*)

NCRLA Website

www.ncrla.org

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

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, as appropriate

Additional 20% discount on all published advertising rates

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Magazine, e-newsletter and e-blasts

Access to NCRLA's logo

.jpg & .png files available

Events Benefits

Stars of the Industry Awards (February 18, Washington Duke Inn, Durham):

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

North Carolina ProStart Invitational (March 7 - 9, Johnson & Wales, Charlotte):

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

Charlotte Chapter Golf Classic (April 10, Ballantyne Golf Club, Charlotte):

Complimentary hole sponsorship and corporate partner signage *(\$1,300 value)*

Rally in Raleigh Legislative Day (May 1, NCRLA Corporate Offices, Raleigh):

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

NC Future of Hospitality Golf Classic (June 17, Prestonwood Country Club, Cary):

Complimentary hole sponsorship and corporate partner signage *(\$1,500 value)*

NC Chef Showdown (TBD):

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

NCRLA Regional Receptions and Seminars:

Corporate partner signage *(\$500 value)*

TOTAL VALUE: \$25,910

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NCRLA 2019 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 ads in four (4) editions (*\$760 value*)

Headline sponsorship ads in in two (2) editions (*\$600 value*)

NCRLA Website

www.ncrla.org

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

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, as appropriate

Additional 15% 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 18, Washington Duke Inn, Durham):

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

North Carolina ProStart Invitational (March 7 - 9, Johnson & Wales, Charlotte):

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

Charlotte Chapter Golf Classic (April 10, Ballantyne Golf Club, Charlotte):

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

Rally in Raleigh Legislative Day (May 1, NCRLA Corporate Offices, Raleigh):

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

NC Future of Hospitality Golf Classic (June 17, Prestonwood Country Club, Cary):

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

NC Chef Showdown (TBD):

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

NCRLA Regional Receptions and Seminars:

Corporate partner signage (*\$500 value*)

TOTAL VALUE: \$22,730

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NCRLA 2019 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*)

"In the Mix"

E-newsletter distributed weekly

Digital block ads in two (2) editions (*\$400 value*)

NCRLA Website

www.ncrla.org

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

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

10% 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 18, Washington Duke Inn, Durham):

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

North Carolina ProStart Invitational (March 7 - 9, Johnson & Wales, Charlotte):

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

Charlotte Chapter Golf Classic (April 10, Ballantyne Golf Club, Charlotte):

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

Rally in Raleigh Legislative Day (May 1, NCRLA Corporate Offices, Raleigh):

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

NC Future of Hospitality Golf Classic (June 17, Prestonwood Country Club, Cary):

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

NC Chef Showdown (TBD):

Two (2) event tickets and corporate partner signage (*\$1,500 value*)

NCRLA Regional Receptions and Seminars:

Corporate partner signage (*\$500 value*)

TOTAL VALUE: \$20,770

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