

# 2020 NCRLA MEDIA GUIDE

## ADVERTISING + 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 the most influential foodservice and lodging decision-makers in the state's hospitality industry.

Our advertising and sponsorship options are always evolving to meet the needs of our advertisers and members. We provide advertising opportunities in our print publications and digitally through our e-newsletters, website, and on our social media channels. Our sponsorship packages include event sponsorships, meeting sponsorships, speaking opportunities, email campaigns, video, and webinars. We are here to 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 members across North Carolina. The magazine covers topics of interest to the North Carolina hospitality industry.

### Editorial Calendar

Issue	Ad materials due
Spring	2/21/2020
Summer	5/22/2020
Fall	8/21/2020
Winter	12/4/2020

### 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



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All rates are member rates. For more information about non-member rates, or to reserve space, contact our Director of Marketing and Business Development, Mindy Wharton, [mwharton@ncrla.org](mailto:mwharton@ncrla.org), 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**

*An online resource for the North Carolina restaurant and lodging industry*

NCRLA's website, [NCRLA.ORG](http://NCRLA.ORG), is where our association members and industry professionals go to for the latest news, information, and resources regarding North Carolina's hospitality industry.

### **Online Buyer's Guide**

Our digital online [Buyer's Guide](#) is a resource for members to search recommended suppliers to the hospitality industry. NCRLA allied members receive a complimentary basic listing with an NCRLA member designation under their preferred category or categories. Allied members may upgrade their listing to display enhanced information about their business. Enhanced listing options include a Banner Ad, Featured Listing, Spotlight Listing, Priority Listing and Complete Listing.

If you choose to be a Corporate Sponsor, you will also be listed in the Corporate Sponsorship category. Corporate Sponsorships start at \$5,000 annually.

### **NCRLA Homepage**

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

### **Block ads**

Digital block ads are available on designated pages of our website. Block ads can be purchased in monthly increments for \$500 per month. Multiple page discounts may apply.

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# E-newsletters + Email Marketing

*Digital advertising combined with relevant news content*

Our weekly e-newsletter, **'In the Mix'**, is distributed weekly, on Wednesdays, in three editions; statewide, Charlotte and Asheville. This digital communication tool provides breaking news, trends, and customized content to target specific audiences: restaurants, lodging and vendors/purveyors.

**'View from Jones Street'** is our government affairs weekly e-update, sent NCRLA's members and 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.

## E-newsletter distribution dates

**'In the Mix':** Every Wednesday

**'View from Jones Street':** Every Friday during the legislative session

## Ad materials due

**'In the Mix':** Friday prior to Wednesday drop

**'View from Jones Street':** Wednesday prior to Friday drop

## Headline Sponsorship

*Exclusive top placement in our e-newsletters with a banner ad*

Rates priced per week	1x	4x	8x
Maximum 8 per year*	\$300	\$270	\$255
Individual region*	\$275	\$245	\$230

*\*\$125 additional charge for graphic design & \$50 additional charge if NCRLA hosts landing page*

## Headline sponsor ad specifications

Horizontal banner ad, 600 x 100 pixels, 150 dpi, .jpg or .png, with with URL link to desired landing page.



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## **Digital Block Ads**

*Eye-catching vertical block ad to promote your brand*

<b>Rates priced per week</b>	<b>1x</b>	<b>4x</b>	<b>8x</b>	<b>24x</b>	<b>50x</b>
Graphic design not included*	\$200	\$190	\$185	\$180	\$160
Individual region*	\$175	\$165	\$160	\$155	\$135

*\*\$125 additional charge for graphic design & \$50 additional charge if NCRLA hosts landing page*

## ***Digital block ad specifications***

File size for vertical block ads is 150 dpi, .jpg, or .png; 180 X 300 pixels, with URL link to desired landing page.

## **Sponsored Content**

**NEW!** Are you a subject matter expert? We offer several ways for you to share your expertise with our members. Reserve space in our Industry Insiders section or promote your news-worthy content as a featured Content Contributor.

<b>Rates priced per week</b>	<b>1x</b>	<b>4x</b>	<b>8x</b>
Industry Insights*	\$350	\$335	\$325
Content Contributor*	\$350	\$335	\$325

*\*\$50 additional charge if NCRLA hosts landing page*

## ***Industry Insiders specifications***

Submit your name, title, company name, subject matter title (8 words or less) and URL link. Headshot required, 250 x 250 pixels, 150 dpi.

### **Industry Insiders**



#### **Preparing Future Hospitality Leaders**

Melvin Rodrigue, CEO, Galatoire's Restaurants


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### ***Content Contributor specifications***

All content must be pitched to e-newsletter editor two weeks prior to publication. Article title must be 8 words or less, the body copy 40 words or less, and may include a URL link. Contributor must supply accompanying graphic, 600 x 400 pixels, 150 dpi.

**Featured Content** | Provided by NCRLA Sponsors



**Will It Take a Lawsuit to Fix Our Broken ABC System?**  
  
It may take a lawsuit to fix the arcane way North Carolina regulates, stores, distributes, manages, and sells liquor. It's way past time to privatize the monopolistic NC ABC system.  
  
[Read More](#)

### **Email Marketing**

E-blasts are reserved for members at the Corporate Sponsor level. Corporate sponsorships start at \$5,000 annually.

## **Event Sponsorships**

NCRLA hosts many events throughout the year. Each event has multiple sponsorship opportunities. Events include, but are not limited to:

- NCRLA Annual Meeting
- NCRLA Board Meetings
- NC Hospitality Education (NC HEF) Board of Trustee Meetings
- Chapter meetings
- Stars of the Industry Awards Gala + Trends Reception
- NCRLA Chef Showdown
- Golf tournaments
- NC HEF Scholarship Breakfast
- Political Action Committee (PAC) Events

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## Video + Webinars

### Video

NCRLA offers the opportunity for our allied members to sponsor highly-produced videos. NCRLA creates videos as needed to educate members about critical matters that affect their business and to promote our industry's influence and image. Videos are shared through social media, e-newsletters, e-mail communications, and are recorded and placed on our website and YouTube channel. Depending on the content, our videos may be presented at association meetings. As a sponsor, your logo will be prominently featured in the video and your company will be credited as the video sponsor.

***Video sponsorship: Varies, starting at \$3,500.***



### Webinars

Webinars have become an increasingly popular alternative in our industry to face-to-face meetings and are a great way to reach our entire membership base with just one presentation. Webinars are promoted via social media, our online event calendar, e-newsletters, and email communications. They are recorded and placed on our website for access at any time. We encourage sponsors to supply their own webinar content (must be approved by NCRLA) and utilize their own software.

***Webinar sponsorship: \$1,500***

## Social Media

NCRLA uses LinkedIn, Facebook, Instagram, and Twitter to connect with its members and the global hospitality community. Our channels are consistently gaining followers and are a fantastic way for our partners to engage with our online community. We strive for a subtle messaging approach. We will incorporate your branding through authentic content that will resonate with our followers.

***Sponsored Social Media Posts: \$250***

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## Corporate Sponsorships

NCRLA offers unique opportunities for businesses to reach their target audiences through Corporate Sponsorship. This opportunity has a tiered benefit structure that bundles opportunities to maximize your marketing investment.

As an NCRLA Corporate Sponsor, your company will gain valuable visibility in North Carolina's thriving hospitality industry. NCRLA staff are able to connect you with senior-level decision makers in our vast network of restaurant and lodging owners and operators. Your high-level commitment will ensure your business is top of mind when our members seek resources.



Corporate sponsorship starts at \$5,000 and runs for one calendar year (January through December). All levels include a one-year NCRLA membership. Contact Mindy Wharton, to create customize a package to meet your needs.



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# NCRLA 2020 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](http://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 business listing under the Corporate Sponsors category for one year in the online Buyer's Guide *(\$250 value)*

### **Social Media**

*Twitter, Facebook, LinkedIn & Instagram*

Mentions on NCRLA social media, as appropriate

#### **2020 NCRLA ADVERTISING & SPONSORSHIPS**

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Mindy Wharton, [mwharton@ncrla.org](mailto:mwharton@ncrla.org), 919-277-8585.

**Additional 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 & Reception (February 3, Marriott Raleigh City Center, Raleigh):**

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

**North Carolina ProStart Invitational (February 20-22, Johnson & Wales University, Charlotte):**

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

**NC Future of Hospitality Golf Classic (April 20, North Ridge Country Club, Raleigh):**

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

**Charlotte Chapter Golf Classic (May 13, Ballantyne Golf Club, Charlotte):**

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

**Rally in Raleigh Legislative Day (June 3, NCRLA Corporate Offices, Raleigh):**

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

**NCRLA Chef Showdown (August 10, Bay 7, Durham):**

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

**NCRLA Regional Receptions and Seminars:**

Corporate partner signage *(\$500 value)*

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# NCRLA 2020 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 two (2) editions (*\$600 value*)

### **NCRLA Website**

[www.ncrla.org](http://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 business listing under the Corporate Sponsors category for one year in the online Buyer's Guide (*\$250 value*)

### **Social Media**

*Twitter, Facebook, LinkedIn & Instagram*

Mentions on NCRLA social media, as appropriate

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## **Additional 15% 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 & Reception (February 3, Marriott Raleigh City Center, Raleigh):**

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

### **North Carolina ProStart Invitational (February 20-22, Johnson & Wales University, Charlotte):**

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

### **NC Future of Hospitality Golf Classic (April 20, North Ridge Country Club, Raleigh):**

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

### **Charlotte Chapter Golf Classic (May 13, Ballantyne Golf Club, Charlotte):**

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

### **Rally in Raleigh Legislative Day (June 3, NCRLA Corporate Offices, Raleigh):**

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

### **NCRLA Chef Showdown (August 10, Bay 7, Durham):**

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

### **NCRLA Regional Receptions and Seminars:**

Corporate partner signage *(\$500 value)*

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# NCRLA 2020 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*)

Half-page ad in one edition (*\$800 value*)

### **"In the Mix"**

*E-newsletter distributed weekly*

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

### **NCRLA Website**

[www.ncrla.org](http://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 business listing under the Corporate Sponsors category for one year in the online Buyer's Guide (*\$250 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 & Reception (February 3, Marriott Raleigh City Center, Raleigh):**

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

### **North Carolina ProStart Invitational (February 20-22, Johnson & Wales University, Charlotte):**

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

### **NC Future of Hospitality Golf Classic (April 20, North Ridge Country Club, Raleigh):**

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

### **Charlotte Chapter Golf Classic (May 13, Ballantyne Golf Club, Charlotte):**

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

### **Rally in Raleigh Legislative Day (June 3, NCRLA Corporate Offices, Raleigh):**

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

### **NCRLA Chef Showdown (August 10, Bay 7, Durham):**

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

### **NCRLA Regional Receptions and Seminars:**

Corporate partner signage (*\$500 value*)

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