



ADVERTISING OPPORTUNITIES

LOOKING TO PROMOTE YOUR BRAND OR EVENT AND FIND NEW CUSTOMERS?

The CRA can put your brand in front of more than 20,000 decision-makers in California foodservice. Don't forget: Your CRA membership includes complimentary ad spots, so make sure to claim your opportunity and see an ROI.

3 WAYS TO ADVERTISE WITH US

View the following pages for more details on each of the CRA advertising opportunities.

- 1** THE SOURCE ▶
- 2** MARKETING IN A MINUTE ▶
- 3** THE CRA WEBSITE ▶

1 THE SOURCE E-NEWSLETTER

Our most widely distributed publication goes out weekly to more than 18,000 members and non-members, with an average open rate of 16.5% and an average ad click-through rate of 3%.

A. BANNER AD

NON-MEMBER \$600 / MEMBER \$300

This can be either all text (up to 100 words) or image with text (up to 70 words). There are two spots available for sale each week. The ad includes a link to the advertiser's website or social media.

- **IMAGE SIZE**:** Submit artwork at 500px wide X 400px tall (final run size 250px X 200px, (see note regarding file dimension))
- **HEADLINE COPY:** 15 words MAX
- **MAIN COPY:** 60-100 words

B. SPONSORED POST

NON-MEMBER \$600 / MEMBER \$300

This is not an ad spot, but an opportunity to share your expertise with CRA members on a subject that would be useful and informative for them. Should be 250 to 700 words, delivered in a Word or Google doc, which CRA staff will help polish and edit. Can include a photo and link to sponsor's website or blog.

- **HEADLINE COPY:** 15 words MAX
- **MAIN COPY:** 250-700 words

C. SQUARE AD

NON-MEMBER \$500 / MEMBER \$250

This is an image promoting a brand or event, with a single sentence tagline below. There are two spots available for sale each week. Should include a link to advertiser's website or event page.

- **IMAGE SIZE**:** Submit artwork at 400px wide X 360px tall (final run size 200px wide X 180px tall, (see note regarding file dimension))
- **MAIN COPY:** 15 words MAX

GUIDELINES

SUBMISSION DEADLINE

All ad or sponsored post materials should be submitted the Friday before the scheduled run date for the content (always a Tuesday).

ARTWORK + FILE SPECS

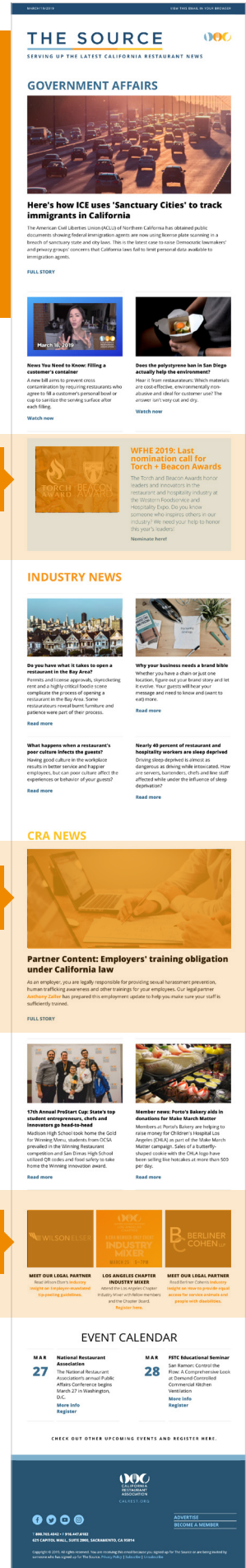
[Click here](#) to see file specifications.

EXAMPLES

[Click here](#) to see examples of past issues.

QUESTIONS?

Contact our ad manager with questions or for available dates.



2 MARKETING IN A MINUTE E-NEWSLETTER

Our members-only e-newsletter goes to 4,500 independent restaurants and small chains. It provides low-cost promotion and marketing ideas. If you're a CRA allied member who specializes in any restaurant promotion service, ask about being included.

Average open rate=24%; average ad click-through rate=4.6%.

A. ALLIED MEMBER AD

MEMBER: \$300

This should include a logo, short tagline promoting a service or event, and a link to the advertiser's website or event page. There are two spots available for sale each month.

- **LOGO SIZE**:** Submit artwork at 400px wide X 360px tall (final run size 200px wide X 180px tall, (see note regarding file dimension))
- **MAIN COPY:** 30 words max

GUIDELINES

SUBMISSION DEADLINE

All ad materials should be submitted by the 10th day of the month in which the ad will run. The newsletter goes out around the 15th of the month.

ARTWORK + FILE SPECS

[Click here](#) to see file specifications.

EXAMPLES

[Click here](#) to see past examples of Marketing in a Minute.

QUESTIONS?

Contact our ad manager with questions or for available dates.

MARKETING IN A MINUTE
Quick tips and fresh takes to market your restaurant

1. Plan in Advance
Restaurants have the advantage of being community-based by nature. That means you can commit to an ongoing calendar of community events rather than one here and there. Doing so shows that you prioritize giving back, and also provides people more chances to plan ahead and participate themselves.

2. Give Meaning
When you make ethos-driven updates to your restaurant, such as removing plastic straws from your supply chain or donating food at the end of each day, take the opportunity to tell your customer why. Even if it seems like a small announcement, connect the cause to your brand and make it big.

3. Place It on the Table
Your guests are essentially a captive audience. You don't want to clutter or overdo it with promotional content, but you can certainly share what you're doing out in the world on a table tent or other small promotional items. Remember to keep the design on-brand and the information concise.

4. Spread the Word
Doing good is good; communicating the good you're doing is great. Use your website, email marketing and social media channels to continually showcase your community initiatives. Don't worry; people expect you to do a little humble bragging. As long as you're genuine and thoughtful, they will applaud your efforts and love your restaurant all the more.

Looking for further marketing guidance?
Consider contacting the CRA allied members listed below!

Raindrop SAN DIEGO, CA
We help brands build meaningful, track-able, real growth and impact.

Dinova
Dinova revolutionizes your email marketing skills as an independent restaurant, but having trouble with the program? Dinova has the answer! Join our email marketing experts for your customer needs and efficiency. Join us February 12 at 10am ET/9am PT.

The Power of (Your) Data
Marketing leads help restaurants use their data to make better informed business decisions. If you need help analyzing data and determining maximum wage increases, check out our new content! It's a data-driven, fresh, better use of data you already own.

Get Digital Mail, Better Data
BranchedOut, Crisp
Innovative, All-in-one Mail Solution
Takes Mail to a whole new level.
Contact Us Today! [Request Demo](#) [Sign Up](#) [Learn More](#)

Facebook Twitter LinkedIn

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3 THE CRA WEBSITE

Our main website sees an average duration session of 1.5 minutes. All of CRA's eblasts, newsletters and digital ads drive traffic to the site.

A. TEXT BANNER AD

NON-MEMBER \$600 / MEMBER \$300

Text ads can be placed on one of the top-five pages for traffic, as determined at the beginning of the month the ad will run. Should include a link to advertiser's website or partner page on calrest.org.

- **COPY:** 60-70 words

B. HOME PAGE CAROUSEL LOGO

NON-MEMBER \$700 / MEMBER \$350

This is a logo only, to run as part of a carousel of advertisers on the home page. Should include a link to advertiser's website or partner page on calrest.org. Can include a photo and link to sponsor's website or blog.

- **IMAGE SIZE**:** Submit artwork at 200px max width X 200px max height (final run size 100px max width X 100px max height, [see note regarding file dimension](#))



A.

B.

GUIDELINES

SUBMISSION DEADLINE

Ads run for one month and materials should be submitted at the beginning of the month desired.

ARTWORK + FILE SPECS

[Click here](#) to see file specifications.

EXAMPLES

[Click here](#) to see our site.

QUESTIONS?

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FILE GUIDELINES

ARTWORK SPECIFICATIONS

SAVE FILE AS: .jpeg or .png format with rgb colors at 72 dpi resolution

MAX FILE SIZE: 500kb

****FILE DIMENSIONS:** To accommodate for high resolution monitors, images should be saved at double the size of the final ad run format. (See each placement description for final run sizes).

SUBMITTING FILES

SENDING FINAL FILES:

Email all ad files saved at the required specifications to **advertising@calrest.org**. Please be sure to send files before the deadline pertaining to your chosen advertising option. (See placement descriptions for specific deadlines).

SUBMISSION PROCESS:

After sending the ad files, you will be notified upon successful receipt and provided a draft to review before publication.

JOIN US!

With advertising and sponsorship opportunities as diverse as our membership, the CRA has the perfect way for you to reach your target audience with just the right message.

For more information about teaming with the CRA, call 800.765.4842 or email us at advertising@calrest.org.