

MEDIA KIT

PRINT ADVERTISING

BUYERS' GUIDE

This annual directory is mailed to 2,000 members of the Restaurant Association of Maryland, and lists local companies that provide products and services to foodservice operators.

Ads are full color. Finished document size: 5.75"(width) X 8.5"(height)

| Ad Space | Price | Quantity Available | Dimensions |
|----------------------|---------|---------------------|-------------------------------------------------------|
| Double-Page Spread | \$2,750 | Unlimited | 12"(width) X 9"(height) (includes 0.25" full bleed) |
| Outside Back Cover | \$2,400 | 1 | 6.25"(width) X 9"(height) (includes 0.25" full bleed) |
| Inside Front Cover | \$2,200 | 1 | 6.25"(width) X 9"(height) (includes 0.25" full bleed) |
| Inside Back Cover | \$2,200 | 1 | 6.25"(width) X 9"(height) (includes 0.25" full bleed) |
| Full Page | \$1,850 | Unlimited | 6.25"(width) X 9"(height) (includes 0.25" full bleed) |
| Half Page | \$1,200 | Unlimited | 5"(width) X 3.656"(height) (no bleed) |
| Quarter Page | \$650 | Unlimited | 2.375"(width) X 3.656"(height) (no bleed) |
| Eighth Page | \$300 | Unlimited | 2.375"(width) X 1.703"(height) (no bleed) |
| Listing Logo Upgrade | \$150 | Up to 4 per company | 1.5"(width) - (height varies with logo shape) |

Submission Instructions:

Files must be submitted in high-resolution PDF or EPS formats based on the deadline given to the advertiser. Email files to ads@marylandrestaurants.com. Incomplete or inaccurate ads will be returned to the sender for editing.

EXPO SHOW GUIDE

This event program is available to 10,000 hospitality professionals who attend the Mid-Atlantic Food, Beverage & Lodging Expo.

Ads are full color. Finished document size: 5.75"(width) X 8.5"(height)

| Ad Space | Price | Quantity Available | Dimensions |
|----------------------|---------|---------------------|-------------------------------------------------------|
| Double-Page Spread | \$2,100 | Unlimited | 12"(width) X 9"(height) (includes 0.25" full bleed) |
| Outside Back Cover | \$1,900 | 1 | 6.25"(width) X 9"(height) (includes 0.25" full bleed) |
| Inside Front Cover | \$1,500 | 1 | 6.25"(width) X 9"(height) (includes 0.25" full bleed) |
| Inside Back Cover | \$1,500 | 1 | 6.25"(width) X 9"(height) (includes 0.25" full bleed) |
| Full Page | \$1,000 | Unlimited | 6.25"(width) X 9"(height) (includes 0.25" full bleed) |
| Half Page | \$650 | Unlimited | 5"(width) X 3.656"(height) (no bleed) |
| Quarter Page | \$350 | Unlimited | 2.375"(width) X 3.656"(height) (no bleed) |
| Eighth Page | \$200 | Unlimited | 2.375"(width) X 1.703"(height) (no bleed) |
| Listing Logo Upgrade | \$100 | Up to 4 per company | 1.5"(width) - (height varies with logo shape) |

Submission Instructions:

Files must be submitted in high-resolution PDF format based on the deadline given to the advertiser. Email files to ads@marylandrestaurants.com. Incomplete or inaccurate ads will be returned to the sender for editing.

PACKAGE DISCOUNTS

- ❶ \$50 Off – when you purchase an eighth page and/or quarter page ad in the Buyers' Guide & Show Guide
- ❷ 10% Off - when you purchase a half page or larger ad in the Buyers' Guide & Show Guide
- ❸ 20% Off - when you purchase a full page, double spread or cover space in the Buyers' Guide & Show Guide

MEDIA KIT

DIGITAL ADVERTISING

MEMBER NEWSLETTER

Ad rates are per ad. Newsletters are emailed biweekly to 1,500 RAM members.

| Ad Space | Price | Quantity Available | Dimensions |
|-----------------|-------|--------------------|------------------------------|
| Left Skyscraper | \$300 | 1 per newsletter | 180px(width) X 600px(height) |
| Bottom Banner | \$150 | 2 per newsletter | 400px(width) X 150px(height) |
| Left Showcase | \$100 | 2 per newsletter | 180px(width) X 180px(height) |

Submission Instructions:

Files must be submitted in JPEG or GIF formats, not to exceed a max file size limit of 90KB. No flash accepted. URL must be submitted to hyperlink the image. Incomplete or inaccurate ads will be returned to the sender for editing.

WEBSITE

Ad rates are monthly. Event listings appear on the “Upcoming Events” web page.

| Ad Space | Price | Quantity Available | Dimensions |
|-----------------|-------|--------------------|------------------------------|
| Event Listing | \$200 | Unlimited | Text Listing |
| Homepage Banner | \$500 | 1 per month | 949px(width) X 144px(height) |

Submission Instructions:

Files must be submitted in JPEG or GIF formats. No flash accepted. URL must be submitted to hyperlink the image. Incomplete or inaccurate ads will be returned to the sender for editing. Event listings have a 100 word limit.

DESIGN SERVICES - \$250

Custom newsletter and website ads may be requested of the Restaurant Association of Maryland Graphic Design department. This service is NOT available for print advertising. One revision is included.

PACKAGE DISCOUNTS

- 1 10% Off – when you purchase at least 6 digital ads in the newsletter and/or website
- 2 20% Off – when you purchase at least 6 digital ads in the newsletter and/or website & any half page or larger print ad in the Buyers’ Guide and/or Show Guide

MEDIA KIT

SUBMISSION FORM

CONTACT INFO

| | | | | | | | |
|----------|--|--|--------|----------|--|------|--|
| Name: | | | | Company: | | | |
| Address: | | | | | | | |
| City: | | | State: | | | Zip: | |
| Email: | | | | Phone: | | | |

PAYMENT

| | | | | | | | |
|----------------------------|-------------|---------|-----------|-----------|--|-------------------|--|
| Ad Space Selection(s): | | | | | | | |
| Total Amount Due: | | | | Discount: | | | |
| Payment Type (circle one): | Credit Card | Invoice | | Check | | | |
| Card Number: | | | | | | | |
| Expiration: | | | CVV Code: | | | Billing Zip Code: | |
| Signature: | | | | Date: | | | |

RETURN TO RAM

Restaurant Association of Maryland
6301 Hillside Ct. - Columbia, MD 21046

Phone: 410-290-6800

Fax: 410-290-6882

Email: ads@marylandrestaurants.com

Visit: www.marylandrestaurants.com