



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.

2 WAYS TO ADVERTISE

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

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 is an image with text (up to 40 words). There are three spots available for sale each week. The ad includes a single link to the advertiser's website, social media, form, or event page.

- **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:** 40 words

B. MEMBER SPOTLIGHT

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 website or blog.

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

B. SQUARE AD

NON-MEMBER \$500 / MEMBER \$250

This is an image promoting a brand or event, with a single sentence tagline below. There are three spots available for sale each week. The ad includes a single link to the advertiser's website, social media, form, 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))
- **HEADLINE COPY:** 5 words MAX
- **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

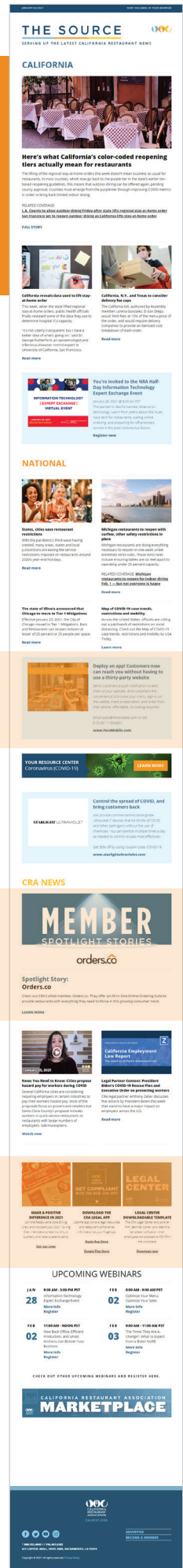
[Click here](#) to see file specifications.

EXAMPLES

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

QUESTIONS?

Contact our ad manager with questions or for available dates.



2 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. HOME PAGE COMPANY LOGO BANNER

ALLIED MEMBER BENEFIT (ENHANCED +)

This is a logo only, to run as part of a carousel of new allied members on the home page. Should include a link to allied member's website or partner page on calrest.org. Will run one month post join.

• **IMAGE SIZE**:** Submit artwork at high resolution (final run size 400px max width X 400px max height, please submit as an .eps, .png or .jpg

A.



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?

Contact our ad manager with questions or for available dates.

FILE GUIDELINES

ARTWORK SPECIFICATIONS

SAVE FILE AS: .jpg 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.

All ad sales are final. Schedules may be altered as available, but payments cannot be refunded.

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**.