

ADVERTISING OPPORTUNITIES

CALREST.ORG (15% MEMBER DISCOUNT)

The CRA's website was designed with both CRA members and the industry in mind. This one-stop shop provides 24/7 access to all of the resources and information the CRA has to offer including news and information, resources for legal help and training, an online store, useful links and a member login area. Don't miss out on the chance to reach your audience through banner ads, a listing in our online Buyer's Guide and other web advertising opportunities.

AVERAGE MONTHLY VISITORS: 25,000+

PAGEVIEWS: 42,000+

Demographics

- Restaurant operators (including owners, managers, chefs and CEOs)
- Franchisees
- Independent and multi-unit chain operators
- Vendors and product suppliers

Audience expenditure statistics

OPERATORS BY SALES: LARGE + SMALL CHAINS

\$1-\$39.9 million: 41%
\$40-\$79.9 million: 17%
\$80-\$199 million: 14%
\$200-\$399 million: 17%
\$400-\$499 million: 7%

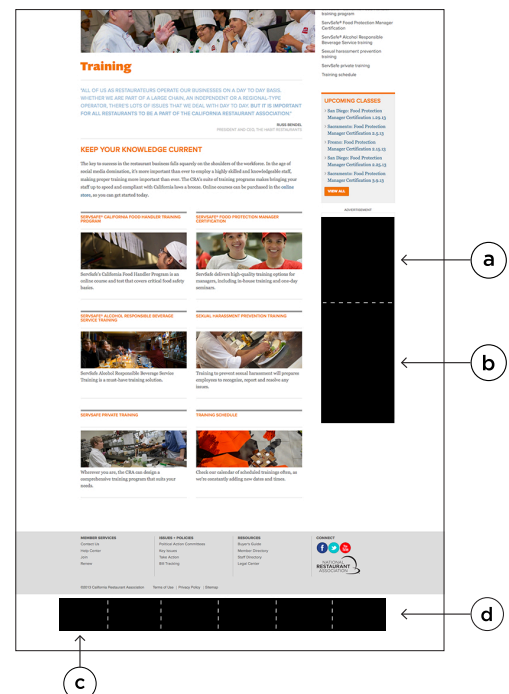
OPERATORS BY SALES: INDEPENDENT

\$1-\$749,000: 6%
\$750,000-\$2.9 million: 25%
\$3-\$6.9 million: 8%
\$7-\$12.9 million: 2%
\$13-\$18 million: 3%

Website Ad specs

- Skyscraper:** 160 x 240 pixels
Non-member: \$500/mo • Member: \$425/mo
- Vertical banner:** 160 x 600 pixels
Non-member: \$400/mo • Member: \$340/mo
- Button banner:** 20 x 90 pixels
Non-member: \$250/mo • Member: \$212/mo
- Full footer:** 728 x 90 pixels
Non-member: \$650/mo • Member: \$552/mo

File type: jpeg, png or gif
File size: 15k, 72 dpi

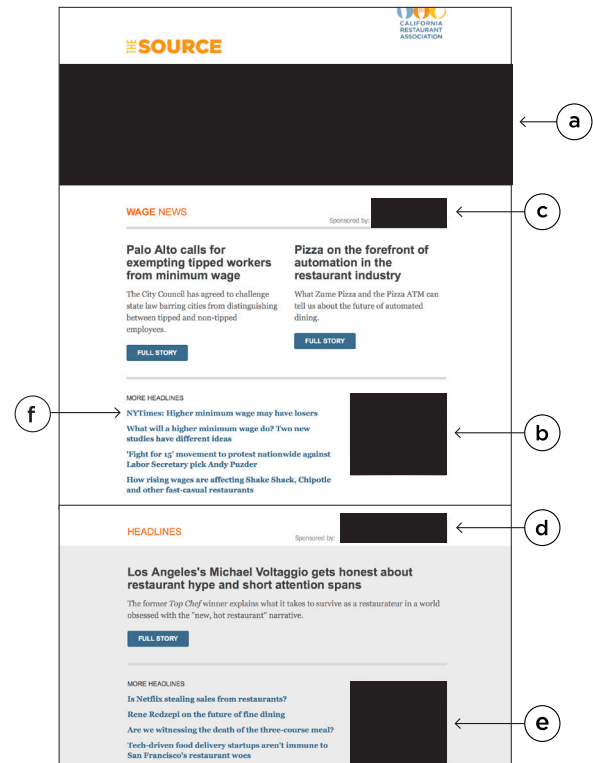


The CRA's most widely-distributed publication, *The Source*, is sent to our extensive email database of approximately 23,000 subscribers from the restaurant industry on a weekly basis.

The Source Ad rates

- a. **Headline text banner:** (60-70 words)
Non-member: \$500 / Member: \$425
- b. **Headline square:**
Non-member: \$400 / Member: \$340
- c. **Headline sponsor:**
Non-member: \$250 / Member: \$212
- d. **Non-headline square:**
Non-member: \$350 / Member: \$297
- e. **Non-headline sponsor:**
Non-member: \$150 / Member: \$127
- f. **Sponsor story:**
Non-member: \$500 / Member: \$425

File type: jpeg, png or gif
Square banner: 180x50 pixels
Logo sponsor: 200x40 pixels



The Source Ad distribution schedule for 2017*

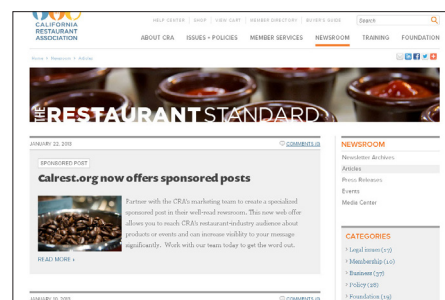
January 5, 12, 19, + 26	May 4, 11, 18, + 25	September 7, 14, 21, + 28
February 2, 9, 16, + 23	June 1, 8, 15, 22, + 29	October 5, 12, 19, + 26
March 2, 9, 16, 23 + 30	July 6, 13, 20, + 27	November 2, 9, 16, + 30
April 6, 13, 20, + 27	Aug. 3, 10, 17, 24, + 31	December 7, 14, + 28

***Creative assets must be submitted one week in advance of run date.**

Sponsored posts

The sponsored post is featured in the Newsroom alongside the site's most recent stories. Upon submission of draft copy of 250 to 700 words and other elements, the CRA's editing staff will infuse your brand message with our tone. The post also will be incorporated into The Source and our social media channels.

Non-member: \$500 / Member: \$425



Submit all content to advertising@calrest.org. We are unable to accept PDFs for advertisement. For more information, email us or call 1.800.765.4842