



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 ▶

2 THE CRA WEBSITE ▶

1 THE SOURCE E-NEWSLETTER

This publication goes out weekly to more than 13,000 members and non-members, with an average open rate of 13.47% and an average ad click-through rate of 27%.

A. BANNER AD

NON-MEMBER \$600 / MEMBER \$300

This is an image with text (up to 40 words). 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 wide X 200px tall)
- **HEADLINE COPY:** 2 lines MAX (10 words MAX)
- **MAIN COPY:** 40 words

B. GRAPHIC BANNER

NON-MEMBER \$300 / MEMBER \$150

This is an image only ad. The ad includes a single link to the advertiser's website, social media, form, or event page.

- **IMAGE SIZE:** Submit artwork at 1,280px wide X 280px tall
(final run size 600px wide X 130px tall)

C. SQUARE AD

NON-MEMBER \$500 / MEMBER \$250

This is an image promoting a brand or event, with a single sentence tagline below. 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)
- **HEADLINE COPY:** 5 words MAX
- **MAIN COPY:** 1 sentence (15 words MAX)

D. TEXT AD

NON-MEMBER \$300 / MEMBER \$150

This is a text-only ad spot. It's great for sharing educational resources such as white papers, blog posts, one-pagers, and more.

- **HEADLINE COPY:** 10 words MAX
- **MAIN COPY:** 45 words

E. MEMBER SPOTLIGHT

MEMBER \$300

Enhance your visibility by sharing your expertise in a 250-700 word article. Choose a relevant topic, complete our questionnaire, and submit it. Then, we'll help polish and edit your piece. Provide real value and position yourself as a thought leader in the industry.

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



An Evening Under the Stars at the Del Mar Racetrack!
SEPT 14 • 6:00 PM


You are invited to join fellow industry leaders at The Grateful Table dinner, a magical evening dedicated to supporting our food families. Together, we will raise a glass and raise funds for the Restaurants Care relief fund.

[LEARN MORE](#)



REPLACING JUST ONE RESTAURANT EMPLOYEE COSTS \$5,864. GET THE GUIDE

Let us help you boost employee retention.



Did you know your employees' tips can get you money back?
Tip Tax Credit by Adesso lets employers get FICA tax credits for tips your employees earn.
[LEARN MORE](#)

Providing savings to CRA members.
EMPLOYERS, Paychex, and the CRA have teamed up to integrate your workers' compensation policy with your payroll.
[FIND OUT MORE](#)


Know a food service worker in need?
Restaurants Care can help. Relief grants are up to \$2,500 and paid directly to the worker in need. Apply online in English or Spanish.
[LEARN MORE](#)

MARKETPLACE PARTNER RESOURCE:
Tips for securing payment devices & reporting their loss

As the weather warms, foot traffic picks up making storefronts more vulnerable to theft—including point-of-sale terminals. CRA Marketplace partner U.S. Bank | Elavon reviews some tips to help minimize the risk of theft.
[READ NOW](#)

CRF RESOURCE:
Get to know the CRA's Foundation!

Ever wonder what our Foundation does? We put together a quick guide with clear language, stats, stories, and ways to get involved. Our nonprofit programs are all about investing in and uplifting the people at the heart of foodservice.
[DOWNLOAD GUIDE](#)



MEMBER SPOTLIGHT STORIES

CRMBBC
CRA MEMBER SPOTLIGHT
CRMBBC Q&A from the CRA — a short read

This short Q&A showcases how CRMBBC focuses on restaurants' unique challenges and needs to help mitigate risks, reduce expenses, and ultimately support the bottom line.
[LEARN MORE](#)

GUIDELINES

SUBMISSION DEADLINE

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

EXAMPLES + ARTWORK + FILE SPECS

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

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 width X 400px height) please submit as an .eps, .png or .jpg*



A.

GUIDELINES

SUBMISSION DEADLINE

Logos should be submitted on the Friday before the scheduled run date of the home page carousel.

EXAMPLES + ARTWORK + FILE SPECS

[Click here](#) to view the CRA home page.
[Click here](#) to see file specifications.

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.