


ADVERTISING OPPORTUNITIES

The CRA's most widely-distributed publication, *The Source*, is sent to our extensive email database of approximately 20,000 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. **Sponsored post:**
Non-member: \$500 / Member: \$425

The sponsored post is featured in *The Source* and on social media. 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.



Sponsored Content:
Are you hiring? RestaurantJobs is here with the assist

Hiring is hard—and hiring in restaurants presents an even trickier set of challenges. Turnover rates are typically sky-high, competition is fierce (especially in periods of low unemployment) and the responsibility for hiring often falls on the shoulders of managers and operators who are juggling a thousand other things, rather than dedicated recruiters or talent acquisition pros.

[LEARN MORE](#)



File type: jpeg, png or gif
 Square banner: 180x150 pixels
 Logo sponsor: 200x40 pixels

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

The Source Ad distribution schedule for 2018*

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

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