

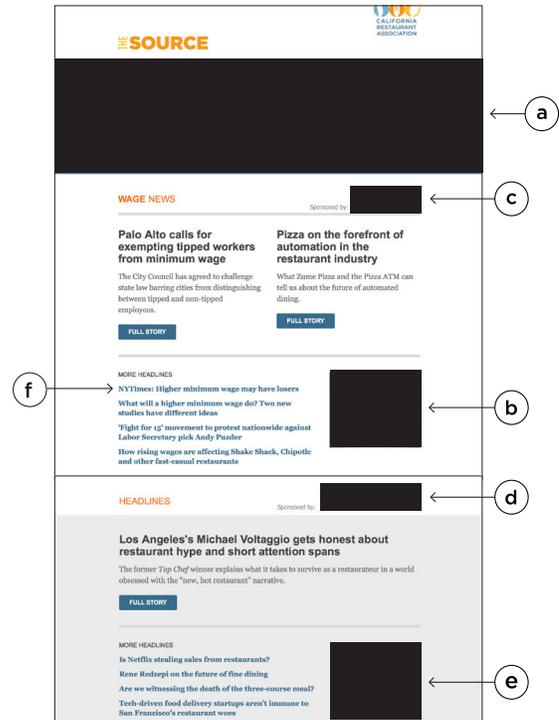
ADVERTISING OPPORTUNITIES

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: 180x150 pixels
Logo sponsor: 200x40 pixels



The Source Ad distribution schedule for 2017*

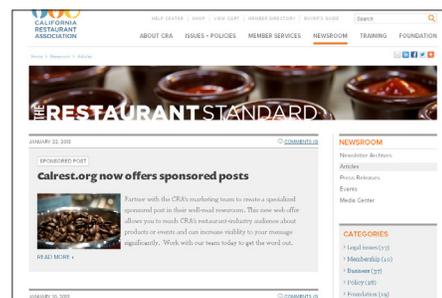
January 5, 12, 19, + 26	May 4, 11, 18, + 25	September 7, 14, 21, + 28
February 2, 9, 16, + 23	June 1, 8, 15, 22, + 29	October 5, 12, 19, + 26
March 2, 9, 16, 23 + 30	July 6, 13, 20, + 27	November 2, 9, 16, + 30
April 6, 13, 20, + 27	Aug. 3, 10, 17, 24, + 31	December 7, 14, + 28

***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