

Buyer's Guide + Enhanced Listings

MORE EXPOSURE FOR YOUR BUSINESS

As a **California Restaurant Association (CRA)** Allied Member, you have the distinct opportunity to target customers looking for your specific services within the CRA Buyer's Guide. Our enhanced listings will allow you to gain even greater exposure, setting your business apart from the competition by providing a richer experience for restaurant owners.

These enhanced listing services are in addition to the already great CRA Allied Member benefits that include:

- Listing within the Buyer's Guide – a directory that lists our Allied Members and the services/products they provide.
- Networking and sponsorship opportunities: By sponsoring regional events and educational seminars, Allied Members are able to engage restaurants and demonstrate the right leadership within the food service industry.
- Complimentary admission to the Western Foodservice + Hospitality Expo*. Additional marketing at the show is available, including the opportunity to purchase a booth space, participate in educational seminars or sponsor various events or marketing pieces.

SILVER BUYER'S GUIDE + ENHANCED LISTING

Included

Base level includes the following with regular cost of membership:

- Company main contact: first and last name
- Company name and address, plus email and phone number listings (ability to include three phone numbers of your choosing)
- Link to company website
- Ability to view company location via Google Maps
- CRA member since recognition
- Social media links
- Ability to create coupons
- Up to 3 category listings

GOLD BUYER'S GUIDE + ENHANCED LISTING

\$500/year

Gold level includes all items offered in Silver listing, plus:

- Secondary placement within Buyer's Guide**
- Photo gallery
- Company logo
- 'Contact us' email form

PLATINUM BUYER'S GUIDE + ENHANCED LISTING

\$750/year

Platinum level includes all items offered in Gold & Silver listings, plus:

- Video gallery
- Top placement within Buyer's Guide**
- One complimentary Headline Sponsorship ad in The Source

À LA CARTE ADD-ON FEATURE

\$400 member/month

\$500 non-member/month

- Featured Allied Member skyscraper ad (160x600 pixels) on calrest.org calendar page (ad will also be displayed on all calendar pages)
- Additional categories to your listing

\$35 each

For more information, contact the CRA team at 800.765.4842 or membership@calrest.org.

*One free complimentary admission to the Western Foodservice & Hospitality Expo for every \$100 in membership dues.

**Buyer's Guide listing placement rotates based on level purchased.

ADVERTORIAL Submission does not guarantee placement in The Restaurant Standard portal, The Source or any other CRA publication, and content is subject to The CRA's approval. Upon submission, the CRA Communications department will review relevance of article. The CRA and CRA partner organizations do not prohibit or prevent any companies to obtain or place paid advertising in The CRA's publications whether such advertising be in print, electronic or other form. The CRA retains the right, in its sole discretion, to decline advertising relationships with any company that promotes goods or services that are inappropriate, inconsistent or that would reflect negatively upon the association, partnered organizations or other businesses.