



ORLA MEDIA KIT

Advertising & Sponsorship Opportunities

ORLA is committed to creating and delivering the best industry-specific content for foodservice and lodging members to engage in everyday.



ORLA IS YOUR PARTNER FOR SUCCESS.

Let us help grow your business with opportunities that effectively target your desired audience and gain greater exposure.

Oregon Restaurant & Lodging Association's (ORLA) advertising and sponsorship opportunities place your brand in front of 10,200+ foodservice establishments, 1,500+ lodging properties, an employment base of 179,059, a vast network of suppliers, purveyors, educators and those with interest in the foodservice and lodging industry.

ORLA provides a diverse array of advertising and sponsorship mediums from digital advertising, print, e-newsletters, to event on-site signage and collateral. Our dedicated business development team can assist you in reaching your target audience through a strategic multi-channel approach.

PRINTED PUBLICATION

- ▶ Oregon Restaurant & Lodging Association Magazine

New name, new look, and greater reach! This new publication delivers the best industry-specific content for Oregon's foodservice and lodging industry. Visit OregonRLA.org for information on submissions.

ONLINE & DIGITAL ADVERTISEMENT

- ▶ OregonRLA.org
- ▶ E-Newsletters and Sponsored Emails
- ▶ Boiled Down Podcast
- ▶ Video

SPONSORSHIP OPPORTUNITIES

- ▶ Taste Oregon Legislative Reception
- ▶ ORLAEF's ProStart Invitational
- ▶ Northwest Food Show
- ▶ One Big Night Dinner & Auction
- ▶ ORLA Open Golf Tournament
- ▶ Convention & Industry Awards
- ▶ Chairman's Getaway

Note: All information within this document is subject to change.

Oregon Restaurant & Lodging Association Magazine



ORLA's new quarterly magazine was born from a combination of the association's two highly-regarded, long-running publications, the *Main Ingredient* and *Lodging News*. Branded under one industry of hospitality, the new publication will cover the most relevant, industry-specific topics of importance to both restaurant and lodging operators.

From trending industry topics, to legislative and regulatory issues that impact the foodservice and lodging industry, ORLA's magazine provides content our readers want.

CIRCULATION: 10,000+ Reach 30,000+

READERSHIP DEMOGRAPHIC:

- ▶ Foodservice: bar/tavern, family casual, fast casual, quick service, fine dining, and other foodservice
- ▶ Lodging: bed & breakfast, hotel-motel, resort, RV park, vacation rental
- ▶ Purveyors to the industry

UNMATCHED TARGETED REACH:

Every restaurant and lodging facility in Oregon, including:

- ▶ 7,300+ establishments serving alcohol
- ▶ 2,200+ restaurants with lottery products
- ▶ Businesses responsible for more than \$13.8 billion in annual food and beverage sales

UPCOMING EDITORIAL FOCUS:

WINTER 2018-19 (Ad Close 11.09.18)

- ▶ **Responsible and Sustainable**

SPRING 2019 (Ad Close 02.05.19)

- ▶ **All Things Alcohol**

SUMMER 2019 (Ad Close 05.06.19)

- ▶ **Trends**
- ▶ **Special Section: Buyer's Guide**

AUTUMN 2019 (Ad Close 08.05.19)

- ▶ **Prepare, Survive and Thrive**

AD SPECIFICATIONS:

FULL PAGE	7.5"x10"
FULL PAGE BLEED	8.75"x11.25"
1/2 PAGE HORIZONTAL	7.5"x 4.75"
1/2 PAGE VERTICAL	3.5"x10"
1/3 PAGE HORIZONTAL	7.5" x 3.0625"
1/3 PAGE VERTICAL	2.33"x10"
1/4 PAGE	3.5"x4.75"

High resolution, print optimized PDFs are preferred. Line artwork should be 1200 dpi. Color and grayscale photos should be 300 dpi.

FULL PAGE PREMIUM PLACEMENT:

*Spreads and back cover must be full page bleed

	1x	2x	3x	4x
	MEMBER / NON-MEMBER	MEMBER / NON-MEMBER	MEMBER / NON-MEMBER	MEMBER / NON-MEMBER
CENTER SPREAD*	\$4,460 / \$5,352	\$4,237 / \$5,084	\$4,025 / \$4,830	\$3,824 / \$4,589
INSIDE SPREAD*	\$4,015 / \$4,818	\$3,814 / \$4,577	\$3,624 / \$4,348	\$3,442 / \$4,131
OUTSIDE BACK COVER*	\$2,365 / \$2,838	\$2,247 / \$2,696	\$2,134 / \$2,561	\$2,028 / \$2,433
INSIDE FRONT COVER	\$2,230 / \$2,676	\$2,119 / \$2,309	\$2,013 / \$2,415	\$1,912 / \$2,294
FIRST INSIDE RIGHT	\$2,140 / \$2,568	\$2,033 / \$2,309	\$1,931 / \$2,318	\$1,835 / \$2,202
INSIDE BACK COVER	\$2,025 / \$2,430	\$1,924 / \$2,309	\$1,828 / \$2,193	\$1,736 / \$2,083

AD RATES:

	1x	2x	3x	4x
	MEMBER / NON-MEMBER	MEMBER / NON-MEMBER	MEMBER / NON-MEMBER	MEMBER / NON-MEMBER
FULL PAGE	\$1,874 / \$2,249	\$1,687 / \$2,024	\$1,602 / \$1,923	\$1,522 / \$1,827
1/2 PAGE	\$1,255 / \$1,506	\$1,130 / \$1,355	\$1,073 / \$1,288	\$1,019 / \$1,223
1/3 PAGE	\$998 / \$1,198	\$898 / \$1,078	\$853 / \$1,024	\$811 / \$973
1/4 PAGE	\$882 / \$1,058	\$794 / \$953	\$754 / \$905	\$716 / \$860

ALSO AVAILABLE: card blow-ins, card stitch-ins, and poly-bag.

ADVERTISING & SPONSORSHIP: Contact ORLA's Director of Business Development, Marla McColly at MMcColly@OregonRLA.org or 503.428.8694



Digital Opportunities

OREGONRLA.ORG

The online resource for Oregon's restaurant and lodging industry

ORLA's website offers rotator ad placements for a 30-day duration; choose a banner ad with run of site (ROS) or page-specific rectangle ads. Limited availability. Metrics include average number of page views, impressions, and banner clicks.

AD RATES:

SUPER LEADERBOARD	MEMBER / NON-MEMBER
MEDIUM RECTANGLE	\$850 / \$1,000
	\$550 / \$650

AD SPECIFICATIONS: (File size 15k, 72 dpi)

jpeg, gif, flash or shockwave

- Super Leaderboard - 970 x 90 pixels
- Medium Rectangle - 300 x 250 pixels

ORLA INSIDER & SPONSORED EMAILS

Monthly e-Newsletter sent to all ORLA members, plus a sponsored email to all industry

Multiple exposures prove effective in building awareness. Include a banner ad in one of ORLA's monthly e-newsletters for two consecutive issues. PLUS, we'll send a sponsored email to all-industry with your 150-word copy and graphic. Submission deadline for e-newsletters is the first Monday of the month; sponsored emails require a minimum of two weeks.

AD RATES:

BANNER AD + EMAIL	MEMBER / NON-MEMBER
	\$1,020 / \$1,200

AD SPECIFICATIONS: (File size 5MG)

jpeg, gif, flash or shockwave files
► Banner - 600 x 100 pixels



BOILED DOWN

Monthly Podcast Discussion on Industry Issues

Podcast advertising opportunities include the option provide an audio file, be recorded, or we record your ad spots for you. Two 30-second ad spots will run in two consecutive podcasts (for a total of four total ad placements).

AD RATES:

FOUR TOTAL PODCAST ADS	MEMBER / NON-MEMBER
	\$150 / \$175

AD SPECIFICATIONS:

- Two - 30-second audio files

INDUSTRY UPDATE VIDEOS

Bi-monthly Video on Industry Issues and Activities

15-second pre-roll ad, in (3) videos published by ORLA. This bi-monthly video will be under two minutes in length with content developed by ORLA, professionally produced and hosted by experienced talent.

AD RATES:

THREE TOTAL ADS	MEMBER / NON-MEMBER
	\$550 / \$650

AD SUBMISSIONS:

Please submit all digital ads to ORLA's Business Development Manager, Marla McColly at MMcColly@OregonRLA.org or 503.428.8694.

Sponsorship Opportunities

Oregon Restaurant & Lodging Association sponsorships are the perfect compliment to your advertising campaigns to maximize your brand's exposure and offer a wide range of investment levels to fit any marketing budget. Our business development team will work with you to find the perfect event to deliver your message or bundle your sponsorship with advertising for the largest discounts and exposure opportunity.

For more information on any sponsorship, and to build a sponsorship and advertising plan for the year, contact ORLA's Director of Business Development, Marla McColly at MMcColly@OregonRLA.org or 503.428.8694.



ORLAEF PROSTART INVITATIONAL - 3.18.19

Sponsorships from \$2,000 - \$15,000
ORLAEF's high-school culinary and management competitions bringing together teams from across the state vying to represent Oregon at nationals. This event represents everything great about our industry-creativity, enthusiasm, passion and excellence. Opportunities exist to provide product, giveaways and demonstrations before competitors, attendees, industry volunteers and chef judges.



ORLA OPEN GOLF TOURNAMENT - 7.29.19

Sponsorships from \$1,200 - \$8,000
ORLA's Annual golf fundraiser for the PAC. This event sells out fast for both golfers and sponsors. This best-ball scramble is for players of all levels. Bring your team or let us pair you up, either way this event allows you to meet and network with some of your best customers in a non-traditional setting!



NORTHWEST FOOD SHOW - 4.14.19-4.15.19

Sponsorships from \$1,000 - \$12,000
The Northwest's largest food show is owned by the Oregon Restaurant & Lodging Association. Position your product, reinforce your brand to over 5,000 potential customers and 300+ vendors over the course of this two-day show.



ORLA CONVENTION - 9.16-9.17.19

Sponsorships from \$1,250 - \$10,000
Once a year the membership comes together for this convention and it's always well worth the wait! Professional development seminars, one-on-one networking with other members and the opportunity to recognize industry achievements make this convention truly one of a kind.



TASTE OREGON - 2.19.19

Sponsorships from \$1,500 - \$3,500
This annual reception kicks off the legislative session by providing restaurant and lodging operators the opportunity to meet several of Oregon's top policy makers who support hospitality and the issues affecting our industry. Over 200 industry members and legislators attend this unique event, enjoying food and beverages hosted by member restaurants, wineries and breweries.



ONE BIG NIGHT DINNER & AUCTION - 6.4.19

Sponsorships from \$1,500 - \$8,000
A perennial favorite among industry decision makers, our annual auction and dinner draws high profile attendees offering you the unique and exclusive opportunity to get your brand positioned with several sponsorship, signage and collateral opportunities. Proceeds benefit ORLA's Political Action Committee (PAC), helping elect industry-friendly candidates to the Legislature.



CHAIRMAN'S GETAWAY - Fall 2019

Sponsorships from \$1,000 - \$4,000
This highly regarded annual event draws an exclusive audience from around the state and offers a decadent culinary experience and private gathering among some of the industry's leadership. Proceeds from this event benefit ORLA's PAC.