



2021 Media Kit

Your Ticket to Brand Awareness:

When it comes to advertising, everyone's goal is to get the best possible return on their investment. With our large, diverse audience and three flagship advertising products, the Arizona Restaurant Association ensures your message will reach the most active players in the industry. Whether you choose to advertise in our Arizona Restaurant News (ARN) magazine, place your ad front and center on our website or select our dedicated emails to reach your target audience we will work with you to ensure your message is strong and effective. Interested in social media or consumer outreach? No problem. We have a variety of social products to enhance your message as well, whether you want to reach industry leaders or our loyal consumers.



Arizona Restaurant News

Circulation: 11,000+

Demographics:

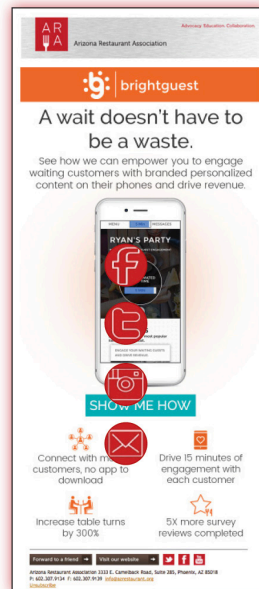
- Restaurant operators: Quick service, fast casual, family style, and fine dining – includes owners, franchisees, managers, chefs, and CEOs
- Food & Beverage suppliers/purveyors
- Hotels/Resorts
- Service Providers
- Interested consumers



AZRESTAURANT.ORG

Yearly Unique Visitors: 40,000+

Demographics: ARA foodservice industry.



Dedicated Industry eblast

Reach: 2,000+

Demographics: Weekly industry-related e-blasts to target needs of Arizona Restaurant Association members.

Additional Opportunities

True brilliance needs room to shine and the ARA has enough space for your biggest ideas. Reach your ideal target audience directly through our additional and creative advertising opportunities:

Coordinate with the ARA's marketing specialist to find fresh and creative ways to reach both industry leaders and/or consumers through curated and timely social media posts, targeted individual e-blasts and more.



@azrestaurantwk
3,900+ followers



@arizonarestaurantweek
19,300+ likes



@azrestaurant
7,900+ followers



Consumer Email Subscribers
10,000+

ARN Digital Advertising

Arizona Restaurant News

Arizona's flagship quarterly e-magazine dedicated to highlighting and informing with an exclusive focus on Arizona's foodservice industry.

From in-depth profiles, emerging trends to everyday operational problems and legislative reports, ARN is the go-to resource for Arizona's food and beverage industry leaders.

ARN Editorial calendar:

Issue 1 - Highlights: 2021 Industry trends, Legislative update

Articles Due: Feb 22

Ads Due: March 1

Drop Date: March 22

Issue 2 - Highlights: Cost Efficiency & Savings, Legislative Session recap

Articles Due: May 24

Ads Due: May 31

Drop Date: June 21

Issue 3 - Highlights: Best Practices in the Industry

Articles Due: August 23

Ads Due: August 30

Drop Date: September 20

Issue 4 - Highlights: Preview of 2021 & Philanthropy

Articles Due: November 22

Ads Due: November 29

Drop Date: December 20

Ad Rates*

SIZE	1X	2X	3x	4x
	Member Non-Member	Member Non-Member	Member Non-Member	Member Non-Member
Full Page 6.25" x 8"	\$1,150 \$1,438	\$1,100 \$1,375	\$1,050 \$1,313	\$1,000 \$1,250
2/3 Page 4.125" x 8"	\$863 \$1,078	\$825 \$1,030	\$788 \$984	\$750 \$938
1/2 Page 6.25" x 4"	\$575 \$719	\$550 \$688	\$525 \$656	\$500 \$625
1/4 Page 3.125" x 4"	\$288 \$359	\$275 \$344	\$263 \$328	\$250 \$313

Premium Ad Rates*

SIZE	1X	2X	3x	4x
	Member Non-Member	Member Non-Member	Member Non-Member	Member Non-Member
Inside Cover 6.25" x 8"	\$1,250 \$1,538	\$1,200 \$1,475	\$1,150 \$1,413	\$1,100 \$1,350
Advertorial	\$1,450 \$1,738	\$1,400 \$1,675	\$1,350 \$1,613	\$1,300 \$1,550

*Discounted rates are based on ad frequency and are priced per ad

Please submit creative in high resolution (300 DPI) JPG or PDF

Website Digital Advertising

AZRESTAURANT.ORG

A central hub for the latest information and resources focused exclusively on Arizona's foodservice industry.

The ARA's website provides both ARA members and non-members with the ability to view upcoming ARA events, read current industry news and even sign up and pay for training/certification courses.

Place your business front and center for all to see with a banner ad on AZRestaurant.org

AD RATES: \$400 Member/ \$600 Non-Member, two consecutive weeks.

SPECS: Ready-to-place, high resolution, jpeg image, 1160 x 144 pixels, URL

Dedicated Industry eblast

Using our dedicated e-blast as a way to advertise your company, service or product gets your name in front of 1,700+ interested and active industry professionals throughout the state.

AD RATES: \$500 Member/ \$750 Non-Member
\$250 - Resend email to those who did not open the initial send
*Must be requested and purchased before initial send

SPECS: high resolution PNG at 300 DPI
1300 px wide X minimum 1300 px tall
Provide subject line
Provide pre-header text for the inbox preview
Provide URL for eblast to link to

Deadline: One week prior to desired deployment date

Highlight in Weekly On the Menu

Every Wednesday, the ARA's weekly e-newsletter provides ARA members with timely updates on industry-related news and events, legislative updates, marketing opportunities, vendor resources and much more.

AD RATES: \$300 Member/ \$500 Non-Member

SPECS: Desired copy (approximately 2-3 sentences/100-150 words)
Logo or image - 256 px wide x 130 px tall
URL for eblast to link to
*Larger and more predominant opportunities available for additional cost

Not what you are looking for?

Let us help you customize your advertising plan with the ARA to help you reach your target audience and stay within budget.

To create your customized marketing strategy, please contact: Jamie Stone | jamie@azrestaurant.org.