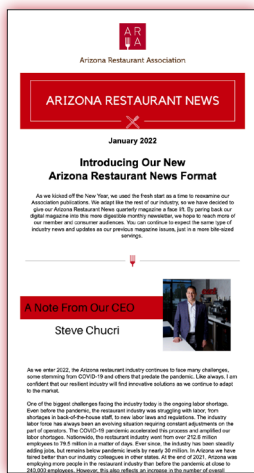




2023 Media Kit

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) newsletter, 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.



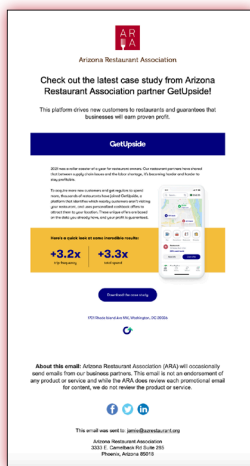
Arizona Restaurant News

This in-depth, monthly newsletter will provide our ARA members with up-to-date information on restaurant trends, current events, industry best practices, legislative updates and why they matter, etc.

Circulation: 17,000+

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



Dedicated Industry eblast

Reach: 2,000+

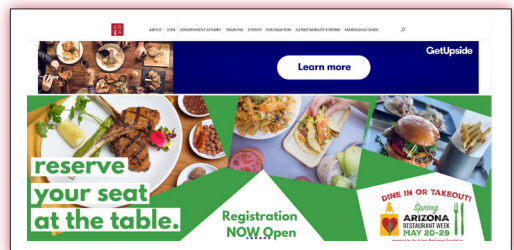
Demographics:

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

AZRESTAURANT.ORG

Yearly Unique Visitors: 40,000+

Demographics: ARA foodservice industry.



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
3,800+ followers



@arizonarestaurantweek
23,000+ likes



@azrestaurant
14,600+ followers



Consumer Email Subscribers
18,000+

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, 1800 x 250 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
600px w X max 1000px h
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: \$200 Member/ \$400 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

Arizona Restaurant News Monthly eNewsletter

This long form content, monthly newsletter will provide our ARA members with up-to-date information on restaurant trends, current events, need to know legislative updates, etc.

CONTENT INCLUSION RATES: \$300 Member/ \$500 Non-Member

SPECS: Desired copy approximately 100-150 words
Logo or image - 268 px wide x 144 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.