

The Main Entrée

The Official Magazine of the Alabama Restaurant Association (ARA).

The Main Entrée magazine is unique, as it is the only publication specifically tailored to the state's restaurant and lodging industry. Informing you of industry trends, news, and association activities/benefits. **With a distribution of over 2,500 restaurants and hotels, it is THE COMMUNICATION VEHICLE for our industry.**



ARA Members receive 20% off of prices listed below!

Premium, 4-color ad rates:				
Size	1x	3x	5x	Deluxe*
Front Cover:	\$1300	\$1235	\$1175	\$2800
Back Cover:	\$1300	\$1235	\$1175	\$2800
Opposite Back Cover:	\$1500	\$1425	\$1350	\$3000
Opposite Front Cover:	\$1200	\$1150	\$1100	\$2700
Opposite Table of Contents:	\$1200	\$1150	\$1100	\$2700

Internal, 4-color ad rates:				
Size	1x	3x	5x	Deluxe*
Full Page: 8.5 x 11 inches	\$1100	\$1050	\$1000	\$2600
1/2 Page: 7.45 x 5 inches	\$700	\$675	\$635	\$2200
1/4 Page: 3.7 x 5 inches	\$400	\$380	\$365	\$1900
1/8 Page: 3.7 x 2.5 inches	\$250	\$240	\$230	\$1750

*Is your ad Full Bleed? If so add an additional .25 ad specs.
For example a Full Page Ad would be 8.75 x 11.25.*

*Deluxe Packages includes ONE YEAR of Magazine Ad and Online Marketing (ALL eNewsletters & Website).

Online Marketing:			
Package	1 Year	6 Months	3 Months
Banner ALL eNewsletter & Web	\$1850	\$1100	\$750
Banner Member eNewsletter	\$1000	\$600	\$400
Banner Education eNewsletter	\$1000	\$600	\$400
Banner Website	\$1000	\$600	\$400
Banner Sidebar Ad	\$1000	\$600	\$400
Featured Advertising Spot: homepage	\$1000	\$600	\$400

Banners specs are 200 pixels x 200 pixels and must be in RGB Color.

Published By

The Alabama Restaurant Association is a non-profit organization dedicated to serve the needs of the foodservice hospitality industry in the state of Alabama. The ARA provides educational programs, membership services, legislative and government relations, informational services, and promotes the industry for its members.

The ARA represents over 1,000 member restaurant and industry-related service companies. It is these members that help make the foodservice industry Alabama's second-largest employer, and one of the state's most politically-active, and public service-oriented industries. Our members are the cornerstone of the Alabama community and economy.

Advertising Specification

The Main Entrée magazine is printed in an 8.5 x 11 trimmed size, CMYK full color, printed on Gloss paper and saddle stitched.

Preferred File Format

300 DPI resolution, CMYK, Press optimized, Acrobat PDF/X-1a compliant files are the preferred format for final artwork. Other acceptable applications are: Adobe InDesign®, Illustrator®, and Photoshop.

Remember to include all fonts and graphics embedded. Name files clearly, indicating company name and issue date.

Transmission of Files

Email all files to Joline Falco at joline@stayandplayalabama.com.

The Main Entrée

The Official Magazine of the Alabama Restaurant Association (ARA).



Advertising with ARA is easy!

Just provide the following information and return this form with payment.

ARA Members receive 20% off of prices listed below!

Please provide the following information:

Business (company name): _____

Contact Name: _____

Email: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Website: _____

Contract Agreement I agree and abide by the terms of this submission (Signature required): _____

PLEASE CIRCLE YOUR DESIRED ADVERTISING PACKAGE!

Premium, 4-color ad rates:

Size	1x	3x	5x	Deluxe*
Front Cover:	\$1300	\$1235	\$1175	\$2800
Back Cover:	\$1300	\$1235	\$1175	\$2800
Opposite Back Cover:	\$1500	\$1425	\$1350	\$3000
Opposite Front Cover:	\$1200	\$1150	\$1100	\$2700
Opposite Table of Contents:	\$1200	\$1150	\$1100	\$2700

Internal, 4-color ad rates:

Size	1x	3x	5x	Deluxe*
Full Page:	\$1100	\$1050	\$1000	\$2600
1/2 Page:	\$700	\$675	\$635	\$2200
1/4 Page:	\$400	\$380	\$365	\$1900
1/8 Page:	\$250	\$240	\$230	\$1750

Online Marketing:

Package	1 Year	6 Months	3 Months
Banner ALL eNewsletter & Web	\$1850	\$1100	\$750
Banner Member eNewsletter	\$1000	\$600	\$400
Banner Education eNewsletter	\$1000	\$600	\$400
Banner Website	\$1000	\$600	\$400
Banner Sidebar Ad	\$1000	\$600	\$400
Featured Advertising Spot: homepage	\$1000	\$600	\$400

Need your Ad created by our Staff Graphic Designer?

Cost:

\$100 for Members

\$150 for Non-Members

Contact Joline Falco at 404-290-6799

or joline@stayandplayalabama.com.

PAYMENT METHOD: AMOUNT FROM ABOVE: \$: _____ (USD)

PAYMENT METHOD: AMOUNT WITH MEMBER DISCOUNT: \$: _____ (USD) I AM AN ARA MEMBER

I have enclosed a check, please make all checks payable to: Alabama Restaurant Association

Bill my credit card. Card Type: Amex Visa MasterCard Discover

Card #: _____ Exp. Date: _____ Name on Card (print): _____

Card Identification Number (last 3 digits located on the back of the credit card): _____

Signature: _____

Alabama Restaurant Association: 61B Market Place, Montgomery, AL 36117

phone: 800.372.1022 | fax: 334.244.9800 | email: joline@stayandplayalabama.com