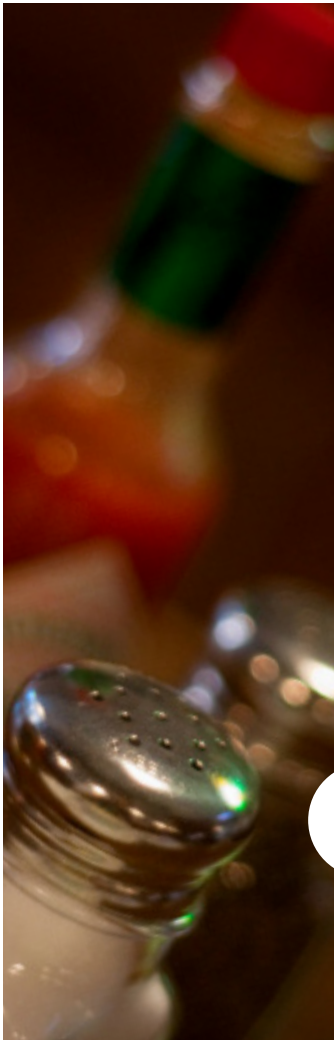




Meet the California Restaurant Association

(CRA)



Established more than 100 years ago, the CRA has a longstanding history with the state's restaurant and hospitality industries. Combined with a state-of-the-art website and an electronic newsletter, the CRA perfectly melds industry expertise, cutting-edge technology and abundant resources.

The CRA represents more than 90,000 eating and drinking establishments and its reach extends to restaurateurs, industry service providers, educators and students. It serves as the voice of not only its membership, but also the industry at large, representing its political interests through lobbying and grassroots efforts as well as functioning as an information source, ensuring that members have all of the political and industry information necessary to grow and better their businesses.

To fulfill this mission, providing networking opportunities and translating information are of the utmost importance. The CRA hosts several annual events on both local and state levels to bring its membership together. The association is in constant contact with the industry through a variety of electronic communications. Most importantly, the CRA enjoys an ongoing dialogue with its members and, because of this, its fingers are firmly on the pulse of the industry. The CRA knows what works in terms of communication and messaging and is constantly researching and brainstorming new ways to make its efforts even more effective and user-friendly.

CALIFORNIA'S FOODSERVICE INDUSTRY

As the provider of more than 1.4 million jobs, the restaurant industry is one of the largest private employers in the state. This industry is crucial to the success of California's economy, producing more than \$67 billion in sales annually and generating more than \$4.5 billion in sales tax. These astonishing numbers are only expected to grow. The restaurant industry is forecasted to add 1.3 million jobs by 2023.



The CRA works to deliver fresh solutions to specific marketing goals.

Aside from the importance of the foodservice industry to California's employment rate and economic well-being, the reputation of California cuisine as some of the freshest and most innovative in the world has a marked affect on state tourism. In fact, table-service restaurants attribute 30 percent of their sales to tourists.

THE CRA KNOWS CALIFORNIA FOODSERVICE

The restaurant and hospitality industries are diverse and dynamic. This is naturally reflected in the CRA's membership base, which is comprised of everyone from mom-and-pop cafés to large chains to cafeterias. And those are just the restaurateurs. The CRA also represents a wide range of service and product providers, educators and students.

The CRA acts as an information source, advocate and adviser not only to restaurants, but also to the industries that support them. Its experience with all of these groups has given the CRA an unrivaled understanding of these separate sectors, how they work and what their goals are. This translates to unparalleled resources when it comes to speaking to California's foodservice industry.

The CRA and you

The CRA provides effective partnership and marketing opportunities that deliver results. The dedicated marketing team at the CRA works to deliver fresh solutions to specific marketing goals. From integrated programs and events to high-profile advocacy events, the CRA delivers ideas that will specifically suit your brand and your goals.

The CRA's diverse and dynamic set of advertising and marketing mediums includes its electronic publications, not to mention sponsorship opportunities for events that draw together restaurant and hospitality professionals from around the state.

Join us

With advertising and sponsorship opportunities as diverse as our membership, the CRA has the perfect way for you to reach your target audience with just the right message. For more information about teaming with the CRA, call 800.765.4842 or e-mail advertising@calrest.org.

MEET THE CRA

621 Capitol Mall, Suite 2000 Sacramento, CA 95814 T: 800.765.4842 F: 916.431.2760 E: advertising@calrest.org

calrest.org



ADVERTISING OPPORTUNITIES

CALREST.ORG

The CRA’s website was designed with both CRA members and the industry in mind. Relaunched in 2012 with improved navigation, updated content and bells and whistles developed to make running a profitable restaurant easier. This one-stop shop provides 24/7 access to all of the resources and information the CRA has to offer including news and information, resources for legal help and training, an online store, useful links and a member login area. Don’t miss out on the chance to reach your audience through banner ads, a listing in our online Buyer’s Guide and other web advertising opportunities.

AVERAGE MONTHLY VISITORS: 13,000+ **PAGEVIEWS:** 27,000+

Demographic

- restaurant operators (including owners, managers, chefs and CEOs)
- franchisees
- independent and multi-unit chain operators
- vendors and product suppliers

Audience expenditure statistics

OPERATORS BY SALES: LARGE + SMALL CHAIN

\$1 - \$39.9 million: 41 percent
\$40 - \$79.9 million: 17 percent
\$80 - \$199 million: 14 percent
\$200 - \$399 million: 17 percent
\$400 - \$499 million: 7 percent

OPERATORS BY SALES: INDEPENDENT

\$0 - \$749,000: 61 percent
\$750,000 - \$2.9 million: 25 percent
\$3 - \$6.9 million: 8 percent
\$7 - \$12.9 million: 2 percent
\$13 - \$18 million: 3 percent

CALREST.ORG

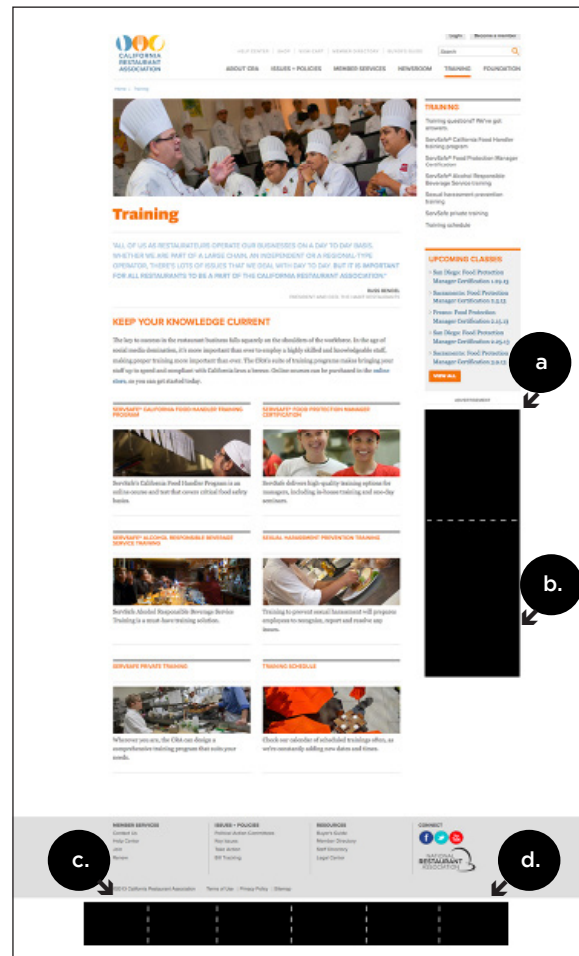
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Ad specs*

- Skyscraper – \$500 / month
Dimension: 160 x 240 pixels
Type: jpeg or gif files preferred
File size: 15k, 72 dpi
- Vertical banner – \$400 / month
Dimension 160 x 600 pixels
Type: jpeg or gif files preferred
File size: 15k, 72 dpi
- Button banner – \$250 / month
Dimension 120 x 90 pixels
Type: jpeg or gif files preferred
File size: 15k, 72 dpi
- Full footer – \$650 / month
Dimension 728 x 90 pixels
Type: jpeg or gif files preferred
File size: 15k, 72 dpi

* Submit all content to advertising@calrest.org.
All advertising content must be submitted as native file type, or as jpeg, png or gif format.
We are unable to accept PDFs for web advertisement.



THE SOURCE

The CRA's most widely-distributed electronic publication, *The Source*, is sent to our extensive e-mail database of approximately 18,000 subscribers on a weekly basis and is archived on our website for further viewing. The e-newsletter provides both members and non-members with the most late-breaking industry news and includes news headlines, political happenings and upcoming events and seminars.

The Source offers banners and section sponsorship advertising opportunities.

Note: Publication and distribution dates are subject to change.

Ad rates*

	1 - 3 ISSUES	4 - 8 ISSUES
Header introduction (text only)	\$ 500	\$ 420
Headlines section banner	\$ 400	\$ 335
Headlines section logo sponsor	\$ 250	\$ 225
Other section banner	\$ 350	\$ 295
Other section logo sponsor	\$ 150	\$ 135

*Prices listed reflect the price per issue

Ad specs*

Square banner: 180 X 150 pixels
Logo sponsor: 200 X 40 pixels
Type: jpeg or gif files preferred
File size: 200k, 72 dpi

Header introduction (text only): max. 60 words

*Submit all content via e-mail to advertising@calrest.org.

2015 submission + distribution schedule

MONTH	DEADLINE	DISTRIBUTION DATES
January	Dec. 26	Jan. 1, 8, 15, 22 and 29
February	Jan. 30	Feb. 5, 12, 19 and 26
March	Feb. 27	March 5, 12, 19 and 26
April	March 27	April 2, 9, 16, 23 and 30
May	May 1	May 7, 14, 21 and 28
June	May 29	June 4, 11, 18 and 25
July	June 26	July 2, 9, 16, 23 and 30
August	July 31	Aug. 6, 13, 20 and 27
September	Aug. 28	Sept. 3, 10, 17 and 24
October	Sept. 25	Oct. 1, 8, 15, 22 and 29
November	Oct. 30	Nov. 5, 12, 19 and 26
December	Nov. 27	Dec. 3, 10, 17, 24 and 31

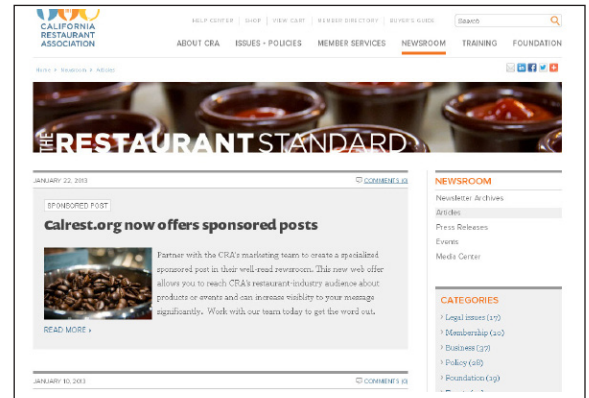
THE RESTAURANT STANDARD

The Restaurant Standard is a news portal integrated within calrest.org. With an emphasis on providing restaurant industry insiders with exclusive news and insights they won't find anywhere else, the blog-style portal aims to produce more and better-integrated content than a standard print publication. *The Restaurant Standard* provides intriguing and insightful information to the CRA's membership in each post, covering a range of topics from news and trends to relevant political and environmental issues to innovative business practices. *The Restaurant Standard* offers a dynamic way to reach your target audience with static advertising, as well as native, sponsored posts.

Sponsored posts

Inserted directly into the editorial flow, a sponsored post lends the CRA's voice to your brand so it can directly 'speak' to the CRA audiences.

Upon publishing, the sponsored post is teased on the homepage alongside the newsroom's most recent stories. Clicking-through reveals a full inside webpage, which can showcase copy, imagery and video. Upon submission of draft copy of 250 to 700 words and other elements, the CRA's in-house editing staff will handle your post's execution, infusing your brand message with our tone. The post also will be incorporated into *The Source* and our social media channels, as we distribute other CRA-generated news.



Sponsored posts provide an opportunity to boost awareness and engagement beyond a display banner ad. Social media share tools (Facebook, Twitter, e-mail) are published alongside the sponsored post to transform it into instantly shared and broadcasted content.

Ad rates

Vertical banner - \$400 / month
Dimension 160 x 240 pixels
Type: jpeg or gif files preferred;
Flash or Shockwave files accepted.
File size: 15k, 72 dpi

Sponsored post placement - \$500

* Submit all content to advertising@calrest.org. All advertising content must be submitted in jpeg, png or gif format. We are unable to accept PDFs for web advertisement.

SENDING FILES

Electronically

Files of up to 3MB may be e-mailed to advertising@calrest.org. You will be notified upon successful receipt. When e-mailing files, please also be sure to fax a printout of the ad to your sales representative at 916.431.2760. Be sure to include a printed copy of the ad for image verification. Without an accompanying printout, the CRA cannot be liable for any mistakes that occur due to missing fonts, graphics or any other transmission errors.

Advertisement design

Production ads designed for publications, logos, newsletters, brochures, inserts and more are available through our in-house studio at a rate of \$120 per hour. Professional illustration and photography are available at an additional charge. If you would like to use an ad the CRA created for you in another publication or for another use, we charge a \$120 fee for the release. Any resizing or additional work can be done at the standard rate of \$120 per hour.

Join us

With advertising and sponsorship opportunities as diverse as our membership, the CRA has the perfect way for you to reach your target audience with just the right message. For more information about teaming with the CRA, call 800.765.4842 or e-mail at advertising@calrest.org.

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