
ARIZONA

restaurant

NEWS

THE OFFICIAL PUBLICATION OF THE ARIZONA RESTAURANT ASSOCIATION



MEDIA KIT 2009

your seat at the table

Editorial

The **Arizona Restaurant Association (ARA)** is proud to debut its latest member benefit, **Arizona Restaurant News**, your seat at the table with the influential Arizona restaurant industry. After a number of years with an independent publisher, **ARA** is excited to take over the reins and launch the region's most exciting new magazine for restaurateurs and their supply chain. So why launch our own magazine, and why now?

As the primary voice for the Arizona restaurant industry, **ARA** knows its own members' information needs better than anyone. **ARA** members consider us their lifeline to staying ahead of restaurant industry trends, nutrition, regulations, marketing, design, supply chain security, technologies, equipment, and more. It's only logical that we take over publishing and distributing this valuable information first-hand to our membership—because we're the source.

In addition to staff-written articles, we've gathered experts from a variety of restaurant industry sectors to

share their inside information with **ARA** members through the pages of **Arizona Restaurant News**. In our inaugural year, 12 monthly issues will provide in-depth, big-picture features on topics like these:

- 2009 Arizona Restaurant Industry Forecast
- Best Practices for Eco-Friendly Restaurants
- The Real Estate Debate: Leasing vs. Buying
- Latest on Immigration Laws
- Food Safety Tips—Securing Your Supply Chain
- Back Office Systems for Better Management
- Managing Remodeling and Upgrades
- When Does Franchising Make Sense?
- Benefits of Regional Menu Items
- Marketing Genius with Signs and Logos

...and much more! There are also opportunities for **ARA** members to submit by-lined articles for consideration.

(For a complete 2009 Editorial Calendar, see the last page of this brochure.)

Circulation

- 4,000 **ARA** member restaurant owners and operators, franchisees, independent and multi-unit chain operators, distributors and other industry suppliers.
- Arizona's restaurant industry is composed of 8,000 members representing over 8% of the Arizona economy.
- Published monthly, beginning January 2009.
- As the recognized voice of the Arizona restaurant industry, all communications from **ARA** are read more thoroughly and retained longer. **Arizona Restaurant News** will emerge as the industry's leading authority on Arizona restaurant trends, analysis, challenges and solutions.

Artwork Requirements

digital (preferred)

- **Arizona Restaurant News** produced on Macintosh with InDesign, Adobe Photoshop and Adobe Illustrator.
- High-resolution PDF files with fonts embedded and raster images at 350 dpi are encouraged.
- Macintosh QuarkXPress, PageMaker and Macromedia Freehand files and Windows files of QuarkXPress, PageMaker, InDesign, Photoshop, Illustrator, Corel Draw are accepted but **will incur additional production charges**.
- Display ads created in Microsoft Word or Microsoft Publisher **cannot be accepted**.
- File transfer media: DVD, CD, Zip disk, FTP, e-mail (files less than 6MB)
- Images: 350 dpi minimum, CMYK or grayscale TIFF or EPS; line art: 1200 dpi minimum, TIFF or EPS

mechanical

- **Digital ad materials preferred**; negatives or camera-ready are acceptable but will incur additional production charges.
- Two hardcopy proofs are required (in color if a color ad). Material submitted in any other form than delineated above may result in color alterations for which publisher is not responsible.

Arizona Restaurant News Advertising Opportunities

Your advertising message couldn't be planted in more fertile ground. Even better, **Arizona Restaurant News** advertising rates are highly competitive and provide price points for nearly all businesses looking for a seat at the table with the Arizona restaurant industry.

ARA member rates (Gross, US\$)									deadlines		
	b/w rates				color rates				issue	space close	ads due
	1x	3x	6x	12x	1x	3x	6x	12x			
Full Page	\$1225	1165	1055	995	\$1825	1765	1655	1525	January	11/3	11/10
2/3 Page	1050	995	925	855	1625	1525	1425	1295	February	12/4	12/11
1/2 Page	925	875	825	770	1425	1335	1255	1140	March	1/12	1/16
1/3 Page	755	715	675	605	1160	1095	1025	920	April	2/11	2/17
1/4 Page	665	625	595	545	1025	965	900	820	May	3/13	3/19
4-color cover positions									June	4/13	4/17
Inside Front					\$2190	2085	1985	1875	July	5/12	5/18
Inside Back					2075	1975	1870	1775	August	6/10	6/16
Back					2375	2250	2110	2040	September	7/14	7/21
									October	8/12	8/18
2-page spread									November	9/11	9/17
					\$3250	3085	2900	2710	December	10/14	10/20

non-member rates — add 20% to the above rates

Full Pg (with bleeds) 9" x 11.5" trim is 8.5" x 11" live space is 7.375" x 10"	Full Pg (no bleeds) 7.375" x 10"	2/3 Pg Vertical 4.85" x 10"	1/2 Pg Horizontal 7.375" x 4.875"	1/2 Pg Vertical 3.5625" x 10"	1/2 Pg Vertical Island 4.85" x 7.25"
1/3 Pg Vertical 2.325" x 10"	1/3 Pg Square 4.85" x 4.85"	1/4 Pg Vertical 3.5625" x 4.875"	2-Page Spread (with bleeds) 17.5" x 11.5" trim is 17" x 11" live space is 16" x 10"		Please note: All dimensions are listed as width x height

additional charges

Publisher will charge for all costs incurred in preparing mechanicals for submitted advertisements that do not meet specifications for **Arizona Restaurant News**. Typesetting/Layout charges are \$95/hour. Minimum production charge is \$30.

Note: Full-page four-color ads required on cover positions. Priority is given to previously contracted advertisers. Call for estimate on fold-out cover (two page spread), cover-wrap, postcard stitch (single and double), single page stitch, two-page stitch, glued in items, or any other specialty advertising tools. For preferred positioning, add 10%.

Submit advertising insertion orders to: **Anthony Kalogeridis**
Advertising Sales Manager, **Arizona Restaurant News**
phone: (602) 476-2097 fax: (602) 865-1878 email: anthony@azrestaurant.org

Order Date: _____ Agency Name: _____

Company Name (as to appear in Advertisers Index): _____

Contact Name: _____ Email: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Web Site: _____

SIZE () Full Page () 2/3 Page Vertical () 1/2 Page Horizontal () 1/2 Page Vertical () 1/2 Page Island
() 1/3 Page Vertical () 1/3 Page Square () 1/4 Page Vertical () 2-Page Spread

COLOR () B/W () Four Color

4-COLOR COVER POSITION () Inside Front () Inside Back () Back

ISSUE () January () February () March () April () May () June
() July () August () September () October () November () December

Rate Per Issue: _____ TOTAL: _____ Bill To: () Agency () Advertiser

Authorized by (please print): _____ Authorization signature: _____

Date: _____ PO Number: _____ () MasterCard () Visa () American Express () Discover

Credit Card No: _____ Code # _____ Expiration Date: _____

Printed Name of Cardholder: _____ Signature: _____

Advertising Terms and Conditions

"Publisher" refers to the ARA. The publisher will not be bound by any conditions, printed or otherwise, appearing on any order blank, insertion order or contract when they conflict with the terms and conditions of this rate card or any amendment of it.

General Rate Policy To earn volume or frequency rates:

- 1) The contract year is twelve issues;
- 2) A signed contract or order must be received and accepted by the publisher by the next issue after the first insertion;
- 3) Advertising must be inserted within one year from the effective date of the contract or order.

If an advertising contract or order is exceeded or not fulfilled, the rate charged will be adjusted to the rate earned within 60 days after the termination of the contract period.

Nonpayment of invoices may result in the termination of an advertising contract and a corresponding adjustment in the rate(s) charged.

The publisher reserves the right, at any time and for any reason, to decline any advertising copy and to cease further publication of any advertising without rate penalty to the advertiser. Only the publication of an advertisement shall constitute final acceptance of the advertiser's order.

The publisher shall in no event be liable for failure to publish advertising when specified by the advertiser, provided that, if no advertising is published, any charges therefore received by the publisher shall be refunded. The publisher reserves the right to revise, on notice of 30 days, any rates, terms and conditions of this rate card applicable to contract advertisers. Revisions affecting non-contract advertising may be made without notice.

Space orders are due on or before the closing date listed in the current media kit and may not be canceled by the advertiser after that time. Advertiser may change materials with any insertion, but authorizes the previous advertisement to be repeated if new materials are not furnished by the closing date.

Contract and Copy Regulations

All advertisements are accepted for publication entirely upon the representation that the agency and/or the advertiser is/are properly authorized to publish the entire contents and subject matter thereof.

In consideration of the publication of advertising, the advertiser and/or agency will fully hold harmless and fully indemnify the publisher from and against any and all claims, demands, suits, actions, proceedings, recoveries or expenses of any nature whatsoever, including reasonable fees of counsel selected by the publisher, arising directly or indirectly from the publication of any advertisement (including but not limited to claims of infringement of copyright or trademark or claims of libel or invasion of privacy) or based upon or arising out of any matter or thing contained in any advertisement.

Cancellation Policy

Cancellation of ad space must be received in writing to prologrownews before the published closing date. Cancellations are not accepted after closing dates of each issue.

Commission, Credit Terms and Payments

First-time advertisers/agencies must complete a credit application and prepay advertising to ensure proper placement. Call your advertising sales representative for assistance and credit approval information.

Payments for all advertising are due upon receipt of invoice. VISA, MasterCard, American Express and Discover accepted.

Advertising agencies are responsible for payment of all advertising ordered on behalf of their clients, but the publisher reserves the right to hold the agency and the advertiser jointly and severally liable for all such payments.

Publisher may refuse, without prior notice to any person, to run any advertising on behalf of an advertiser whose account is more than 90 days in arrears, as reflected in association records.

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2009 EDITORIAL CALENDAR

January

space close 11/3 ads due 11/10

- Health and Nutrition—Meeting the Trend that Drives Diners to Seek Better Choices
- The 2009 Restaurant Industry Forecast—ARA Experts Interpret National Research, Give Advice you Need
- Liquor Licensing—ARA and the DLLC Work Together: Progress Report on Improved Compliance Training and Implementation

ARA Events—Preview “The Show”—Las Vegas International Restaurant Show & Hospitality Expo (Feb. 24-27, 2009) BONUS DISTRIBUTION

February

space close 12/4 ads due 12/11

- After Inauguration Day—What Effect Will Newly Elected Officials Have on Your Business?
- Arizona Ballot Initiatives—Results, Interpretations, and Impact
- Local and Organic—Go Green, Not Broke: Best Practices for Eco-Friendly Restaurants

ARA Events—Preview Lobby Day BONUS DISTRIBUTION

March

space close 1/12 ads due 1/16

- The Real Estate Debate—Leasing vs. Buying: Which is Right for Your Business?
- Immigration Law—Knowing the Rules and Your Rights
- Tax Time—Are Your Books in Order?

ARA Events—Preview Forks & Corks

April

space close 2/11 ads due 2/17

- Lobby Day Coverage—Track and Interpret Arizona Legislation Developments
- Help Wanted—How to Hire and Keep the Best Staff
- Food Safety—Tips on Preventative Measures from Arizona’s Top Kitchens

May

space close 3/13 ads due 3/19

- Arizona’s Summer Demographic—Who They Are and How to Market to Them
- Insurance, Inside and Out—Make your Policies, and your Agent, Work for You
- Service Excellence—Training Servers to be Sales People with Soul

ARA Buyer’s Guide BONUS DISTRIBUTION

June

space close 4/13 ads due 4/17

- Summer Planning: Premium Menu Pricing
- Annual Technology Issue—Back Offices Systems for Better Management
- Biodiesel Fuel—Their Continuing Impact on the Restaurant Industry

ARA Events—STAR Gala Winners BONUS DISTRIBUTION

July space close 5/12 ads due 5/18

- Annual Equipment Issue—What's New, Managing Remodeling and Upgrades
- The American Senior—What You Don't Know About Arizona's Most Powerful Dining Demographic
- Fantastic and Franchised—Does Franchising Make Sense for You?

August space close 6/10 ads due 6/16

- Crop Forecasts—What they Mean to your Bottom Line
- How to Up-Sell Your Menu with Wine
- ARA Political Action Committee—Initiatives that Impact Your Business

ARA Events—Preview Arizona Restaurant Week

September space close 7/14 ads due 7/21

- National Food Safety Month
- Inside the FDA—Interview with a Top Official
- Local Flavor—Maximizing the Benefits of Regional Menu Items

October space close 8/12 ads due 8/18

- Top 10 Ways Your Restaurant can Go "Green"
- Restaurant Music: Define Your Personality with the Right Tunes
- Take-Out Trends

ARA Events—ARA Golf Classic

November space close 9/11 ads due 9/17

- Beer Pairings—Advice from the Experts
- Crisis Management for Restaurants—Are You Prepared?
- Farm to Fork: Food Distribution Best Practices

**ARA Events—ARA Christmas Party
BONUS DISTRIBUTION**

December space close 10/14 ads due 10/20

- Food Security—How to Establish and Protect Your Supply Chain
- Budgeting—Can You Afford to Expand in this Economy?
- Restaurant Visibility: Marketing Genius with Signs and Logos

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