

2019-20 RATECARD

# FLORIDA RESTAURANT & LODGING



OFFICIAL PUBLICATION OF THE FLORIDA RESTAURANT & LODGING ASSOCIATION



“FRLA has a well deserved reputation as the premier hospitality industry association in the USA. And *FR&L Magazine* is the ideal way to stay abreast of the superb work done by the FRLA team and our members.”

**DON FOX**

CEO, Firehouse of America, LLC



“When I launched my firm, I chose *FR&L Magazine* to introduce it to Florida's hospitality community.”

**TONY GLOVER**

Founder, Glover Law LLC



“*FR&L Magazine* is a great way to keep up with changing industry trends and gain insight into issues affecting our state. We've found it valuable for connecting with other Florida businesses and leaders who are committed to making a difference in the restaurant and hospitality sector.”

**DREW JASINSKI**

Outside Sales Manager, Infinite Energy



“Advertising with *FR&L Magazine* brings CORE's mission to a wide audience, and we're grateful for the chance to spread the word in FL and beyond with *FR&L!*”

**EMILY KILDUFF**

Program Director, Children of Restaurant Employees



“Since 2001, Heartland has been an endorsed partner with FRLA. *FR&L Magazine* offers an opportunity to reach Florida's #1 industry through educational articles and advertising, showcasing our commitment to the Hospitality Industry. We communicate to the industry through several channels, and *FR&L Magazine* is one that works with tremendous response.”

**RANDY PUMPUTIS**

Territory Manager, Heartland Payment Systems; FRLA Insurance Council Member; FRLA Allied Council Member



# FLORIDA RESTAURANT & LODGING MAGAZINE



## GROSS RATES

Click-through on digital magazine flipbook included.

FULL COLOR (Per issue)	1X	4X
Full page	\$1,820	\$ 1,660
1/2 page	\$1,010	\$ 880
1/4 page	\$ 670	\$ 500
1/8 page	\$ 500	\$ 430

If requested, advertisers receive a .pdf of ad and/or printed magazine copies based on size of advertisement ranging from 2 to 15 per edition.

## PREFERRED POSITIONS (Per issue)

Back Cover	\$2,750
Page 2	\$ 2,350
Page 3	\$ 2,405
Inside Back Cover	\$ 2,290
Next to Table of Contents	\$ 2,290
Next to President and CEO's Letter	\$ 2,290
2-Page Spread/Centerfold/Insert	quote available upon request
Other Guaranteed Positions	Add 15%

Pending approval, additional copy will be provided for Preferred Positions.

Digital Visibility available on Magazine E-Blasts, pending approval, starting at \$295 per blast.

## CONTENT

Florida Restaurant and Lodging Magazine is the trade publication for Florida's hospitality industry. Content is directed toward our hotel and restaurant members and industry suppliers. This quarterly magazine is distributed to more than 40,000 independent and household name members, suppliers and theme parks.

FR&L Magazine supports the Florida Restaurant and Lodging Association to "Protect, Educate and Promote" Florida's \$111.7 billion hospitality industry, representing 1.4 million employees, making it the state's No. 1 industry.

## CIRCULATION AND DISTRIBUTION

<b>PRINT CIRCULATION (PER ISSUE)</b>	<b>Spring: 9,000</b>
	<b>Summer: 9,000</b>
	<b>Fall/Conference Edition: 11,000</b>
	<b>Winter: 9,000</b>

<b>PRINT CIRCULATION</b>	<b>38,000</b>
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<b>FRLA Members</b>	7,200
Owners, CEOs, General Managers, Industry Senior Management	

<b>Targeted Distribution</b>	500
by FRLA Tallahassee office	

<b>Hand Distribution</b>	1,300
by FRLA's ten statewide regional directors	

<b>Targeted Distribution</b>	*2,000
to attendees of FRLA's annual trade show	

## DIGITAL REACH/VISIBILITY

In addition to the print exposure, we produce an online flipbook. The links are incorporated on the home page of the FRLA website [frla.org/magazine](http://frla.org/magazine) and are distributed through an email blast. All advertisements are linked to advertisers' websites. In addition, several articles are posted on the FRLA.org blog.

<b>Website Impressions, FRLA.org, average monthly*</b>	
Unique Users	9,000
Total Sessions	12,000
Total Page Views	22,000
*as of 6/25/2018	

<b>Social Media Impressions, quarterly</b>	372,000 quarterly
Include Facebook, Twitter and LinkedIn	
@FRLAnews	

<b>Digital Edition Email Blasts (per issue)</b>	
Subscribers Magazine Announcement	25,000+
Featured Content E-blasts	25,000+
Targeted Mailing List Quarterly Food Safety	2,300

## FLORIDA RESTAURANT AND LODGING MAGAZINE THEMES

**Spring** - Lodging/Legislative/Chapter Profiles

**Summer** - Beverage/Emergency Management

**Fall** - Food/Trade Show/Food Safety/ Hall of Fame

**Winter** - Technology/Marketing/New Leadership/Hospitality Workforce

**FOR INFORMATION OR TO RESERVE SPACE,  
CONTACT SUSIE MCKINLEY AT FRLA, 850.508.1139 OR EDITOR@FRLA.ORG**





CREATIVE. MEDIA. SOLUTIONS.™

Rowland Publishing, publisher of Tallahassee Magazine, Emerald Coast Magazine and 850 Business Magazine, has been selected by the Florida Restaurant & Lodging Association to produce the quarterly magazine for its membership.

## AD SPECIFICATIONS

(All specifications are in inches, width by height)

Full Page .....	7.25" x 10"
Full Page bleed* .....	8.625" x 11.125"
1/2 Page .....	7.25" x 4.875"
1/4 Page .....	3.5" x 4.875"

(\* Trim size: 8.375" x 10.875" for full page. Please keep all live material .375" from trim on all sides. Allow .125" bleeds on all sides.)

### E-blasts, if approved, must be provided as follow:

- **400 pixels x 400 pixels:** optimized PNG with transparency preserved — 2 per e-blast \$295 with 2 e-blasts per issue
- **800 pixels x 200 pixels:** optimized PNG with transparency preserved — 1 per e-blast \$395 with 2 e-blasts per issue

## IMAGE FILES

EPS, TIFF or JPEG which must be 100% size at 300 dpi in CMYK.

## PORTABLE MEDIA

Apple formatted CDs, DVDs and USB flash drives.

## ELECTRONIC SUBMISSION

For information on large file transfer via a secure connection, visit [rowlandpublishing.com/submit-files](http://rowlandpublishing.com/submit-files). Please send ONE self-extracting, zipped archive containing all necessary materials. For more information and assistance, contact us at [production@rowlandpublishing.com](mailto:production@rowlandpublishing.com) or (850) 878-0554.

All graphic files and fonts — unless fonts used in your layout have been converted to outlines — must be included. Photos must be at least 300 dpi at 100% size, in CMYK.

Any materials that are not prepared to specifications by deadline will be billed at prevailing rates for preparation.

## GRAPHIC DESIGN SERVICES

Ad design services are available for a fee of \$95–\$150 and include one proof and one color scan. Extra charges apply for additional proofs, additional color scans and custom art requests. Electronic specifications are available upon request.

## DEADLINES & DISTRIBUTION

### 2019 Fall/Conference Edition

Space/Materials .....	July 1, 2019
Electronic Ads .....	July 15, 2019
Distribution Date .....	September 1, 2019

### 2019–2020 Winter

Space/Materials .....	October 1, 2019
Electronic Ads .....	October 15, 2019
Distribution Date .....	December 1, 2019

### 2020 Spring

Space/Materials .....	February 1, 2020
Electronic Ads .....	February 15, 2020
Distribution Date .....	April 2020

### 2020 Summer

Space/Materials .....	April 1, 2020
Electronic Ads .....	April 15, 2020
Distribution Date .....	June 2020

### 2020 Fall/Conference Edition

Space/Materials .....	July 1, 2020
Electronic Ads .....	July 15, 2020
Distribution Date .....	September 2020

### 2020–2021 Winter

Space/Materials .....	October 1, 2020
Electronic Ads .....	October 15, 2020
Distribution Date .....	December 1, 2020

**Shelf Life** ..... three months

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## LODGING/RESORT AND RESTAURANT DECISION MAKERS READING FR&L MAGAZINE

<p>The Edison 4 Rivers Smokehouse / Coop AJ's Seafood &amp; Oyster Bar Anna Maria Oyster Bar Anthony's Coal Fired Pizza Apple Sauce Inc - Applebee's Azteca Real Bahia Mar Fort Lauderdale Beach Benihana Bern's Steak House Best Western Cocoa Beach Big Time Restaurant Group BJ's Restaurant and Brewhouse Bloomin' Brands Inc Blue Martini Boardwalk Beach Resort Hotel Bob Evans Restaurant Boca Raton Resort &amp; Club Bonaventure Resort &amp; Spa Brinker International - Chili's Grill &amp; Bar Bru's Room Sports Grill Bud &amp; Alleys Bud's Chicken &amp; Seafood Buena Vista Palace Hotel &amp; Spa Burger King Corporation Captain Anderson's Restaurant Casa D'Angelo Ristorante Casa Marina, A Waldorf Astoria Resort Cheddar's Casual Cafe continued Chick-fil-A Inc Cobb CineBistro Cody's American Restaurants Columbia Restaurant Group Conrad Fort Lauderdale Conrad Miami Courtyard Cadillac Miami Beach Oceanfront Courtyard Fort Lauderdale Beach Cracker Barrel Old Country Store Inc Crowne Plaza Miami International Airport Darden Restaurants Disney's Animal Kingdom Lodge Disney's Contemporary Resort Disney's Coronado Springs Resort Disney's Grand Floridian Resort &amp; Spa Disney's Pop Century Resort Disney's Wilderness Lodge Disney's Yacht &amp; Beach Club Resort Dixie Crossroads Seafood Restaurant Dock 5 Inc Doherty Enterprises Inc - Applebee's DoubleTree By Hilton Sunrise - Sawgrass Mills DoubleTree Gallery ONE Fort Lauderdale Doubletree Hotel Tallahassee Doubletree Palm Beach Gardens Duffy's Sports Grill Eau Palm Beach Eden Roc Miami Beach Edgewater Beach Resort &amp; Conference Center Embassy Suites Fort Lauderdale Embassy Suites Orlando North Famous Amos Holding LLC Firehouse Subs of America First Watch Restaurants Inc Fontainebleau Resort Food Systems Unlimited Inc Gator's Dockside Gainesville Gecko's Hospitality Group</p>	<p>Golden Corral Grand Hyatt Tampa Bay Green Iguana Entertainment &amp; Restaurant Group Grillsmith Hammock Beach Resort Hard Rock International Inc Harry T's Lighthouse Hawks Cay Resort &amp; Marina Hillstone Restaurant Group Hilton Fort Lauderdale Beach Resort Hilton Fort Lauderdale Marina Hilton Miami Airport Hilton Orlando Hilton Orlando Bonnet Creek Hilton Palm Beach Airport Hilton Pensacola Beach Hilton Sandestin Beach Golf Resort &amp; Spa Holiday Inn Resort Paradise Found Holiday Inn Tampa Westshore Hooters Management Corporation Hooters of America Inc Hyatt Regency Clearwater Beach Resort &amp; Spa Hyatt Regency Coconut Point Resort &amp; Spa Hyatt Regency Coral Gables Hyatt Regency Grand Cypress Hyatt Regency Orlando Hyatt Regency Pier Sixty-Six Hyatt Regency Sarasota Innisbrook Resort &amp; Golf Club InterContinental At Doral Miami Johnny Rockets JW Marriott Orlando Grande Lakes Krystal Landry's Restaurants Inc Loews Don Cesar Hotel Loews Hard Rock Hotel At Universal Orlando Loews Portofino Bay Hotel Loews Royal Pacific Resort At Universal Orlando Mandarin Oriental Miami Margaritaville Marriott Harbor Beach Resort &amp; Spa Marriott Orlando World Center Marriott Tampa Airport McDonald's Corporation Miami Marriott Airport Campus Miami Marriott Biscayne Bay Miami Subs Miller's Ale House Restaurants Naples Beach Hotel &amp; Golf Club Neighborhood Restaurant Partners Florida - Applebee's Nickelodeon Family Suites Ocean Grill Omni Amelia Island Plantation Omni Orlando Resort at ChampionsGate Padrinos Cuban Cuisine Pat Croce Group Pepper's Mexican Grill &amp; Cantina PGA National Resort and Spa PoFolks Ponte Vedra Inn &amp; Club Radisson Resort at the Port Red Elephant Pizza &amp; Grill Red Lobster Seafood Co Renaissance Tampa International Plaza Hotel Renaissance Vinoy Resort &amp; Golf Club Reunion Resort &amp; Club of Orlando</p>	<p>RomaCorp Inc - Tony Roma's Rosen Centre Rosen Shingle Creek Saddlebrook Resort Saltwater Restaurants Sandestin Golf and Beach Resort Sandpearl Resort &amp; Spa Sea World Parks &amp; Entertainment Seminole Hard Rock Hotel &amp; Casino Senor Frijoles Sheraton Sand Key Resort Sirata Beach Resort Sloppy Joe's Bar Smith &amp; Wollensky Smokey Bones Bar &amp; Fire Grill Sonesta Fort Lauderdale Sonny's Real Pit Bar-B-Q Southeast QSR LLC - Taco Bell Southern Restaurant Group Inc Sports Grill Sunset Square 1 Burgers &amp; Bar Steak n Shake Enterprises Inc Stonewood Grill Sunshine Restaurant Corp - Buffalo Wild Wings Sunshine Restaurant Merger - IHOP Sushi Maki &amp; Canton Restaurants Tampa Marriott Waterside Hotel &amp; Marina Texas De Brazil The Biltmore Hotel The Breakers Palm Beach The Fish House The James Royal Palm Hotel The Melting Pot Restaurants The Ritz-Carlton Key Biscayne The Ritz-Carlton Naples The Ritz-Carlton Orlando Grande Lakes The Ritz-Carlton, Amelia Island The Ritz-Carlton, Sarasota The Villages The Westin Fort Lauderdale Tijuana Flats Burrito Company Tommy Bahama TooJay's Management LLC Universal City Walk Valls Group - La Carreta Restaurant Village Inn W Fort Lauderdale W Hotel South Beach Waffle House Inc Waldorf Astoria Orlando Walt Disney World Company Watercolor Inn and Resort Wendy's International Inc West Palm Beach Marriott Westin Beach Resort &amp; Spa Fort Lauderdale Westin Diplomat Resort &amp; Spa Winghouse of America Woody's Bar-B-Q Corporate World of Beer Wright's Gourmet House Wyndham Bay Point Resort Wyndham Grand Orlando Resort Wyndham Jacksonville Riverwalk Wyndham Vacation Rentals Yogurtology Yum! Brands Inc</p>
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