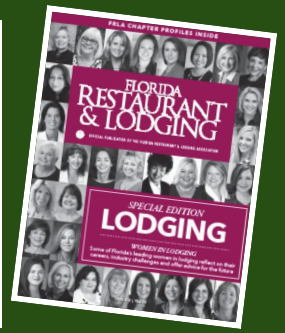


## 2021 RATE SHEET

# FLORIDA RESTAURANT & LODGING

OFFICIAL PUBLICATION OF THE FLORIDA RESTAURANT & LODGING ASSOCIATION



“

"I love the FRLA magazine because it has short, relevant content that keeps me current on Florida's hospitality industry. It covers all aspects of our industry. As a former hotel GM turned educator, I appreciate it from both the industry and educational sides and refer to it regularly."

**Peter Ricci,**  
EdD, CHA, CHSE, CRME, CHIA,  
CHRM, HIFIA  
Director, Hospitality & Tourism  
Management, Stewart  
Distinguished Professor, Florida  
Atlantic University



“

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



“

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





**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 1.5 million employees, making it the state’s No. 1 industry

**CIRCULATION AND DISTRIBUTION  
DIGITAL REACH/VISIBILITY**

**SUBSCRIBERS INCLUDE FRLA MEMBERS  
AND NON-MEMBERS**

Owners, CEOs, General Managers, Industry Senior Management, Suppliers and Interested Parties.

In 2021, FRLA is producing an online flipbook only. The links are incorporated on the home page of the FRLA website, [frla.org/magazines](http://frla.org/magazines), and are distributed through two email blasts per quarter. The first blast of the quarter, the magazine announcement, goes to 36,000+ and the second eblast, featured content, goes to 23,000.

All advertisements are linked to advertisers’ video, website or email address. In addition, each quarter [several articles are posted on the FRLA.org blog](#).

**WEBSITE IMPRESSIONS, FRLA.ORG,  
AVERAGE MONTHLY\***

Unique users	156,552
Average monthly	39,155
Total page views	352,394
Total sessions	201,000
*as of 10/8/2020	

**SOCIAL MEDIA IMPRESSIONS, QUARTERLY**

Facebook, Instagram, Twitter and LinkedIn @FRLAnews 383,000

**DIGITAL EDITION EMAIL BLASTS (PER ISSUE)**

Subscribers Magazine Announcement	37,000+
Featured Content E-blasts	22,500+

**FLORIDA RESTAURANT AND LODGING  
MAGAZINE THEMES**

- Spring** – Lodging/Legislative/Chapter Profiles
- Summer** – Beverage/Emergency Management
- Fall** – Safety/Food Safety
- Winter** – Technology/Marketing/New Leadership

**GROSS RATES**

FRLA supplier members receive an automatic 15% discount. Click-through on digital magazine flipbook included.

Digital Visibility available on Magazine E-Blasts, pending approval

400x400	\$295
200x800	\$395

<b>FULL COLOR (Per issue)</b>	<b>1X</b>	<b>4X</b>
2-page spread	Contact Editor for info	
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.	

**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)

2-Page Spread	16.75" x 10.875"
2-Page Spread bleed*	17" x 11.125"
Full Page	7.25" x 10"
Full Page bleed*	8.625" x 11.125"
½ Page	7.25" x 4.4875"
¼ Page	3.5" x 4.875"

(\* 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**

**2020-21 Winter**

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

**2021 Spring**

Space/Materials	January 1, 2021
Electronic Ads	January 15, 2021
Distribution Date	March 2021

**2021 Summer**

Space/Materials	April 1, 2021
Electronic Ads	April 15, 2021
Distribution Date	June 2021

**2021 Fall/Conference Edition**

Space/Materials	July 1, 2021
Electronic Ads	July 15, 2021
Distribution Date	September 2021

**2021-22 Winter**

Space/Materials	October 1, 2021
Electronic Ads	October 15, 2021
Distribution Date	December 2021

**Shelf Life**

Three months

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

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

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