



**FLORIDA  
RESTAURANT &  
LODGING  
ASSOCIATION**

## FRLA DIGITAL MARKETING OPPORTUNITIES

FRLA offers many digital marketing opportunities to suppliers who want to get in front of restaurant and lodging decision makers. We offer these "a la carte" or in packages to help you promote your product or solution.

### FRLA.org Landing Page

Rotating hero banner on FRLA.org landing page  
21,700 users average month  
26,300 sessions average month  
**\$2,000 each**

### FR&L Magazine

Reach more than 30,000 twice per quarter with FR&L Magazine. Advertising in the magazine provides not only brand awareness, but readers can also click into a link, video or email address in the digital issue. As a bonus, if available, advertisers may receive additional copy in the magazine or prominent positions (i.e. centerfold). **Contact Susie McKinley at [editor@frla.org](mailto:editor@frla.org) or 850-508-1139 to learn more and for pricing.**

### FR&L Blog

One full blog post on [FRLA.org/blog](http://FRLA.org/blog), **\$500 each**

### Targeted Email

Reach 15,000 email subscribers include FRLA members/non-members. Targeted email participants receive email addresses for those that opened the email. Partnered through CHD Experts, a partner of the National Restaurant Association. Lead time for launch is 7-10 business days. **\$1,600 each**

### FRLA COVID-19 Information & Supplies Webpage Ads

<b>Skyscraper ad</b> 300x600 25% Rotation <b>\$500 each</b>	<b>Header ad</b> 728x90 25% Rotation <b>\$375 each</b>	<b>Web banner ad</b> 1140x90 <b>\$1,250 each</b> <i>For more info, visit <a href="http://FRLA.org/ad-demo">FRLA.org/ad-demo</a></i>
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### Florida Hospitality TV

NEW FRLA OFFERING! Showcase your product or solution with video and allow your clients to show support for your business. Florida Hospitality TV on Facebook is a great new program that FRLA is providing for suppliers.

Feature on FL Hospitality TV quarterly, including video production  
1,488 organic followers as of September 2020. **\$2,500 each**

Monthly and quarterly sponsorships also available. Please contact FRLA.

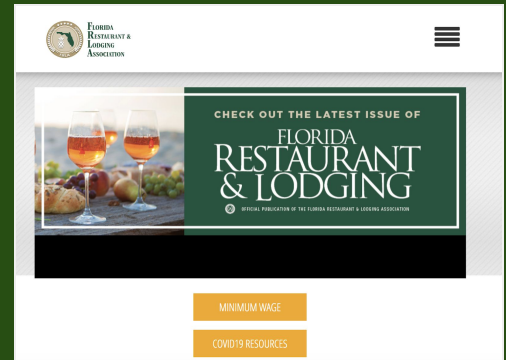
### Turnkey Webinar Feature

Stats from webinars hosted/built by FRLA in 2020. 14 webinars have been hosted as of July 2020.

	<b>Registrants</b>	<b>Attendees</b>
<b>Total</b>	4698	3160
<b>Average</b>	335	236
<b>\$5,000+ total value, \$2,500 each</b>		

Promote your solutions and products to more than 10,000 FRLA members. FRLA offers many opportunities to get in front of member hotel and restaurant decision-makers. Promotions can be A La Carte or packaged. Discounts are available for packages. Please contact **Susie McKinley** at [editor@frla.org](mailto:editor@frla.org) or (850) 508-1139 for more information.

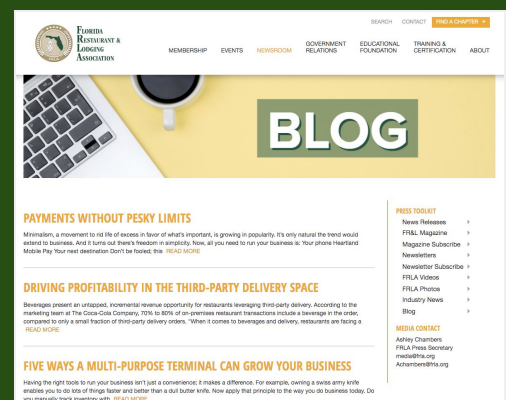
## FRLA.org Landing Page



## FR&L Magazine



## FR&L Blog



## Florida Hospitality TV

