



**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 38,000 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 or 850-508-1139 to learn more and for pricing.**

FR&L Blog

One full blog post on FRLA.org/blog. **\$500 each**

Targeted Email

Reach 16,000 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

Skyscraper ad 300x600 25% Rotation \$500 each	Header ad 728x90 25% Rotation \$375 each	Web banner ad 1140x90 \$1,250 each <i>For more info, visit FRLA.org/ad-demo</i>
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Turnkey Webinar Feature

Let FRLA host a turnkey webinar for you. This unique opportunity offers promotional emails to membership, a listing on FRLA.org, social promotion and the chance to mention info about your business.
\$5,000+ total value, \$2,500 each

FRLA Digital Retargeting Program

Consistently and frequently reach thousands of hoteliers and restaurateurs hundreds of thousands of times with precise and targeted messaging on websites they use every day! To learn more, click here or contact Case Aldridge Case@theassociationpartner.com or Susie McKinley smckinley@FRLA.org.

FRLA Podcasts

FRLA has partnered with Answers That Count to offer podcasts of interest to Florida's Hospitality Industry. **\$2,000 each**

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 or (850) 508-1139 for more information.**