

2022 RATESHEET

FLORIDA RESTAURANT & LODGING

OFFICIAL PUBLICATION OF THE FLORIDA RESTAURANT & LODGING ASSOCIATION



Photo courtesy of Opal Grand Oceanfront Resort & Spa

“

I love the FR&L 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

“

We have been part of the FRLA for well over 16 years and being a member of the organization has been one of the key factors of our success. Our participation in FR&L Magazine has helped to maintain our brand awareness within the Association. If you ever have any questions, feel free to call me!”

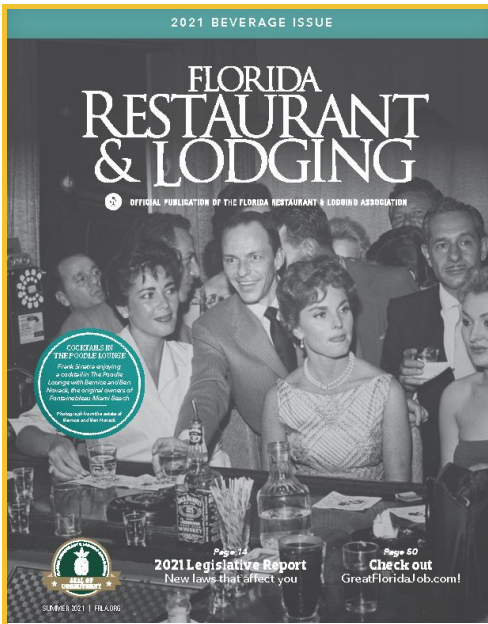
Jordan Beckner
Vice President,
Fiberbuilt Umbrellas
and Cushions

“

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





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

FULL COLOR (Per issue)	1X	4X
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.	

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 38,000 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 2022, FRLA is producing an online flipbook only. The links are incorporated on the home page of the FRLA website, frla.org/magazines, and are distributed several times throughout each quarter via designated eblasts and eblasts to membership.

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	11,942
Average monthly	26,963
Total page views	323,558
Total sessions	201,000
*as of 11/1/2021	

SOCIAL MEDIA IMPRESSIONS, QUARTERLY

Facebook, Instagram, Twitter and LinkedIn @FRLAnews	639,575
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DIGITAL EDITION EMAIL BLASTS (PER ISSUE)

Subscribers Magazine Announcement	38,000+
Featured Content E-blasts	22,600+

FLORIDA RESTAURANT AND LODGING MAGAZINE THEMES

Spring – Lodging/Legislative/Workforce

Summer – Beverage/Emergency Management/Workforce

Fall – Food Business/Workforce

Winter – Technology/Marketing/New Leadership/Workforce



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 4.875"
¼ Page	3.5" x 4.875"

Please keep all live material .375" from trim (edge of the document) on all sides.

*Allow .125" bleeds on all sides, which is incorporated into the bleed specs above.

Visuals and additional spec info can be found on the RPI Advertising Specifications Sheet on page 5.

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

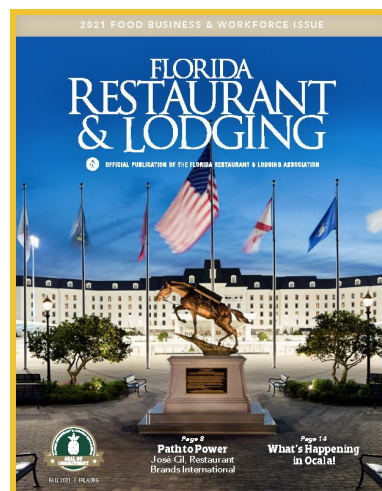
ELECTRONIC SUBMISSION

For information on large file transfer via a secure connection, visit rowlandpublishing.com/submit-files. Please send ONE self extracting, zipped archive containing all necessary materials.

For more information and assistance, contact us at 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

2022 Spring

Space/Materials	January 20, 2022
Electronic Ads	February 1, 2022
Distribution Date	March 2022

2022 Summer

Space/Materials	April 20, 2022
Electronic Ads	May 1, 2022
Distribution Date	July 2022

2022 Fall/Conference Edition

Space/Materials	August 15, 2022
Electronic Ads	September 1, 2022
Distribution Date	October 2022

2022-23 Winter

Space/Materials	October 20, 2022
Electronic Ads	November 1, 2022
Distribution Date	December 2022

Shelf Life

Three months

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

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

The Edison
4 Rivers Smokehouse / Coop
AJ's Seafood & 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 & Club
Bonaventure Resort & Spa
Brinker International - Chili's Grill & Bar
Bru's Room Sports Grill
Bud & Alleys
Bud's Chicken & Seafood
Buena Vista Palace Hotel & Spa
Burger King Corporation
Captain Anderson's Restaurant
Casa D'Angelo Ristorante
Casa Marina, A Waldorf Astoria Resort
Cheddar's Casual Cafe
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
Crown 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 & Spa
Disney's Pop Century Resort
Disney's Wilderness Lodge
Disney's Yacht & 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 & 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

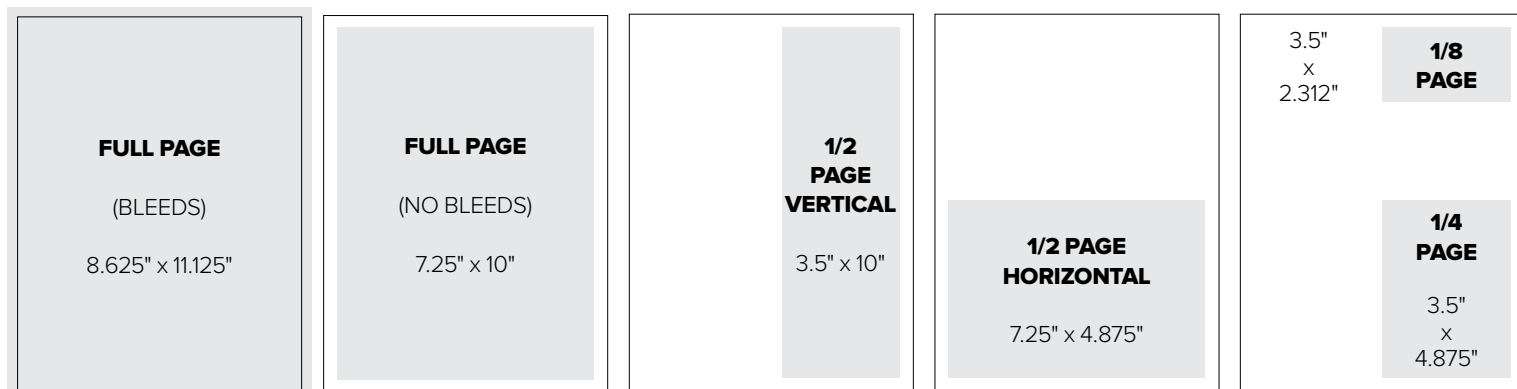
Golden Corral
Grand Hyatt Tampa Bay
Green Iguana Entertainment &
Restaurant Group
Grillsmith
Hammock Beach Resort
Hard Rock International Inc
Harry T's Lighthouse
Hawks Cay Resort & Marina
Hillstone Restaurant Group
Hilton Fort Lauderdale Beach Resort
Hilton Fort Lauderdale Marina
Hilton Miami Airport
Hilton Orlando
Hilton Orlando Bonnet Creek
Hilton Palm Beach Airport
Hilton Pensacola Beach
Hilton Sandestin Beach Golf Resort & Spa
Holiday Inn Resort Paradise Found
Holiday Inn Tampa Westshore
Hooters Management Corporation
Hooters of America Inc
Hyatt Regency Clearwater Beach
Resort & Spa
Hyatt Regency Coconut Point Resort & Spa
Hyatt Regency Coral Gables
Hyatt Regency Grand Cypress
Hyatt Regency Orlando
Hyatt Regency Pier Sixty-Six
Hyatt Regency Sarasota
Innisbrook Resort & 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 & 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 & Golf Club
Neighborhood Restaurant Partners Florida -
Applebee's
Nickelodeon Family Suites
Ocean Grill
Omni Amelia Island Plantation
Omni Orlando Resort at ChampionsGate
Padrino's Cuban Cuisine
Pat Croce Group
Pepper's Mexican Grill & Cantina
PGA National Resort and Spa
PoFolks
Ponte Vedra Inn & Club
Radisson Resort at the Port
Red Elephant Pizza & Grill
Red Lobster Seafood Co
Renaissance Tampa International Plaza Hotel
Renaissance Vinoy Resort & Golf Club
Reunion Resort & Club of Orlando

RomaCorp Inc - Tony Roma's
Rosen Centre
Rosen Shingle Creek
Saddlebrook Resort
Saltwater Restaurants
Sandestin Golf and Beach Resort
Sandpearl Resort & Spa
SeaWorld Parks & Entertainment
Seminole Hard Rock Hotel & Casino
Senor Frijoles
Sheraton Sand Key Resort
Sirata Beach Resort
Sloppy Joe's Bar
Smith & Wollensky
Smokey Bones Bar & 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 & Bar
Steak n Shake Enterprises Inc
Stonewood Grill
Sunshine Restaurant Corp -
Buffalo Wild Wings
Sunshine Restaurant Merger - IHOP
Sushi Maki & Canton Restaurants
Tampa Marriott Waterside Hotel & 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 & Spa Fort Lauderdale
Westin Diplomat Resort & 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

Photo courtesy of Eau Palm Beach Resort & Spa

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ADVERTISING SPECIFICATIONS



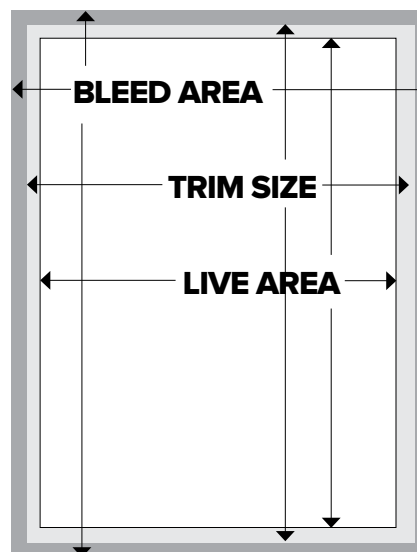
PUBLICATION SIZES

TRIM SIZE – is the actual size of the magazine after it is trimmed.

BLEED AREA – Any image or colored area touching the edge of the Trim size **MUST** be extended 1/8" beyond the trim size. Live area is where all your contents should stay within, such as Heading, Sub-Heading, Copy, Inset Photos, Contact Info, etc. In most cases, final artwork for full-bleed full page ads should be sized at 8.625" x 11.125".

Any Camera Ready Document without proper bleed will be shrunk to fit in the live area, which will cause white area all around the ad. Please keep all live materials .375" from the trim on all sides. On two-page spreads, leave 1.75" gutter for all live material.

FULL PAGE TRIM SIZE – 8.375" x 10.875" (.125" bleed on all sides; 7.25" x 10" live area).



SIZING

SIZE	TRIM	LIVE AREA	BLEED
DOUBLE PAGE SPREAD	16.75" x 10.875"	16" x 10"	17" x 11.125"
FULL PAGE BLEEDS	8.375" x 10.875"	7.25" x 10"	8.625"x11.125"
FULL PAGE NO BLEEDS	NA	7.25" x 10"	NA
1/2 PAGE VERTICAL	NA	3.5" x 10"	NA
1/2 PAGE HORIZONTAL	NA	7.25" x 4.875"	NA
1/4 PAGE	NA	3.5" x 4.875"	NA
1/8 PAGE	NA	3.5" x 2.312"	NA

ACCEPTABLE MEDIA

ELECTRONIC ADS

Deliver in the following ways:

FORMATS – Acrobat press-ready PDF, Adobe InDesign (CC 2014 or earlier), Adobe Illustrator (CC 2014 or earlier), Adobe Photoshop (CC 2014 or earlier). NO MICROSOFT programs (ie: Publisher/Word).

ON DISK – CDs, DVDs (Macintosh or cross-platform formatted).

ELECTRONIC UPLOAD – For large file transfers, please visit: rowlandpublishing.com/submit-files/. Please send ONE self-extracting, stuffed, zipped or PDF file. For more information and assistance, contact us at production@rowlandpublishing.com or (850) 878-0554.

All fonts (printer and screen), unless converted to outlines, and graphic files 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.