

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 the 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!”

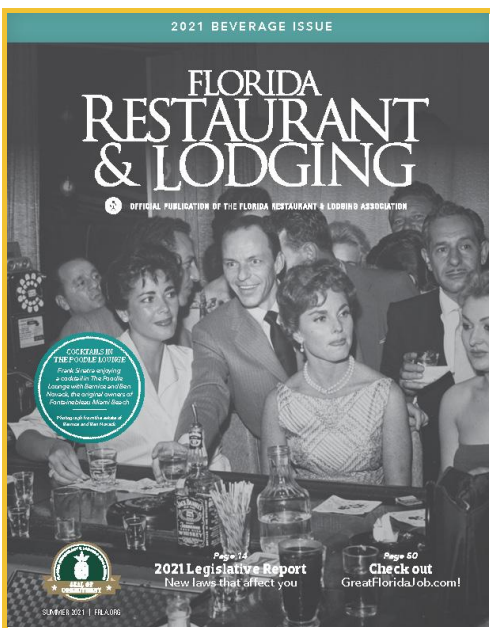
Jordan Beckner
Vice President,
Fiberbuilt Umbrellas
and Cushions

“

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

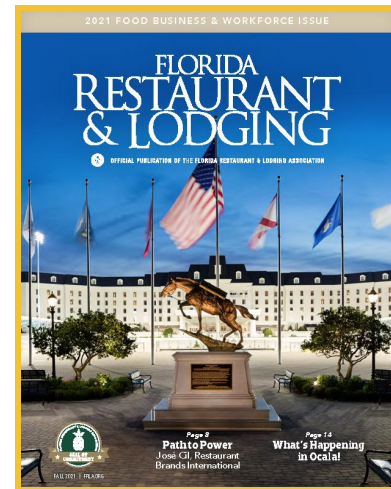
ELECTRONIC SUBMISSION

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 \$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**

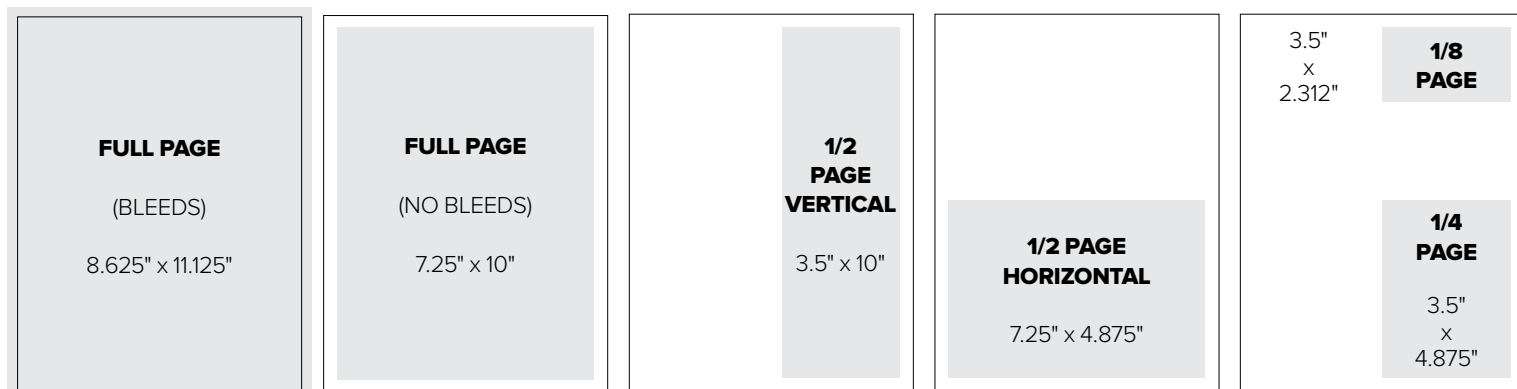
LODGING/RESORT AND RESTAURANT DECISION MAKERS READING FR&L MAGAZINE

<p>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</p>	<p>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</p>	<p>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</p>
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Photo courtesy of Breeze Ocean Kitchen, Eau Palm Beach Resort & Spa

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ADVERTISING SPECIFICATIONS



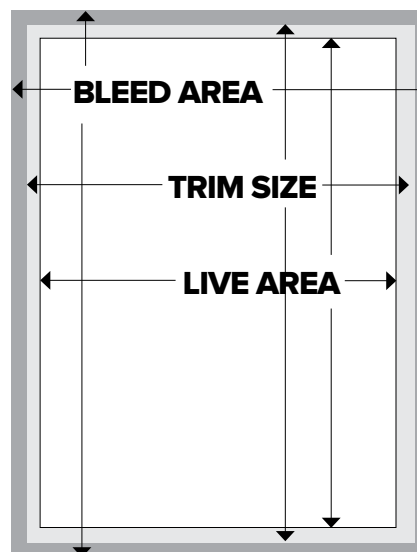
PUBLICATION SIZES

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.