



NC Hospitality is the monthly newsletter of the North Carolina Restaurant and Lodging Association, and the only publication to reach hospitality operators throughout the state. **Advertising privileges are reserved for members of the association only.** To submit your order please complete an insertion order and return a copy with payment. All advertising is subject to the approval of the association.

Monthly Advertising Rates: (Note: Dec/Jan and July/Aug are combined issues)

<u>Size</u>	<u>1 x</u>	<u>5 x</u>	<u>10 x</u>
Insert (B&W)	\$425	\$400	\$375
Full Page (B&W)	\$350	\$340	\$330
Full Page (Color)	\$430	\$420	\$410
Half Page (B&W)	\$195	\$185	\$175
Half Page (Color)	\$240	\$230	\$220
Quarter Page (B&W)	\$150	\$125	\$100
Quarter Page (Color)	\$185	\$155	\$125

Ad Sizes (in inches)

- Insert – 8 ½ x 11
- Full Page - 7 ½ x 10
- Half Page Vertical - 3 ¾ x 10
- Half Page Horizontal - 7 ½ x 5
- Quarter Page - 3 ½ x 5

Specs:

Materials/Formats: All ads must be sent to derekl@ncrla.biz in a hi-res PDF, JPG, or EPS format (300 dpi or better).

Sizes: All ads must be sized to specs indicated.

Bleeds: No bleeds are allowed.

Guaranteed Positions: Guaranteed positions are subject to a 10% surcharge. Please note on your insertion order if a specific position is desired and include additional pricing. Only inside covers are available.

Space Reservations: To reserve ad space please fax your insertion order with credit card information to NCRLA at (919) 844-0190, or mail it with your payment to NCRLA, 6036 Six Forks Road, Raleigh, NC 27609. **Verbal commitments cannot be accepted.**

Deadlines: Space reservations and materials are due the first of the month for the following month.

Cancellations: All cancellations must be received in writing prior to the advertising sales deadline. Cancelled advertising is subject to the monthly rate for space already run and a 15% cancellation fee.

Bonus Buys: Bonus Buys must be noted on insertion order. If ordered, please send 30 words of copy and a hi-res JPG formatted file of your four-color logo to Derek Levandowski at derekl@ncrla.biz. Bonus Buys are sold on a first-come-first-served basis until sold out.

Please contact Derek Levandowski if you have any questions, derekl@ncrla.biz.

NC Hospitality & Bonus Buys Insertion Order

Size of ad _____ Ad to run from _____/_____/_____ through _____/_____/_____
Month / Year Month / Year

Total ad cost: Monthly rate \$_____ x # of months _____ = \$_____

Please include the following exclusive-to-advertisers bonus buys with my ad(s):

**Six for Six - Raise your visibility with a six month sponsorship for only \$600 more!
Opportunities are limited to the first two participants.**

- Sponsorship Advertising in NCRLA's Online Buyers' Guide. More than 6,000 visits each year ensures you'll get optimum visibility in support of your marketing efforts!
- Sponsorship Advertising in NCRLA's monthly Report Card e-newsletter. A great way to align your brand with health, safety and education solutions!

Twelve for Ten - Power up your marketing by adding a one-year sponsorship for only \$1,000 more! Opportunities are limited to the first three participants.

- Sponsorship Advertising in NCRLA's View from Jones Street e-newsletter. Legislative issues are the top concern for many NCRLA members. Gain weekly visibility during the upcoming "long" legislative session, and monthly notice afterwards through this unique advertising opportunity.
- Sponsorship of NCRLA's Annual Law Review Online. One of NCRLA's *most exclusive* benefits is about to go online! Show your support for the industry by sponsoring the online version of our annual law review - an annual compendium of the laws and regulations governing restaurants and innkeepers in our state.

Total Bonus Buys: \$_____

Company: _____

Contact: _____

Street Address: _____

City / State / Zip _____

Phone _____ Fax _____ E-mail _____

Enclosed is my check for \$_____ made payable to NCRLA

Please bill my credit card \$_____ Visa MasterCard AmEx

Card # _____ CSV # _____ Exp. Date ____/____/____

Signature _____