

FLORIDA RESTAURANT & LODGING ASSOCIATION MAGAZINE RATE CARD

2018

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. The magazine is distributed to more than 10,000 independent and household name members, suppliers and theme parks.

FR&L Magazine supports the Florida Restaurant and Lodging Association's mission to "Protect, Educate and Promote" Florida's \$108.8 billion hospitality industry, which represents \$11.3 billion in state and local tax revenue and 1.4 million employees.

Circulation and Distribution

| | |
|--------------------------------------|--|
| PRINT CIRCULATION (PER ISSUE) | Spring: 9,250 |
| | Summer: 9,250 |
| | Fall/Conference Edition: 11,000 |
| | Winter: 9,250 |

PRINT CIRCULATION 38,750

FRLA Members 7,000
Owners, CEOs, General Managers, Industry Senior Management

Targeted Distribution 750
by FRLA Tallahassee office

Hand Distribution 1,500
by FRLA's ten statewide regional directors

Targeted Distribution *1,750
to attendees of FRLA's annual conference

DIGITAL REACH/VISIBILITY

In addition to the print exposure, we produce an online flipbook. The cover photo for the magazine and link are incorporated on the home page of the FRLA website, frla.org, and are distributed through an email blast. All advertisements are linked to advertisers' websites.

Website Impressions, frla.org*

| | |
|-------------------|---------|
| Unique Users | 185,000 |
| Total Sessions | 255,000 |
| Total Page Views | 485,000 |
| *as of 10/01/2017 | |

Social Media Impressions, quarterly ≥ 22,700
Include Facebook, Twitter and Instagram @FRLAnews

Digital Edition Email Blasts (per issue)

| | |
|-----------------------|--------|
| Subscribers | 30,000 |
| Targeted Mailing List | 2,700 |

FLORIDA RESTAURANT AND LODGING MAGAZINE THEMES

Spring - Lodging/Legislative

Summer - Beverage

Fall - Tradeshow Conference/Food Safety

Winter - Marketing /Technology



GROSS RATES

Click-through on digital magazine flipbook included.

| FULL COLOR (Per issue) | 1X | 4X |
|--|------------------------------|-----------|
| Full page | \$ 1,770 | \$ 1,610 |
| 1/2 page | \$ 960 | \$ 830 |
| 1/4 page | \$ 620 | \$ 450 |
| 1/8 page | \$ 450 | \$ 380 |
| PREFERRED POSITIONS (Per issue) | 4X | |
| Back Cover | \$ 2,670 | |
| Page 2 | \$ 2,270 | |
| Page 3 | \$ 2,325 | |
| Inside Back Cover | \$ 2,210 | |
| Next to Table of Contents | \$ 2,210 | |
| Next to President and CEO's Letter | \$ 2,210 | |
| 2-Page Spread/Centerfold/Insert | quote available upon request | |
| Other Guaranteed Positions | Add 15% | |

Pending approval, additional copy will be provided for Preferred Positions.



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



CREATIVE. MEDIA. SOLUTIONS.™

FLORIDA RESTAURANT & LODGING ASSOCIATION SPECIFICATIONS & DEADLINES 2018

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. Space is limited. Call today for information or to reserve space.

AD SPECIFICATIONS

(All specifications are in inches, width by height)

| | |
|------------------------|------------------|
| Full Page..... | 7.25" x 10" |
| Full Page bleed* | 8.625" x 11.125" |
| 1/2 Page | 7.25" x 4.875" |
| 1/4 Page | 3.5" x 4.875" |

(* Trim size: 8.375" x 10.875" for full page. Please keep all live material .375" from trim on all sides. Allow .125" bleeds on all sides.)

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 and click "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 (print and digital), 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.

* Please also fax a copy of your electronically submitted ad, specifying which quarterly edition of the FRLA magazine, to: (850) 807-5037.

GRAPHIC DESIGN SERVICES

Ad design services are available for a fee of \$95-\$150 and include one proof, one scan and granting of unlimited rights to creative. Extra charges apply for additional color scans and customer art. Electronic specifications are available upon request.

DEADLINES & DISTRIBUTION

2017-2018 Winter

| | |
|-------------------------|------------------|
| Space/Materials | October 1, 2017 |
| Electronic Ads | October 15, 2017 |
| Distribution Date | December 2017 |

2018 Spring

| | |
|-------------------------|-------------------|
| Space/Materials | February 1, 2018 |
| Electronic Ads | February 15, 2018 |
| Distribution Date | April 2018 |

2018 Summer

| | |
|-------------------------|----------------|
| Space/Materials | April 1, 2018 |
| Electronic Ads | April 15, 2018 |
| Distribution Date | June 2018 |

2018 Fall/Conference Edition

| | |
|-------------------------|----------------|
| Space/Materials | July 1, 2018 |
| Electronic Ads | July 15, 2018 |
| Distribution Date | September 2018 |

Shelf Life three months

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

continued

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FLORIDA RESTAURANT & LODGING ASSOCIATION

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

2018

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
Crowne 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
Padrinos 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
Sea World 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

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