

RESTAURANT EXECUTIVE BRIEFING

REACH 26,000

RESTAURANT EXECUTIVES

EVERY WEEK

MEDIA KIT



MULTIVIEW

MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

FS

FEATURED SPONSORED PLACEMENT

Give your company ultimate presence in the masthead of the Restaurant Executive Briefing. This exclusive sponsorship provides your company with prime real estate on the brief and links the masthead directly to your website.

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B/1 TOP/BOTTOM SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E FEATURED COMPANY AD

Integrated into the feel of the brief, a featured company ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

A **steelite INTERNATIONAL** metalware classic to contemporary

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PRESENTED BY COLLAB MULTIVIEW RESTAURANT EXECUTIVE BRIEFING

FS **skillssoft** **What's the next big restaurant?**
On-demand training and e-learning solutions for global enterprises, government and education agencies, and small to medium-sized businesses.

B **Restaurant Card Central** POS Server Cards, Gift Cards and Supplies

C **Sonic, Red Lobster ads most effective**
Nation's Restaurant News Sonic, Subway and Red Lobster joined such major advertisers as Budweiser and MasterCard on Ace Metrix's top 10 list of the "Most Effective TV Ads" of the third quarter. Sonic received the top spot among restaurant-specific commercials, with Domino's Pizza, Burger King, Taco Bell, Longhorn Steakhouse and Outback Steakhouse also placing among the top 10, based on their "Ace Scores." **MORE**

D **Product Showcase**

<p>Griddle Cleaning Made Safer!</p>  <p>Scotch-Brite™ Quick Clean Griddle Cleaning System is a complete system for cleaning commercial griddles. This system is faster, safer and easier than traditional griddle cleaning products. More info</p>	<p>Cardinal Coffee & Desserts Collection</p>  <p>The final course of the meal is both a chance to impress and an opportunity to enhance service levels. Create the perfect signature dessert and offer a selection of fancy coffee drinks to keep your customers coming back. More info</p>	<p>Delicious, natural smoked hams</p>  <p>John Morrell Hams are produced with hand-selected cuts of meat, natural smoked, to ensure rich flavor and tenderness in every bite. Our hams are fully cooked for "ready to eat" convenience, available spiral sliced, sliced, boneless or bone-in. More info</p>
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B1 **Despite bad reviews, New York restaurants thrive**
Haute Living Magazine Despite the critics, some New York restaurants torn by reviews, are still a buzzing destination for tourists and locals. Unapologetic Undistinguished? Better suited to coal mining than sipping. Hardly the kind of reviews a restaurant wants to hear. And yet, despite the critics, Ninja New York — pummeled by a scathing critique from the New York Times' Frank Bruni in October 2005 — is still a buzzing destination for tourists and locals. **MORE**

C1 **Salads are nice, but burgers are what really sell**
The Associated Press via the Athens Banner-Herald Americans talk skinny but eat fat. No matter that First Lady Michelle Obama has been on a crusade for a year and a half to slim down the country. Never mind that some restaurants have started listing calories on their menus. Forget even that we keep saying we want to eat healthy. When Americans eat out, we order burgers and fries anyway. **MORE**

E **Comfort conversions for your menu**
QSR When is a culinary trend no longer a trend? The Center for Culinary Development first wrote about the emergence of comfort foods on fine-dining menus back in 1992, when "It's the Economy, Stupid!" embodied a nation's downtown frustrations. Times have changed. Our economic downturns seem to be lasting longer. The geopolitical landscape has undergone seismic shifts. But comfort foods remain very much in favor. **MORE**

Featured Companies

<p>Libbey Glassware, dinnerware, and flatware products Libbey manufactures and distributes to restaurants, bars, hotels, nightclubs, caterers, airlines, cruise ships, and country clubs throughout a vast network of distributors worldwide. MORE</p>	<p>ALTO-SHAAM Learn About the Halo Heat Family At Alto-Shaam, we specialize in creating systems and equipment that are the core of successful and profitable foodservice programs in many different industries. MORE</p>
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Fast food giants lower prices to lure customers
WPTV It seems the economy has taken a bite out of the fast food industry's sales, leading some of the biggest names in the business to lower prices in order to lure customers back. Fast food industry executives say they aren't lowering prices because they want to, but sales have slumped so they feel like they have to. **MORE**

Restaurant Executive Briefing **Recent issues**

For more information about this brief, or to contribute content for future issues, contact: Colby.Horton@McGraw-Hill.com, Vice President of Publishing, 462-420-2601
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Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 26,000 Restaurant Managers. (one 90 day cycle)



Featured Sponsored Placement
\$2750 per issue
File Format
JPEG, GIF, EPS



Leaderboard
\$3000

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$2750/\$2500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Skyscraper
\$2750/\$2500

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
450k



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Product Showcase
\$2250

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**

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Featured Company Ad
\$1500

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



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Traditional Text Ad
\$500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

THE RESTAURANT EXECUTIVE BRIEFING, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO RESTAURANT OWNERS, OPERATORS AND MANAGERS NATIONWIDE.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of early restaurant executives, Restaurant Executive Briefing keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

RESTAURANT EXECUTIVE BRIEFING
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN THE RESTAURANT EXECUTIVE BRIEFING:



CREDIBLE SOURCE

Our editors and industry experts review thousands of articles, white papers, surveys and new research each week in order to deliver the most relevant information to busy professionals...information they need to outperform the market in their role.



TARGETED DISTRIBUTION

Advertising in Restaurant Executive Briefing allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



AUDIENCE

The Restaurant Executive Briefing is sent to a dedicated list of readers in the industry.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, Restaurant Executive Briefing ensures your ad will be seen every week by our 26,000 subscribers.



AFFORDABLE

Advertising in Restaurant Executive Briefing is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of Restaurant Executive Briefing has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in Restaurant Executive Briefing.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.