

HOTEL + RESTAURANT PRODUCT NEWS

REACH

15,300

TOP HOSPITALITY INDUSTRY PROFESSIONALS

EACH WEEK

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

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

Integrated into the feel of the brief, a callout 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.

G CURRENT PROMOTION

Promote your company's current special offer with this 5-word ad that will entice buyers and increase traffic. Ad includes a unique landing page developed specifically for your company. [View landing page sample.](#)

The screenshot shows the IHMRS website with various advertising placements. On the left, there are vertical banners for ChefWorks, CENLYN, and Allied Safe. The main content area features several articles with different ad formats: a 'Product Showcase' for Citta Seating, Gourmet Table Skirts, and Abscold; a 'Current Promotions' section for Actonus and Cambridge Commerce; and a 'Featured Companies' section for Baltic Linen and Brintons. A 'Text Ad' is also visible at the bottom of the page.

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 15,300 top hospitality industry professionals(one 90 day cycle)



Leaderboard
\$5000

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$4000/\$3500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper Top/Bottom
\$4000/\$3500

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$3950

Lorem ipsum dolor
 Lorem ipsum dolor
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 Ut enim ad minimum
 veniam, quis nostrud
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 laboris nisi. [More](#)

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



Featured Company
\$2500

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



Traditional Text Ad
\$1500

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



Current Promotion
\$2750

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Text **five word headline**
Image Dimensions **68x34** File Format **JPEG, GIF**
Landing Page Text **50 word product description**
Landing Page Image Dimensions **175x125** File Format **JPEG, GIF**

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THE HOTEL + RESTAURANT PRODUCT NEWS,
POWERED BY MULTIBRIEFS, PROVIDES WEEKLY
NEWS AND INFORMATION TO DECISION
MAKERS IN THE HOSPITALITY ARENA,
INCLUDING THE FOOD SERVICE, HOTEL &
RESTAURANT INDUSTRIES.

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 and is delivered to the inboxes of chefs, dietitians, fast food/restaurant management, decorators, IT professionals, purchasers, asset management professionals, and hotel owners.

HOTEL + RESTAURANT PRODUCT NEWS
IS A PROFESSIONAL RESOURCE FOR



TOP TEN REASONS TO ADVERTISE IN HOTEL + RESTAURANT PRODUCT NEWS:



CREDIBLE SOURCE

For over 100 years, our members have turned to the association as the informational authority of the industry. Advertising in Hotel + Restaurant Product News solidifies your place among weekly information provided to RAPRA members.



TARGETED DISTRIBUTION

Advertising in Hotel + Restaurant Product News 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.



OPT-IN SUBSCRIBER LIST

Subscribers to Hotel + Restaurant Product News have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



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, Hotel + Restaurant Product News ensures your ad will be seen weekly by our 15,300 subscribers.



AFFORDABLE

Advertising in Hotel + Restaurant Product News 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 Hotel + Restaurant Product News 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 Hotel + Restaurant Product News.



TRACK CAMPAIGN EFFECTIVENESS

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