

MICHIGAN Restaurateur

A PUBLICATION OF THE MICHIGAN RESTAURANT ASSOCIATION

What is the Michigan Restaurateur?

The Michigan Restaurant Association publishes a bi-monthly magazine that is respected and recognized among all food service establishments. The editorial content helps with day to day business operations; beverage management; human resource management; technology; and legislative and regulatory issues. We are proud to announce the *Michigan Restaurateur* magazine was recently presented the Gold Award for achieving excellence in member communication, by the Michigan Society of Association Executives.

Who reads the Magazine?

More than 4,500 Michigan foodservice professionals receive the *Michigan Restaurateur* magazine. It reaches decision makers for restaurants, bars, coffee shops, commercial and institutional cafeterias, hotels, motels, private clubs, caterers, and education centers. These decision makers represent a vital role in Michigan's overall economy. The foodservice industry plays an integral role in Michigan's economy, employing more than 423,600 people and creating more than \$13.1 billion in annual sales. If you sell to or service a licensed food service kitchen then the *Michigan Restaurateur* is the place for you to be advertising. Your customers are our subscribers.

We double circulation of the magazine for the August and October issues as part of our promotion of the Michigan Restaurant Show.

How can I advertise?

Call the Michigan Restaurant Association today at 800.968.9668 or visit the website at michiganrestaurant.org. Rate Card and Editorial Calendar are available upon request.



Our Mission is Your Success



michiganrestaurant.org • 800.968.9668

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MRA Member Ad Rates		1 Issue	4 Issues	Increased Circulation Aug. & Oct.	Full Year
FULL PAGE	Color	\$1265	\$1165	\$1355	\$7370
	Black & White	\$895	\$765	\$990	\$5040
2/3 PAGE	Color	\$1140	\$1055	\$1200	\$6620
	Black & White	\$730	\$630	\$800	\$4120
1/2 PAGE	Color	\$1030	\$960	\$1090	\$6020
	Black & White	\$600	\$510	\$660	\$3360
1/3 PAGE	Color	\$940	\$880	\$990	\$5500
	Black & White	\$480	\$400	\$530	\$2660

Non-Member Ad Rates		1 Issue	4 Issues	Increased Circulation Aug. & Oct.	Full Year
FULL PAGE	Color	\$1580	\$1455	\$1690	\$9200
	Black & White	\$1115	\$960	\$1230	\$6300
2/3 PAGE	Color	\$1420	\$1320	\$1510	\$8300
	Black & White	\$920	\$785	\$1000	\$5140
1/2 PAGE	Color	\$1285	\$1195	\$1355	\$7490
	Black & White	\$745	\$630	\$825	\$4170
1/3 PAGE	Color	\$1175	\$1095	\$1235	\$6850
	Black & White	\$595	\$500	\$660	\$3320

Ad Size	Width	Depth
Full Page	8.5" x	11"
2/3 Page	4.75" x	10"
1/2 Page Horz.	7.25" x	5"
1/2 Page Vert.	3.5" x	10"
1/3 Page Horz.	7.25" x	3.33"
1/3 Page Vert.	2.25" x	10"

Ad Submission Standards:

Publication is saddle stitched, and printed sheet fed offset. Ads should be submitted via e-mail or mail:

- Quarkxpress (Stuffed or Zipped COLLECTED files + Fonts)
- .eps (300dpi)
- .tif (300dpi)
- HiRES.pdf (use "press" settings)

Files must be accompanied with hard copy proof. Color ads must have color proofs. Film output at cost to advertiser.

Bleed area: 8.75" x 11.25"

Trim area: 8.5" x 11"

Live area (Full Page): .50" in from Trim

Ad Creation & Design Services:

Free to MRA members. Non-members - \$50.00 minimum charge for design and layout.

Billing:

Invoices rendered upon release of issue(s) with a signed contract. Agency commission is 15% of gross billing allowed to recognized advertised agencies on space, color and position for non-member rates only.

Contact:

To advertise or for more information, call the MRA at 800.968.9668.

2010 Editorial Calendar

February – Industry Forecast

Ad copy deadline January 8

April – Beverage / Menu Trends

Ad copy deadline March 12

June –Customer Service

Ad copy deadline May 14

August – Innovative Solutions

Ad copy deadline July 16

October – Technology

Ad copy deadline September 10

December – End of the Year wrap up

Ad copy deadline November 12