



The Alabama Restaurant and Hospitality Association represents over 1,200 members including restaurants, lodging, tourism, and hospitality service companies.

The foodservice, hospitality and tourism industry is Alabama's second-largest employer. Advertising with ARHA is the optimal way to reach key decision makers and personnel across the state.

ARHANOW Magazine

The ARHANOW magazine features industry trends, advocacy, events, and more.

The bi-annual publication is mailed to ARHA members. ARHA will also distribute the magazine to attendees at various tradeshow, chapter meetings, seminars, etc.

Who receives ARHANOW?

- Restaurants and Bars
- Hotels and Resorts
- Tourism Members (CVBs, attractions, etc)
- Food & Beverage Suppliers
- Other Industry Vendors

Deadlines:

- May 15 (mails late June)
- November 15 (mails late Dec.)

Advertising Rates:

- \$1,500 back cover
- \$1,000 full page ad
- \$500 half page ad
- \$300 quarter page ad

Advertising Specs:

- 8.5 x 11 trimmed size
- CMYK full color
- Saddle-stitched

Preferred File Format:

PDF is preferred format / 300 dpi resolution/CMYK
Email to aingle@arhaonline.com.

Print Ad Sizes:

Full Page	8.5" x 11" (w/ 1/8" bleed)
Half Page	8" x 5"
Quarter Page	4" x 5"



DIGITAL ADVERTISING OPTIONS

Website Advertising

ARHA's website is the go-to reference for the state's restaurant and hospitality industry including government advocacy, industry news, events, ServSafe training and more.

Website Advertising Rates:

Size	1 year	6 months	3 months
Banner Website (interior only/does not LINK)	\$500	\$275	\$150
Sidebar Ad	\$325	\$175	\$100
Banner – 934 x 170 pixels Sidebar – 240 x 180 pixels			

Non-ARHA members- add \$100 to total. Placement at our discretion.

Email Updates Advertising

ARHA's high-performing email newsletters are a great way to get in front of customers. Members have become accustomed to the ARHA Weekly Update with industry news, event calendar and reminders, regulatory info, advocacy, etc.

ARHA Weekly Update Advertising Rates:

Size	1 year	6 months	3 months
ARHA Weekly Update	\$500	\$325	\$200

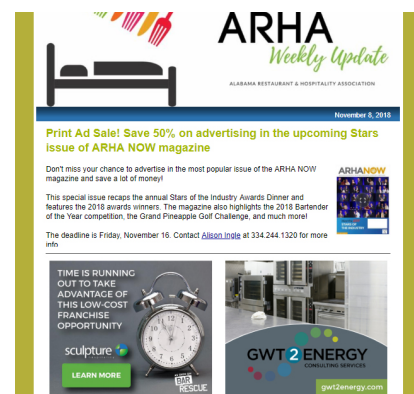
Ad Size – 240 x 180 pixels /

Non-ARHA members - \$1,000 - 1 year or \$600 - 6 months

ARHA Legislative Update - Sole Sponsorship

Size	Full Session	Half Session
ARHA Legislative Update (begins Feb.)	\$600	\$300

Banner – 934 x 170 pixels / Non-ARHA members - \$1,000 full session



Email Blasts

We will send your email message to our targeted list of 1,000 Alabama restaurant and lodging decision makers (two emails per year max except for Major Sponsors).

Cost per Email: \$75 ARHA Members | \$250 Non-Members

ARHA Job Board / Classified Listing ONLINE

Publish your job, service or real estate listing on ARHA's website.

Cost per Listing: FREE - ARHA Members | \$100-200 Non-Members

Save money with **CUSTOM SPONSORSHIP PACKAGES**

Call Alison at 334.244.1320 or email aingle@arhaonline.com.

BUYER'S GUIDE

The ARHA Buyer's Guide is a separate printed publication. The ARHA Buyer's Guide is an excellent resource to reach over 2,000 restaurant and hotel professionals that make purchasing decisions.



Basic Listing (included with membership):

Company _____

Address _____

Phone _____

Contact Person _____

Email Address _____

Categories: (please check two)

Accounting	Equipment	Legal Services
Apparel	Events	Linens
Advertising/Marketing	Financial Services	Maintenance
Bar Equipment	Fire Safety / Security Systems	Non-Profit/Partners
Building Materials & Supplies	Fish & Seafood	Produce
Coffee/Tea	Food & Beverage Distributor	Real Estate
Dairy Products	Frozen Food	Recycled Kitchen Waste
Design/Furnishings	Grease Trap Solutions	Refrigeration
Education/Training	Hotel Operations	Services
Employee Services	Insurance	Technology Services
Entertainment	Kitchen Equipment	Utilities

☐ Additional Contact Listed:

☐ Add Your Logo \$25

Email high-resolution logo to:

admin@arhaonline.com

Display Advertising - call for pricing

☐ Full Page (5.5" x 8.5" with .125" bleed)

☐ Half Page (5" x 4")

**Deadline for
free member listing
and/or advertising in
the Buyer's Guide:**

April 1



Payment:

PAYMENT AMOUNT FROM ABOVE: \$: _____ (USD)

PAYMENT METHOD: AMOUNT WITH MEMBER DISCOUNT: \$: _____ (USD)

☐ I AM AN ARHA MEMBER

() Check Enclosed—please make all checks payable to: Alabama Restaurant & Hospitality Association

() Bill my credit card. Card Type: () Amex () Visa () MasterCard () Discover

Card #: _____ Exp. Date: _____ CCV: _____

Name on Card (print): _____

For custom sponsorship and advertising packages, contact Alison at aingle@arhaonline.com or 334.244.1320.

Advertising Agreement

Provide the following information and return this form with payment or insertion orders.

3 S. Jackson Street, Montgomery, AL 36104 | 334.244.1320

Contact: Admin@arhaonline.com



Advertiser Contact Info:

Company Name: _____

Contact Name: _____

Email: _____

Mailing Address: _____

City: _____

State: _____

Zip Code: _____

Phone: _____

Fax: _____

Website: _____

Are you an ARHA member? ☐ Yes ☐ No

Run Dates: _____

Please select your options below:

Advertising Option	Placement/Sz	Circle Run Time	Cost
<input type="checkbox"/> Magazine AD	Full Page	June December	\$
<input type="checkbox"/> Website AD		1 year 6 months 3 months	\$
<input type="checkbox"/> Email Newsletter AD	-----	1 year 6 months 3 months	\$
<input type="checkbox"/> Legislative Update Sponsor	-----	Full Session or Half Session	\$
<input type="checkbox"/> Job Board/Classified Listing	-----	up to 90 days	\$
Total			\$

Payment:

PAYMENT AMOUNT FROM ABOVE: \$: _____ (USD)

PAYMENT METHOD: AMOUNT \$: _____ (USD) ☐ I AM AN ARHA MEMBER

() Check Enclosed—please make all checks payable to: Alabama Restaurant & Hospitality Association

() Bill my credit card. Card Type: () Amex () Visa () MasterCard () Discover

Card #: _____ Exp. Date: _____ Billing Zip Code: _____

Name on Card (print): _____ CCV: _____