

## QUE COOKIN' E - NEWSLETTER

Reach your audience directly with a display ad in our *Que Cookin' E*-Newsletter!

- Display ads are 160 pixels (wide) X 200 pixels (high)
- Over 1,100 e-newsletters sent each issue
- Change your ad each issue\*
- E-Newsletter is sent the 1st and the 15th of each month.\*\*

\*Final ad artwork must be received 3 business days prior to publication date. Artwork must be submitted via email in GIF or JPEG format and sized to specs.

### QUE COOKIN' AD RATES

#### Member

Per Newsletter	Annual (24 issues)
99.00	2,000.00

#### Non - Member

Per Newsletter	Annual (24 issues)
149.00	3,200.00

## Individual Email Alert

Reach your audience directly with an independent alert!

- Individual email alert will include your article only!
- Article can be as long or short as you like
- Decide when you want the alert to be sent\*
- Over 1,100 emails in database

\*Alert can not be sent same day as *Que Cookin' E*-Newsletter

### INDEPENDENT ALERT RATES

#### Member

Per Alert	Annual (12 Alerts)
149.00	1,500.00

#### Non-Member

Per Alert	Annual (12 Alerts)
199.00	2,100.00

Email Dionne Wright-Bower at [communication@nmrestaurants.org](mailto:communication@nmrestaurants.org) for e-newsletter deadlines and more information.

## CUSTOMIZED PACKAGES AVAILABLE

The more you buy, the more you save!

# 2014 Media Kit

New Mexico Restaurant Magazine  
 Que Cookin' E-Newsletter  
 NMRA Website  
 NMRA Facebook

## New Mexico Restaurant Magazine

Advertise in the award-winning *New Mexico Restaurants Magazine*, previously *The Southwest Restaurateur*

Advertising in the *New Mexico Restaurants Magazine* is your smart marketing choice to reach owners, managers and other key executives in the hospitality industry in the Southwest.

*New Mexico Restaurants Magazine* is a quality, color magazine filled with timely, informative articles pertinent to the Southwest's hospitality and foodservice community.

### Maximum Exposure

*New Mexico Restaurants Magazine* is mailed to every restaurant/foodservice establishment in New Mexico. That's over 5,000 people who then pass it on to someone else to read as well. Your ad is seen by nearly 8,000 people each issue.

*New Mexico Restaurants Magazine* reaches:

- Restaurant Owners
- Restaurant Managers
- Buyers
- Hotels
- Hospitality Employees
- Educators
- Product and Service Providers

### Positive Reviews

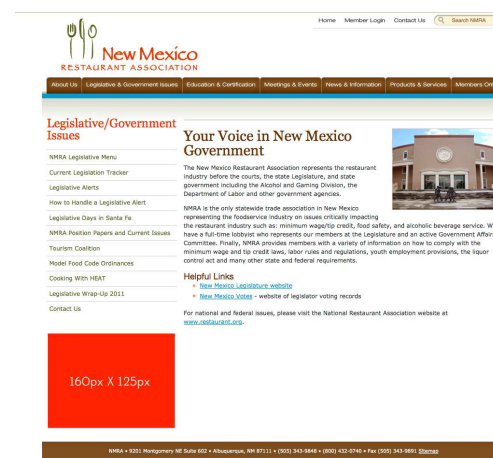
- *The Southwest Restaurateur* was a recipient of the Silver Award for Trade Publications in Association Trends magazine All-Media contest.
- SWR readers choose to read SWR before other industry publications and keep it as a reference after reading it.
- Ninety percent of surveyed readers read SWR from cover to cover every issue.
- After reading SWR, nearly half of our readers pass the magazine on for a co-worker or peer to read also.

### GET YOUR BUSINESS NOTICED!

For advertising information contact Dionne Wright-Bower  
Phone: (505) 343-9848, (800) 432-0740 or [communication@nmrestaurants.org](mailto:communication@nmrestaurants.org)

## WEBSITE

REACH OVER 255,500 VIEWERS A YEAR | [WWW.NMRESTAURANTS.ORG](http://WWW.NMRESTAURANTS.ORG)



Display ads on the interior pages of our website. Your ad will be displayed on the left hand side of the page with the sub-navigation topics for that section.

- 200 pages viewed daily
- Change your ad anytime\*
- Flash ads permitted
- Link to your website

**WEBSITE CURRENTLY BEING UPDATED. OPTIONS MAY VARY.**

\*Allow 3 business days for change to take effect. Artwork must be provided ready-to-place in JPEG format and sized to specs.

### Website Ad Rates

#### Member

6 months	Annual
560.00	1,069.00



#### Non-Member

6 months	Annual
850.00	1,610.00

## FACEBOOK



Advertise on two main Facebook Pages and reach members of the restaurant community!

- Each posting will go on both pages.

- New Mexico Restaurant Association Facebook Page has 935 "likes"
- Alcohol Server Training in New Mexico has 8,120 "likes"
- Limit of 50 words per posting.
- Facebook Job Board also available! Free for members, \$49 per job

### Facebook Posting Rates

#### Member

Per Posting	Annual (12 Postings)
75.00	500.00

#### Non-Member

Per Posting	Annual (12 Postings)
99.00	800.00

Please email [communication@nmrestaurants.org](mailto:communication@nmrestaurants.org) for more information.