



New Mexico  
Restaurant  
Association

# 2018 Media Menu A La Carte Options

Need some advertising? Have a job posting? Want to put your sponsor dollars to good use? Let NMRA help you get the word out! We have several a la carte options available or we can customize a package specific to your needs.



## Email Blasts and E-News

NMRA sends an average of 20,000+ emails each month with an (industry high) open click through rate of around 30%. Reach our audience of 2,300 (and growing) industry readers by purchasing ads or alerts. Display ad design must be provided, ready to place and sized to spec, or contact us for a custom design quote. *\*NMRA Design Fee of \$100 will be charged for all custom advertising.*

### E-Blast

Your content entirely. You may provide full design in .jpg or .png format up to 1500 x 2000 pixels or provide text and hi-res photos which we will format for you.

**Member: \$150**

Non-Member: \$200

Discounts available for bulk buys over 5

### E-Newsletter Display Ad

Up to 600 x 200 pixels; Links to your website or email.

**Member: First submission complimentary; \$100 thereafter**

Non-Member: \$175

### Digital Coupon

600 x 200 pixels; links to your site or email, placed on our website.

**Member: Complimentary**

Non-Member: Not available



## Buyer's Guide and Direct Mail

**Buyer's Guide** - A basic listing in our online and printed buyer's guide (circulation 4,500) is included in Vendor/Associate membership. Display ads are also available and a great way to help your business shine to these 4,500 restaurants and hospitality businesses. **Members get 20% Off display ads** which are available through SVM Media. Contact [rcutillo@svmmmedia.com](mailto:rcutillo@svmmmedia.com) for rates and details.

**Direct Mail** - NMRA sends periodic mailers to industry insiders and members. Quantities range from 500 to 4,000. **Contact us for a custom quote to mail to our lists on your behalf, or contact us about sponsoring one of our mailers with our content.**



## Website

Display ads appear on the interior pages of our website [www.nmrestaurants.org](http://www.nmrestaurants.org). You may change your ad at any time, allowing up to 3 business days for changes. Artwork must be provided ready to place and sized to spec.

### Interior Website Display Ad

Flash or static ad up to 1200 x 377 pixels with link to your website.

**Member: \$575 for 6 months or \$1,000 annually**

Non-Member: \$950 for 6 months or \$1,800 annually

### Online Vendor Directory - Basic Listing

Includes business name, address, phone number and website on our Online Buyer's Guide on our website.

**Member: Complimentary**

Non-Member: Not available

### Guest Blogger

Provide an industry-specific article of 600-900 words. We will edit and approve and link back to your business. Placed on our website. \*Promotion of content is extra.

**Member: First submission complimentary; \$100 thereafter**

Non-Member: \$175

\*Promote blog content in an E-Newsletter and on Social Media.

**Member: \$50**

Non-Member: \$100

9201 Montgomery Blvd NE, Suite 602

Albuquerque, NM 87111

(505) 343-9848

[www.nmrestaurants.org](http://www.nmrestaurants.org) • [dining@nmrestaurants.org](mailto:dining@nmrestaurants.org)

*Serving its members and the people of  
New Mexico since 1946*



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# 2018 Media Menu

## A La Carte Options

### Social Media

NMRA manages 3 Facebook pages with over 9,400 combined likes and over 1,100 Twitter followers. Contact us for more details on the social media offerings.

#### Facebook and Twitter Share

Mention (tag) of your restaurant or business with backlink to published article.

**Member: Complimentary**

Non-member: Not Available

#### Facebook and Twitter Advertisement

1200 x 630 px ad design with minimal text. Your content only link to your website or email. Want us to create your ad for you?

**Member: \$75 each or \$650 for 10**

**NMRA Design Fee: \$100**

Non-Member: \$125 each or \$1000 for 10

#### Job Posting on our NMRA Job Board on our website and on our Facebook page, Serving New Mexico.

Let us help you fill the house by spreading the word about available positions in your business.

**Member: Complimentary**

Non-Member: \$50

### Custom Advertising

Have a creative advertising idea that you don't see on our menu? Contact Amber at 505-343-9848 or at [dining@nmrestaurants.org](mailto:dining@nmrestaurants.org) and we will see how we can help! Remember... Membership Matters!

### Sponsorship Opportunities

**Make a difference in your own way!** NMRA has several annual sponsorship opportunities available ranging from \$450 to \$25,000. Contact Dionne at 505-343-9848 or at [communication@nmrestaurants.org](mailto:communication@nmrestaurants.org). In addition, we also offer the following sponsorship opportunities:

**ProStart/HIEF** - Help out the future Chefs and Managers that participate in this great, local high school program. Contact Brianna Dennis at 505-343-9848 or at [certification@nmrestaurants.org](mailto:certification@nmrestaurants.org)

**Hospitality Industry Awards** - Advertise your business at the most memorable industry event of the year by sponsoring the centerpieces, photo booth, wine, beer and much more! Contact Candela at 505-343-9848 or at [events@nmrestaurants.org](mailto:events@nmrestaurants.org)

*Have questions about our media options? Want to design a custom package?  
Contact Amber at (505) 343-9848 or at [dining@nmrestaurants.org](mailto:dining@nmrestaurants.org)*

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Serving New Mexico

New Mexico ProStart

@nmrestaurants



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nm\_dining



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