

2022 MEDIA MENU NMRA



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 cartè options available or we can customize a package specific to your needs.

No Ads will be placed until payment received. Free member advertising is contingent on membership dues paid and membership in good standing.

EMAIL ADVERTISING

NMRA sends an average of 20,000+ emails each month with an (industry high) open rate of around 30%. Reach our audience of 4,600 (and growing) industry readers by purchasing ads.

Display Ad or Digital Coupon

Submit a hi-res image up to 600 x 200 pixels. Ad links to your website or email.

Need help designing the ad?

Design Fee: \$100 (You submit text or photos only, we'll design the finished ad for you)

Member: First submission complimentary; \$100 thereafter

Non-Member: \$175

SOCIAL MEDIA ADVERTISING

Facebook and Twitter Share

Mention (tag) of your restaurant or business with backlink to published article, or a link to job opening.

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.

Member: \$75 each

Non-Member: \$125 each

NMRA Optional Design Fee: \$100

Members post free on our NMRA Job Board on our website. Targeted social media job postings available.

PRINT ADVERTISING

Printed Buyer's Guide – Circulation of 4,500; directly mailed to restaurants across the state

• **Basic listing** of Business name, address, phone and website

Member: Complimentary

Non-Member: Not available

• **Display Ads** - Members get 20% off display ads which are available through SVM Media. Contact us to be forwarded 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. Targeted regional mailings available by geographical region.

WEBSITE DISPLAY ADS

Appear on the interior pages of our website 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.

SMALL DISPLAY ADS

Flash or static ad with link to your website (pixel size TBA)

Member: \$350 for 6 months or \$600 annually

Non-Member: \$550 for 6 months or \$1000 annually

BANNER DISPLAY ADS

Flash or static ad with link to your website (pixel size TBA)

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

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

MEMBER TO MEMBER COUPONS

Promote products and services through our member-to-member coupons. These will be mailed to every member in January, and then will be included in new member and renewal packets.

Coupon Specifications:

8.5”L x 3.6”w

High Quality JPG or PNG

High Quality Print Ready .PDF

CMYK Colors for Best Printed Results

Coupon w/ content supplied by you: \$100

Coupon w/ content provided by NMRA: \$200

GUEST BLOGGER

Provide an industry-specific article of 600-700 words.

We will edit and approve and link back to your business.

Placed on our website.

Member: First submission complimentary; \$100 thereafter

Non-Member: \$175

Promotion of your site’s blog content in an E-Newsletter and on Social Media.

Member: \$50

Non-Member: \$100

CONTACT NMRA:

For further information, or to discuss advertisement opportunities, NMRA can be reached through the following channels:

Phone: 505.343.9848

Email: dining@nmrestaurants.org

Address: 9201 Montgomery NE, STE. 602
Albuquerque, NM 87111

Website: www.nmrestaurants.org

ONLINE ADVERTISING

Online Membership Directory

• **Basic listing:** Business Name, Address, Phone, 250 Character description, and website link

Member: Complimentary

Non-Member: Not available

• **Enhanced Listing:** Basic Listing plus social links, company logo, and highlighted listing border

Member: \$200 Annually

Non-Member: Not available

• One listing/product category included in membership.

Additional listing categories: \$75 each annually

OTHER AD OPPORTUNITIES

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!

Custom Advertising

Have a creative advertising idea that you don’t see on our menu? Let us know what you need and we will make your vision work!

Annual Sponsorships

Make a difference in your own way! NMRA has several annual sponsorship opportunities available ranging from \$1,000 to \$25,000, with lots of advertising included.

ProStart/HIEF

Help out the future Chefs and Managers that participate in this great, local high school program.