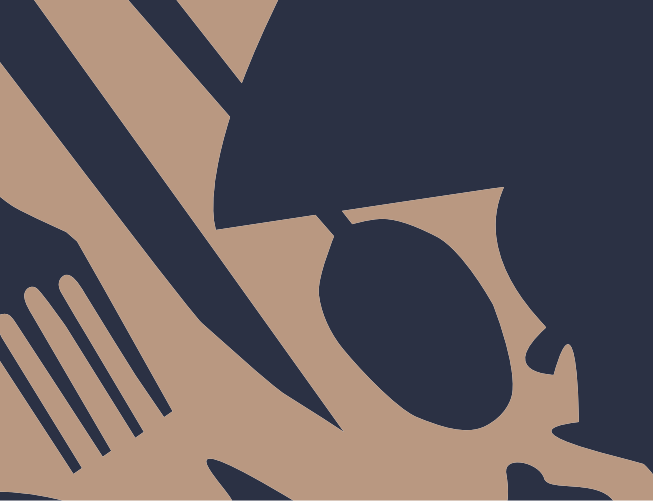




LOUISIANA RESTAURANT ASSOCIATION
MEDIA KIT
2025



SNAPSHOT

WEEKLY NEWSLETTER

- Sent 1x a week, Every week (Wednesday afternoons)
- Preeminent Hospitality + Restaurant Industry Newsletter in Louisiana and Gulf South
- Sent to 4,200 Owners, Operators and Purchasing Managers
- 49% Open Rate (Industry High)
- 6% Click Through Rate (Industry High)

Size	2 weeks	1 month	3 months
Top (720x90 pixels)	\$700	\$1,300	\$3,600
Middle (720x90 pixels)	\$600	\$1,100	\$3,000
Bottom (720x90 pixels)	\$500	\$900	\$2,400

Banner ads will have high visibility within content and can be linked to any URL provided for tracking purposes.

Member Login | LRA.org 1/31/2024

MOVERS AND SHAKERS IN WORKERS' COMP GET A SHIRT

Winter À La Carte – New Year, New Leadership!

The LRA Magazine is the only publication dedicated to Louisiana's restaurant and hospitality industry.

In this issue:

- Meet the 2024 Chair – Alan Guillen
- Political Winds of Change
- Chapter Leaders Praise on Member Engagement and much more!

To read the Winter issue, click here.

À LA CARTE THANK YOU TO OUR ADVERTISERS!

DR. FREDERICK PHILLIPS, HEALTHCARE PAYMENT SYSTEMS, LOUISIANA STATEWORKERS' COMP, NEW BUSINESS EDUCATION, PERFORMANCE FOODSERVICE, PLY-CORAL, SURVIVE, STEEL INDUSTRIES, TRUMPION PACKING

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LOUISIANA SEAFOOD LAISSEZ LES BON APPÉTIT. NEW RECIPES

2024 State of the Restaurant Industry Report

The state of the restaurant industry in 2024 is strong thanks to the agility of its operators and legislators. The year ahead appears to be on a strong trajectory – with sales forecast to reach a new record high of \$1.5 trillion, and employ more than 6 million people – bringing total industry employment to 10.7 million people by the end of the year.

Download the report here.

LRA HEADLINES

- Food costs ease but don't expect falling restaurant prices.
- The top perks employees want to see going forward.
- This Vampire-Themed Restaurant in Louisiana Is Perfectly Macabre in All The Right Ways
- Galatoire's Restaurant to auction off seats for the Friday before Mardi Gras
- The gas stove regulation uproar explained

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Email us at communications@lra.org

LOUISIANA RESTAURANT ASSOCIATION

Facebook, Instagram, YouTube, LinkedIn, Twitter

Reach us Online Use #LRA or Over the Phone

Have Articles with SnapChat members are gathered from a variety of sources. LRA can't be held responsible for any errors or omissions. We reserve the right to remove or edit any content that is deemed inappropriate. To manage your email preferences, please visit www.lra.org

CONTACT: Santilla Victorian, svictorian@lra.org or (504) 636-6516 for more information.



À LA CARTE

QUARTERLY MAGAZINE

- Seasonal magazine produced 4 Times throughout the year
- Delivered electronically through our Snapshot, Website and other media
- Distributed to LRA Members across the state
- 3,500 Impressions per Issue
- 600 Individual reads
- 100 clicks per Issue

Size	1 issue	2 issues	4 issues
1/4 page	\$850	\$1,600	\$3,200
1/2 page	\$1,200	\$2,400	\$4,500
Full page	\$1,600	\$3,200	\$5,000

All ads linked to your website, video or email address – Bringing your advertisement to life!

la carte Winter 2024

PJ's
COFFEE
of new orleans.

Simply the Best Coffee

Industry Experience
Serving over 1000 locations in 40 states, PJ's Coffee has experience working across a wide variety of industries including restaurants, offices, grocery, hotels & lodging, hospitals, and more.

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(985) 792-5899

@pjscoffee
visit us online at pjscoffee.com

Beverage Program
Custom Programs to increase your revenue. Our sales team has experience working with businesses to increase revenue by expanding beverage offerings across multiple day parts. We offer full equipment programs, maintenance & service, and private label programs.



Letter from the Chair

Dear LRA Members,

It's a New Year and that means new Louisiana Restaurant Association (LRA) leadership. It's a new day, a new day for LRA members, which I'm honored to be part of and excited to serving as the Chair of our association leader into your year LRA Chair.

What a difference a day makes to our lives, and I certainly have found that. Just last year, under the guidance of LRA's former chair, I was able to meet with you and the LRA's former chair to discuss our future and vision.

The LRA exists to do what you do, and you members by identifying and providing solutions to restaurant and hospitality industry while doing so, we are providing and delivering the industry's best. The LRA exists to be the trusted partner to the restaurant and hospitality industry.

It is important to share how the LRA is here to serve you in the industry. The first, and what you'll hear most about is the LRA's role in the industry. The LRA is the industry's best and delivering the industry's best. The LRA exists to be the trusted partner to the restaurant and hospitality industry.

We research our impact to determine the specific needs of the industry and the strength of the industry and offer services that are a valuable resource to support your business.

Through our industry research services, we provide the LRA with the industry's best practices, trends, and strategy.

Additionally, through our LRA's industry programs, we are actively involved in serving the needs of the restaurant and hospitality industry. Through our membership, events, and other programs, we are providing you with the industry's best practices, trends, and strategy.

Lastly, and most importantly, the work of the LRA Executive Director is your challenge. Through the industry's best practices, trends, and strategy, we are providing you with the industry's best practices, trends, and strategy.

I'm proud to be your LRA Executive Director and look forward to the future of growing our membership and the LRA's role in the industry. It's a new day, a new day for LRA members, which I'm honored to be part of and excited to serving as the Chair of our association leader into your year LRA Chair.

Thank you for your membership and for allowing me to serve the LRA and our industry the best way I can.

Sincerely,
Alan Coffman
Alan Coffman
LRA Executive Director
LRA LRA Chair

Follow the LRA on our social media for updates on the restaurant industry, industry news, and more about LRA, our members.

Facebook: Louisiana Restaurant Association
Twitter: @lrausa
Instagram: @lrausa
LinkedIn: Louisiana Restaurant Association

- Upcoming Events**
- LRA Exec Director**
2024 Annual State of the Industry
February 9, 2024
Louisiana Convention Center, New Orleans
 - LRA Greater Baton Rouge Golf Tournament**
March 4, 2024
University Club, Baton Rouge
 - LRA Louisiana Seafood Platform**
March 16, 2024
New Orleans Morial Convention Center
 - LRA LRA's 2024 Serving the Future**
Sponsored by LRA
March 16, 2024
Louisiana Convention Center, New Orleans

SAVE THE DATES!
AUGUST 3-4
ATTENTION EXHIBITORS!
LRA SHOWCASE 2024

CONTACT: Santilla Victorian, svictorian@lra.org or (504) 636-6516 for more information.



LRA.ORG

LRA WEBSITE LANDING PAGE

- Primary channel for Restaurant and Hospitality information state-wide
- Nearly 20,000 page views per month
- More than 9,000 Unique (new) visitors per month
- 2 minute 30 second LRA.org Session Average

Size	1 month	3 months	6 months
720x90 pixels	\$1,500	\$4,000	\$7,500



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