

LOUISIANA RESTAURANT ASSOCIATION

MEDIA KIT

2024

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.

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!

LANDING PAGE WWW.LRA.ORG



- 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

CONTACT: Wendy Warren, wwaren@lra.org or (504) 636-6518 for more information.