



Connect with the leaders in New York's \$27.8 billion restaurant industry.

For more than 70 years, the New York State Restaurant Association (NYSRA) has been the **state's premier business association representing the foodservice industry**. Since the beginning, NYSRA has operated with a mission to **promote, protect and educate** the restaurant industry in our state and to **ensure positive business growth** for our members.

- NYSRA represents more than **8,000** member-units throughout the state including independent and franchised restaurants, caterers, purveyors, country clubs, among others.
- There are nearly **40,000** foodservice establishments in New York that employ more than **650,000** individuals — 8 percent of the state's total employment.

NYSRA's **brand new Online Buyers' Guide** is now accepting space reservations for advertising! Appearing on our guide offers your company 24-hour exposure to the individuals who make the purchasing decisions in New York's restaurant industry.

OUR MEMBERS

Our members have worked hard to make the foodservice industry in New York as **lucrative, politically active and dedicated to public service** as it is today. We are dedicated to supplying them with cutting-edge resources such as our **Online Buyers' Guide** to help guarantee their continued success.

OUR ONLINE BUYERS' GUIDE

Members log on to our **Online Buyers' Guide** when they are ready to buy and are searching for the necessary industry tools they use everyday. With a simple click of their mouse users can **locate products, supplies and services for the restaurant industry**, all without leaving the comfort of their home or office!

If your company operates within the New York restaurant industry, and you'd like to **see your company represented** on our newly renovated **Online Buyers' Guide**, you can **contact your Naylor account executive** today for more information. We are currently offering a wide variety of banners, spotlight tiles and premier listing options that can be tailored to suit your specific advertising needs!

Call today to be included!

<http://www.nysra.org/bgsearch.cfm>



With the NYSRA's Online Buyers' Guide members can:

- **Conduct selective searches** by Product or Service, Keyword, Company, Contact, City and Radius!
- **Choose from more than 100 Product and Service Categories** such as beverages, equipment, food products, lodging and technology!
- **Shop for dining, lodging and foodservice related products and services** throughout New York 24-hours a day without ever leaving the comfort of their homes!

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www.naylor.com





ADVERTISING RATES – For companies that want MAXIMUM EXPOSURE.



Sample

Spotlight Tile Ad

Spotlight tile ad appearing on every page of the site. **No matter what page visitors click on, your message will be prominently displayed in the same place, every time!**

Complimentary Premier Listing—a \$250 value!

PRICE: \$2,000.00

Only two spots available!

Home Page Vertical Banners (120 x 240 pixels)

Spotlight Tile Ad (125 x 125 pixels)

Home Page Vertical Banner

Vertical banner on the home page (*maximum four rotating per position*).

Complimentary Premier Listing—a \$250 value!

PRICE: \$1,000.00



Sample

Super-Category Page Vertical Banners (120 x 240 pixels)

Super-Category Page Vertical Banner

Vertical banner rotating in super-category and all related subcategories (*maximum two rotating per position*).

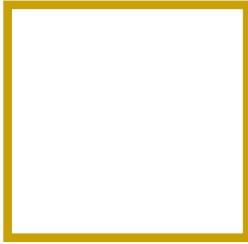
Complimentary Premier Listing—a \$250 value!

PRICE: \$500.00



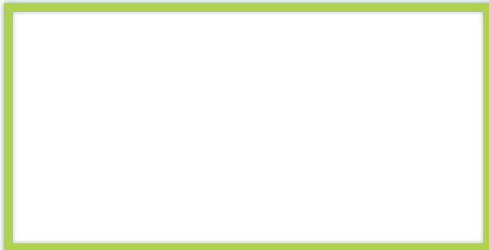


BANNER AND LOGO SPECS



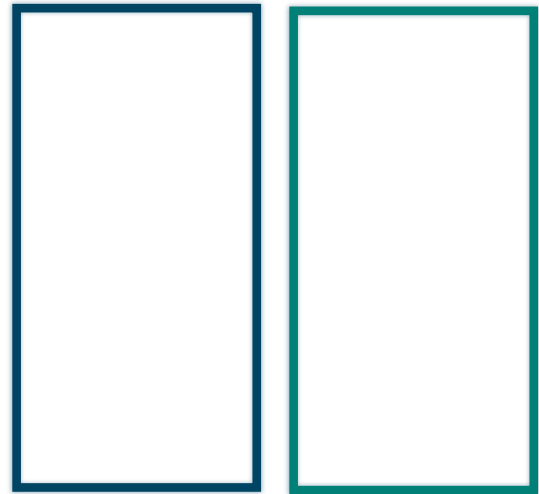
Spotlight Tile Ad (125 x 125 pixels)

- Creative accepted: jpg/gif and Flash*
- File size must be no greater than 100kb
- Animation must be no longer than 25 seconds (this includes multiple loops)



Premier Listing Logo (240 x 120 pixels)

- Creative accepted: jpg/gif
- File size must be no greater than 100kb



Vertical Banner (120 x 240 pixels)

- Both major types of creative accepted: jpg/gif and Flash*
- File size must be no greater than 100kb
- Animation must be no longer than 25 seconds (this includes multiple loops)

*Setting Up Flash Creatives

If supplying a Flash creative, you must also supply a backup gif or jpg to serve to users who do not have the Flash plug-in. A hard-coded URL must NOT be used. In order for our software to track clicks, we require your Flash creative to be set up using our guidelines as follows:

1. From Macromedia Flash, open your .fla file.
2. Select the frame or object that you would like to track the click on.
3. From the Modify Menu, select Instance. The Instance Properties screen will appear. Change the object behavior to Button.
4. Right-click on the symbol and select Actions.
5. From the Actions menu, select the OnMouse event and check the "Press" option.
6. From the Actions menu, add a getURL action and in the URL box type "url" (no quotes) in lowercase, and check the "Expression" option next to it. In the Window field, select "_blank" and make sure Variables is set to Don't Send. DO NOT TYPE THE COMPANY URL but the word URL. Your code should look like this:

```
on (press) {  
    getURL(url, "_blank");  
}
```

If you are using Flash MX, just enter the code as shown below:

```
on (press) {  
    getURL(url, window="_blank");  
}
```

7. Click the OK box to accept the changes and proceed to publish or export your .SWF. Your Flash file is now ready to be tracked.

The purpose of setting up your Flash creative like this is so that we can control the URL. This means that you will still need to supply us with your intended URL, just not hard-coded into the Flash file. Should you wish to change your URL, just notify us and we can change it on the fly.

You can find more information on how to track Flash Banners at the Macromedia Rich Media Advertising Center at: http://www.macromedia.com/resources/richmedia/tracking/designers_guide/.





Categories

The NYSRA *Online Buyers' Guide* allows current and future clients to locate your business quickly and easily. Your Premier Listing will appear under the category(ies) of your choice, ensuring that your company is seen by those in the market for your products and services. Five categories are included with your Premier Listing package. Additional categories are \$50 each. Please check the category(ies) that you would like to be listed under, then initial and date the bottom of the page. Bold terms are for grouping purposes only and are not available for selection.

Beverages

- Alcohol-Free Beverages
- Alcoholic Beverages
- Bar Mixes
- Carbonated Soft Drinks
- Coffee, Tea
- Flavors
- Fruit Juices
- Fruit Juices Concentrate
- Iced Tea
- Milk
- Non-Alcoholic Beverages
- Private Labeling
- Spring Water
- Syrups

Equipment

- Air Curtains
- Air Purification Systems
- Amusement Equipment
- ATM Machines
- Background Music
- Baking, Dough Equipment
- Cash Registers
- Coin & Currency Equipment
- Communications Systems
- Computer Management Systems
- Cooking Oil Recycler
- Cooking, Warming Equipment
- Cookware, Kitchen Tools
- Custom- Made Parts, Equipment
- Decor Items, Interior, Exterior
- Dishwashers
- Display Cases
- Doors- Doors, Double Action
- Drive-Through Equipment
- Entertainment Equipment
- Equipment
- Equipment Repair, Parts
- Food Preparation Equipment
- Foodservice Equipment
- Freezers
- Frozen Beverage Systems
- Furniture
- HVAC Systems-Hoods & Ducts
- Ice Cream Cabinets
- Ice Machine Leasing
- Icemakers

- ID Scanners
- Juicers
- Kitchen/Dining Room Flooring
- Laundry Equipment
- Mixers
- Novelty & Seasonal Items
- Oil Management Systems
- Operations Assessments
- P.O.S. Equipment
- P.O.S. Software
- Paging Systems
- Patio Covers
- Payment Processing Equipment
- Pizza Equipment
- Plastic
- Refrigerators/Coolers
- Roll-Down Patio Enclosures
- Safes
- Seating Management Systems
- Security Systems
- Serving Equipment
- Signage
- Sinks
- Soft-serve Dispensing Equipment
- Steam Cooking Equipment
- Storage, Handling Equipment
- Vacuum Packaging
- Ventilating Systems, Kitchen
- Video Surveillance Equipment
- Water Filters
- Window Blinds
- Window Coverings
- Window Shades

Food Products

- Appetizers, Hors D'oeuvres
- Baking Mixes
- Beans
- Beef
- Breads, Rolls
- Cajun Meat Pies
- Candy
- Canned & Dry Groceries
- Cereals, Grains
- Cheeses
- Chips
- Condiments

- Crab Boil
- Dairy Products, Substitutes
- Deli, Sausage Items
- Desserts
- Diets
- Dressings, Salad
- Eggs
- Entrees
- Ethnic Foods
- Fats, Oils, Shortenings
- Fish Fry
- Fish, Seafood
- Flours, Meals
- Fresh Produce
- Fried Products
- Frozen Baked Buttermilk Biscuits
- Frozen Foods
- Frozen Foods, Cooked and Pre-Cooked
- Frozen Yeast Bread and Roll Dough
- Fruits
- Health Foods
- Herbs, Spices
- Herbs, Spices, Seasonings
- Jalapeno Products
- Low Carb Foods
- Meats
- Mexican Food
- Mints
- Mushrooms
- Oils, Shortenings
- Organic Foods
- Pasta, Noodles
- Pizza Products
- Pork
- Poultry
- Refrigerated Micro-Ready Sandwiches
- Rice
- Rice, Wheat, Grains - Rice Mixes
- Roux
- Salt
- Sauces (or Marinades)
- Sausage
- Specialty Foods
- Sugar
- Sugar/Sweeteners

Continued on next page...





Categories continued

- Tacos/Chalupas
- Tortillas
- Vegetables
- Wholesale Food Distributors
- Wraps

Maintenance

- Ceiling/Wall Cleaning
- Chemicals
- Cleaning Supplies
- Flooring
- Flooring Repairs
- Grease Duct, Hood, Trap Cleaning
- Grease Trap Maintenance
- Grease Trap Treatment
- Knife Sharpening
- Plumbing
- Restroom Sanitation

Non Food Products

- Air Fresheners
- Anti-Bacterial Treatment of Entire Restroom
- Apparel
- Aprons
- Auto Flush Units
- Baby Changing Tables and Liners
- Chef Wear
- Childrens' Products
- Chopsticks
- Custom Matchbooks
- Drain Line Treatment
- Feminine Napkin Receptacles
- Film
- Filters
- Fly Spray Cabinets
- Foam And Plastic Packages
- Foil
- Gift Cards
- Imprinted Napkins
- Kids Menus
- Kids Placemats
- Logo Apparel
- Magazines
- Matches
- Menu Accessories
- Menu Paper
- Paper Products
- Patio Enclosures
- Promotional Products

- Staff Shirts
- T-Shirts
- Table Tents
- Tissue Hand Towels
- Toilet Seat Covers
- Towels
- Uniforms
- Upholstery
- Urinal/Toilet Floor Mats

Services

- Accounting
- Alcohol Beverage Licensing
- Amusement Vending Services
- Appraisals
- Architecture Services
- ATM Services
- Awnings and Canvas
- Bookkeeping
- Booth Repair
- Ceiling/Tile Contractors
- Check Presenters
- Checks & Forms Printing
- Consultants
- Cooking Oil Removal
- Credit Card Processing
- Custom Canvas
- Design Services
- Drain Cleaning
- Drain Line Maintenance/Hydro Jetting
- Driving Services
- Email Marketing
- Employee Benefit Services
- Employee Management Systems Services
- Energy Management
- Equipment Repair
- Financial Services
- Fire Protection
- Food Brokers
- Food Labs
- Franchise Development and Field Services
- Furniture Repair
- Grease Trap Installation/Repair
- Grease Trap Pumping
- Grease Trap Services
- High-Pressure Jetting

- Ice Machine Leasing
- Identity Theft
- Insurance
- Interior Building Repairs
- Inventory
- Inventory Systems Services
- Jetting
- Kitchen Exhaust Cleaning
- Lawyers
- Legal Services
- Lighting & Electrical Services
- Linen Service
- Liquid Waste Removal
- Liquor Licensing
- Management Recruitment & Training
- Marketing and Promotion
- Menu Development
- Non-Profit Services
- Nutrition Labeling
- Odor Control
- Online Marketing
- Online Ordering
- Online Training
- Ordering Systems
- Payroll
- PEO (HR/Payroll/Work Comp./Benefits)
- Pest Control
- Plumbing Service and Repair
- Pre-employment Background Checks
- Pressure Washing
- Private Investigating
- Publishing
- Real Estate
- Restaurant Management Systems Services
- Restaurant Point of Sale
- Retirement Plan Services
- Risk Management
- Sewer Repair & Replacement Service
- Sewer Replacement
- Shoppers, Professional
- Tax/Audit
- Training
- Utilities
- Waste Management
- Water Treatment
- Wireless Internet
- Wood Floor Refinishing

Five (5) free categories with any Premier Listing. Additional category listings are \$50.00 each. No limit.

Additional Index Categories X \$50.00 = \$ _____

Initial: _____ Date: _____

