



We serve you

# Want to Boost Your Restaurant Business? This is the place for you.

Advertising in the NYSRA News is an efficient way of reaching 4,000 restaurateurs ready to buy your product or service.

## NYSRA Advertising Rate Sheet

### General Information

The New York State Restaurant Association newsletter, NYSRA News, is published 6 times a year bi-monthly, during the months of July, September, November, January, March and May. The publication is mailed directly to 4,500 of New York's leading restaurateurs and related foodservice businesses.



### Deadline for submission of ads

- a) Camera-ready ads: Requests to book space must be received by the 10th day of the month before publication (for example the January/February issue deadline is December 10).
- b) Material for an advertisement which we design must be received by the 5th day of the month before publication, either by mail or email. (For example, the deadline for the December/January issue is November 5.) Advertisements that we design will be subject to an additional \$100 layout/design fee.

### Camera-ready advertising (specifications and rates)

Camera-ready advertising must:

- be submitted in Adobe InDesign, Photoshop, Illustrator or an Adobe pdf file,
- minimum 600 dpi.
- conform to size specifications detailed below. Graphics may be included;

| Size of Ad | Dimensions                                                | Rates Per issue | Two Issues Per Issue | Three Issues Per Issue | Six Issues Per Issue |
|------------|-----------------------------------------------------------|-----------------|----------------------|------------------------|----------------------|
| 1/4 page   | 4" w x 5" h                                               | \$150           | \$135                | \$125                  | \$115                |
| 1/2 page   | 4" w x 10" h - vertical<br>or<br>8" w x 5" h - horizontal | \$300           | \$250                | \$200                  | \$185                |
| full page  | 8" x 10"                                                  | \$600           | \$500                | \$400                  | \$375                |

NYSRA Members receive a 10 percent discount on advertising rates. Ad payments are due prior to publication.

For more information contact:

Steven Sullivan at - Power Communications - [sullivan@powerny.com](mailto:sullivan@powerny.com) or call 518-587-5995.