

LET'S WRITE YOUR SUCCESS STORY.

The Ohio restaurant industry represents over 20,000 locations and over \$20 billion in sales!



2019-2020

À LA CARTE

ADVERTISING INFORMATION



"The ORA is continually looking for ways to promote, protect and partner with Ohio's restaurant and foodservice industry, and invite you to be a part of its story and success."

— JOHN BARKER, PRESIDENT & CEO, OHIO RESTAURANT ASSOCIATION

ADVERTISING DEADLINES

WINTER 2018-19 ISSUE | DELIVERS DECEMBER 14

Space reservation due: Oct. 15

Ad materials due: Oct. 22

SPRING 2019 ISSUE | DELIVERS MARCH 15

Space reservation due: Jan. 22

Ad materials due: Jan. 30

SUMMER 2019 ISSUE | DELIVERS JUNE 17

Space reservation due: April 24

Ad materials due: May 1

FALL 2019 ISSUE | DELIVERS OCT. 10

Space reservation due: Aug. 5

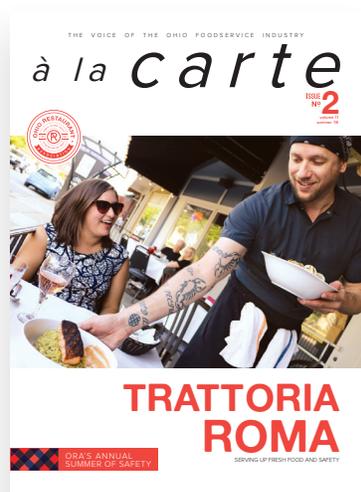
Ad materials due: Aug. 27

WINTER 2019-20 ISSUE | DELIVERS DECEMBER 13

Space reservation due: Oct. 14

Ad materials due: Oct. 21

OHIO RESTAURANT ASSOCIATION



à la carte is the ORA's member-exclusive digital and print publication that covers the latest information on Ohio's restaurant and foodservice industry, featuring anything from new technology, legislative and workers' compensation updates, and stories on #OhioWorksHere.

Advertise in *à la carte* to our 2000+ members, website visitors and 6,000+ e-newsletter readers to build brand awareness for your business with restaurateurs and top decision-making operators while showcasing your products and services.

TO RESERVE YOUR SPACE, CONTACT:

Bryan McMahan

614.461.7601 | bmcmahan@glpublishing.com

ADVERTISING RATES/SPECS

	1x	4x
BACK COVER	\$1,875	\$1,250
INSIDE FRONT COVER	\$1,575	\$1,050
INSIDE BACK COVER	\$1,500	\$1,000
FULL PAGE	\$1,425	\$950
1/2 PAGE	\$1,050	\$700
1/4 PAGE	\$675	\$450

*Reach 6,000 readers with a quarterly e-newsletter for an additional flat fee of \$180 (eligible only to print display advertisers)

*Premier Vendors 15% off display rates

All annual (4x) full-page advertisers will receive a story on their business to appear in the magazine issue of their choosing.



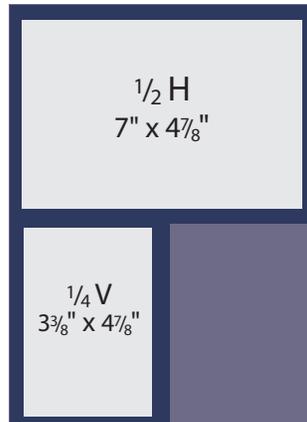
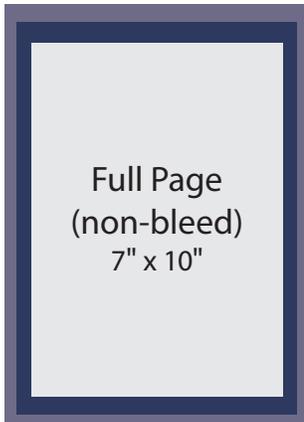
BLEED SPECIFICATIONS

FULL PAGE

TRIM SIZE 8" x 10.875"

DOCUMENT SIZE* 8.25" x 11.125"

*Includes 1/8" bleed on all sides. Keep all live matter 1/4" from trim and keep 1/2" allowance for the gutter.



MATERIAL SUBMISSION GUIDELINES

FOR ADVERTISING PRODUCTION QUESTIONS, CONTACT

EMILY BRODOWICZ

614.324.2594

ebrodowicz@ohiomagazine.com

CLIENT SUPPLIED ADVERTISEMENT SPECIFICATIONS

PDF documents are preferred. Files should be 350 dpi. Files should be Press Optimized and converted to CMYK (cyan, magenta, yellow and black) with all fonts embedded. A client-supplied contract proof is preferred. If one is not provided, we will run our standard in-house color laser proof for the printer at no charge. Great Lakes Publishing will be relieved of all responsibility from any form of compensation if a client-supplied contract proof is not provided before press-time.

Ad Proofs: Great Lakes Publishing will not supply faxes or soft PDF proofs on client-supplied files or PDFs. We assume due diligence was taken by the client, or their agency to preflight and proof all advertisements before submission. If we detect an error with any of the supplied material before going to press, we will make a reasonable effort to contact you to correct and resubmit your files or PDF before publication.

Spot Color Ads: (Use of PMS inks) We do not support spot color printing for the publication. Therefore, 2- and 3-color ads must be produced in a CMYK equivalent.

Specifications: All images are to be CMYK tiff or eps files and must be high resolution (350 dpi minimum). Include PostScript Type 1 format. Also include a color or b/w laser proof, as the client assumes responsibility if no proof is provided. If fonts are not provided, Great Lakes Publishing reserves the right to substitute the closest font available. Information on how to produce a press-quality PDF file is available at www.glpublishing.com.

Ad Templates: All ad dimensions listed above are available at www.glpublishing.com in a PDF for you to download and then import into your layout program.

Accepted Media: Files may be emailed (10MB max), submitted on CD-ROM or sent to our FTP site; visit www.glpublishing.com for step-by-step instructions.

Film: Great Lakes Publishing is Computer to Plate and cannot accept film.


 GREAT LAKES PUBLISHING
 Custom Media

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