

Official PRLA Website



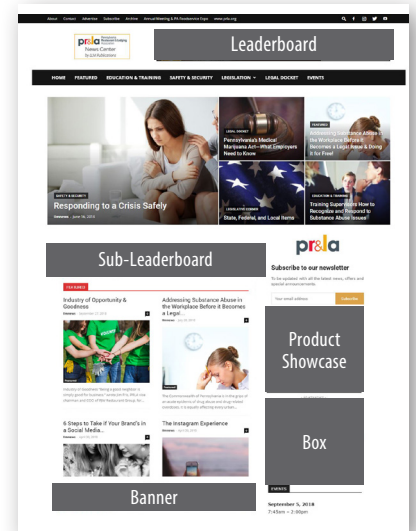
Advertise directly on the official website of the PRLA and reach its entire network of service industry and hospitality professionals across the state of Pennsylvania.

**Avg. 5500 users & 12,100 page views/month*

Daily Update eNewsletter and News Center

The eNewsletter and News Center is the official PRLA Communication that targets PA's decision makers in your industry. The eNewsletter goes out daily to all PRLA Members with a circulation of 5000, including Restaurant & Lodging Operators, General Managers, Executives, Travel and Tourism Representatives, Key Legislators, PRLA Allied Members, and Prospective PRLA members across Pennsylvania.

News Center



Advertising Rates

Leaderboard Ad Package

Only 1 available

News Center Leaderboard: 728x90px

Daily Update Leaderboard: 560x100px

Website Ad: 970 x 90px

- 6 months.....\$2,730 (\$455/month)
- 12 months\$4,440 (\$370/month)

Sub-Leaderboard Ad Package

Only 1 available

News Center Sub-Leaderboard: 728x80px

Daily Update Sub-Leaderboard: 560x100px

Website Ad: 970 x 90px

- 6 months.....\$2,410 (\$401.67/month)
- 12 months\$4,010 (\$334.17/month)

Product Showcase Ad Package

Only 2 available

News Center Product Showcase: 300x250px

Daily Update Product Showcase: 260x300px

Website Ad: 300px x 250px

- 6 months.....\$2,190 (\$365/month)
- 12 months\$3,580 (\$298.33/month)

Classic Box Ad Package

Only 2 available

News Center Box Ad: 300x250px

Daily Update Box Ad: 260x200px

Website Ad: 300px x 250px

- 6 months.....\$1,870 (\$311.67/month)
- 12 months\$3,160 (\$263.33/month)

Banner Ad Package

Only 2 available

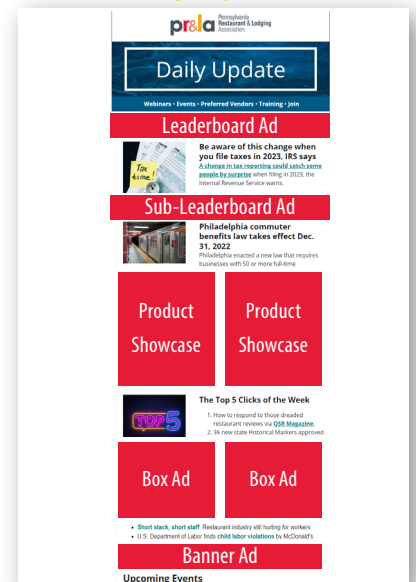
News Center Banner: 696x80px

Daily Update Banner: 560x80px

Website Ad: 970 x 90px

- 6 months.....\$1,660 (\$276.67/month)
- 12 months\$2,730 (\$227.50/month)

Daily Update



**Avg. Open Rate 38%, Click Rate 5.5%*

Upcoming Deadlines:

20th day of the month prior to publication
Deadlines are subject to change due to holidays and/or office closures.

Art Requirements:

- A high resolution jpg is the preferred file format.
- Fonts embedded
- Advertisers must provide a URL that has UTM so the association can monitor their click-thrus via Google Analytics.

**Non-Members are subject to a 15% premium on all advertising packages.*

**Your ad will appear on the website and in the eNewsletter between 275-290 times on a 12 month contract and 138-145 times on a 6 month contract.*