

## Official PRLA Website



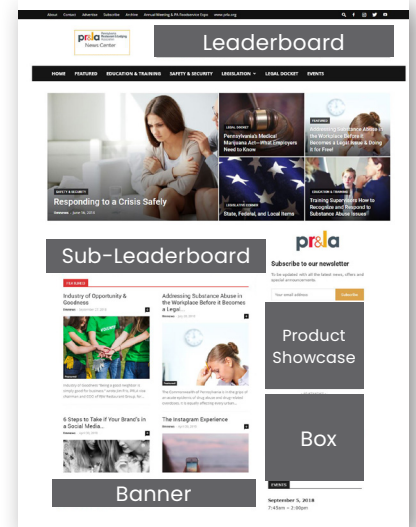
Advertise directly on the official website of the PRLA and reach its entire network of service industry and hospitality professionals across the state of Pennsylvania.

*\*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 4 available

News Center Leaderboard: **728x90px**

Daily Update Leaderboard: **560x100px**

Website Ad: **970 x 90px**

- 6 months.....\$2,870 (\$478.33/month)
- 12 months.....\$4,660 (\$388.33/month)

### Classic Box Ad Package Only 4 available

News Center Box Ad: **300x250px**

Daily Update Box Ad: **260x200px**

Website Ad: **300px x 250px**

- 6 months.....\$1,960 (\$326.67/month)
- 12 months.....\$3,320 (\$276.67/month)

### Sub-Leaderboard Ad Package Only 4 available

News Center Sub-Leaderboard: **728x80px**

Daily Update Sub-Leaderboard: **560x100px**

Website Ad: **970 x 90px**

- 6 months.....\$2,530 (\$421.67/month)
- 12 months.....\$4,210 (\$350.83/month)

### Banner Ad Package Only 4 available

News Center Banner: **696x80px**

Daily Update Banner: **560x80px**

Website Ad: **970 x 90px**

- 6 months.....\$1,740 (\$290/month)
- 12 months.....\$2,870 (\$239.17/month)

### Product Showcase Ad Package Only 4 available

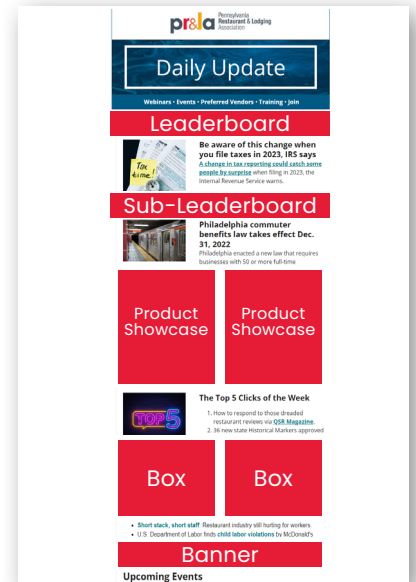
News Center Product Showcase: **300x250px**

Daily Update Product Showcase: **260x300px**

Website Ad: **300px x 250px**

- 6 months.....\$2,300 (\$383.33/month)
- 12 months.....\$3,760 (\$313.33/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.*

*\*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.*

### 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.

To reserve your space, please contact:

**JOHN CONSTANTINO**

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Advertising sold by Big Red M

