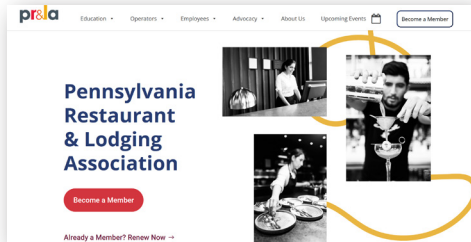


Official PRLA Website



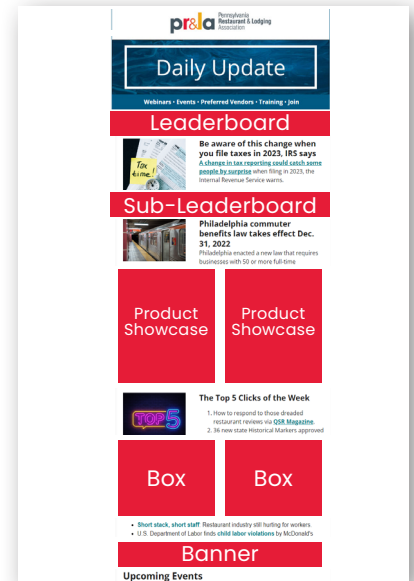
Advertise directly on the official website of the PRLA and reach its entire network of service industry and hospitality professionals across the state of Pennsylvania.

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

Daily Update eNewsletter

The *Daily Update* eNewsletter 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.

Daily Update



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

Advertising Rates

Leaderboard Ad Package

Only 4 available

Daily Update Leaderboard: 560x100px

Website Ad: 970 x 90px

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

Sub-Leaderboard Ad Package

Only 4 available

Daily Update Sub-Leaderboard: 560x100px

Website Ad: 970 x 90px

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

Product Showcase Ad Package

Only 4 available

Daily Update Product Showcase: 260x300px

Website Ad: 300px x 250px

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

Classic Box Ad Package

Only 4 available

Daily Update Box Ad: 260x200px

Website Ad: 300px x 250px

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

Banner Ad Package

Only 4 available

Daily Update Banner: 560x80px

Website Ad: 970 x 90px

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

**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.

Upcoming Deadlines:

20th day of the month prior to publication

Deadlines are subject to change due to holidays and/or office closures.

To reserve your space, please contact:

BETHANY MURPHY

bethany@bigredm.com

732-804-7166

Advertising sold by Big Red M