

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.



Average Open Rate:
40.7%



Average Click Rate:
4.5%

Advertising Rates

Leaderboard Ad Package

1 Available Per Month

Daily Update Leaderboard: 560x100px

Website Ad: 970 x 90px

- 12 months.....\$4,905 (\$408.75/month)
- 9 months..... \$4,088 (\$454.22/month)
- 6 months.....\$3,028 (\$504.66/month)
- 3 months.....\$1,682 (\$560.67/month)

Sub-Leaderboard Ad Package

1 Available Per Month

Daily Update Sub-Leaderboard: 560x100px

Website Ad: 970 x 90px

- 12 months.....\$4,432 (\$369.33/month)
- 9 months.....\$3,693 (\$410.33/month)
- 6 months.....\$2,736 (\$456.00/month)
- 3 months.....\$1,520 (\$506.66/month)

Product Showcase Ad Package

2 Available Per Month

Daily Update Product Showcase: 260x300px

Website Ad: 300px x 250px

- 12 months.....\$3,958 (\$329.83/month)
- 9 months.....\$3,298 (\$366.44/month)
- 6 months.....\$2,443 (\$407.17/month)
- 3 months.....\$1,357 (\$452.33/month)

Classic Box Ad Package

2 Available Per Month

Daily Update Box Ad: 260x200px

Website Ad: 300px x 250px

- 12months.....\$3,495 (\$291.25/month)
- 9 months.....\$2,912 (\$323.55/month)
- 6 months.....\$2,157 (\$359.50/month)
- 3 months.....\$1,198 (\$399.33/month)

Banner Ad Package

2 Available Per Month

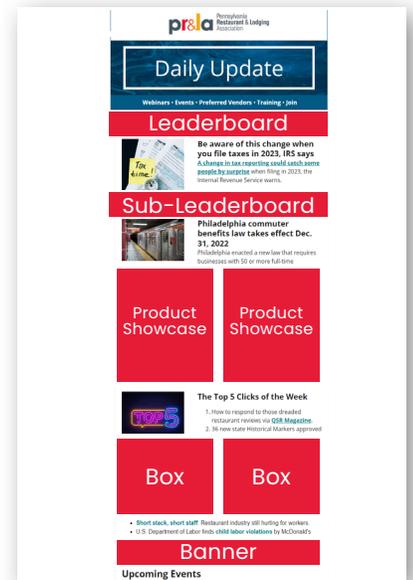
Daily Update Banner: 560x80px

Website Ad: 970 x 90px

- 12months.....\$3,021 (\$251.75/month)
- 9 months.....\$2,518 (\$279.78/month)
- 6 months.....\$1,865 (\$310.83/month)
- 3 months.....\$1,036 (\$345.34/month)

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

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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.

Deadlines:

20th day of the month prior to publication

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

All ad packages include a banner on the PRLA website to run the duration of the campaign
Banners run in every issue Monday-Friday the entire months of the campaign

To reserve your space, please contact:

CATHLEEN CORBIN

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Advertising sold by Big Red M

