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[www.trnusa.com](http://www.trnusa.com)

**Today's Restaurant** is now exclusively an online media company offering a host of expanded marketing options to accommodate advertisers who recognize the changing needs of buyers in today's foodservice market. Florida's foodservice industry newspaper **Today's Restaurant** – is now available online in a convenient digital flip page format.

With over 20 years as Florida's number one foodservice news source – **Today's Restaurant** is also the most trusted industry source for advertising sales and marketing leads.



Digital Media Marketing and  
 Information Services

JANUARY 2020

# Advertising & Marketing Opportunities

## Today's Restaurant Digital Edition and Online Advertising

Our popular print edition for over 22 years is now an online digital newspaper in flip-page format! Advertise in **Today's Restaurant** online and have your sales message delivered to thousands of restaurant and foodservice buyers every month. Each ad has a live link to increase traffic to your company's message. From full display page ads to classifieds we have the size and price to fit your advertising budget.

Advertising on the **Today's Restaurant** website will expose your corporate or individual message to every visitor. Banner ads can be interactive animated messages... or try our classifieds... we'll meet your unique advertising needs and price point.

[See rate charts](#)

## Eblast Marketing

We can email your advertising information to our verified database of over 14,000 restaurants in Florida, Georgia, Texas and around the country. A 5%-13% open rate can be expected with each Eblast.

**Eblast \$195.**

## Eblast Follow-Up

A few days after your initial Eblast, you have another opportunity to reach out to eblast recipients with a special offer. Usually a high open rate of 40%-70% is achieved on **Eblast Follow-Ups**.

**Eblast Follow-Up \$79.**

## Restaurant Leads Report

Subscribe to our **Restaurant Leads Report** and every month receive valuable industry sales leads on restaurant openings, restaurants under construction and under new management in a convenient to use Excel spreadsheet format that includes the buyer's name, phone number, zip code and email address (when available). Available for Florida and Georgia.

**\$489. per state/year**

## Featured Article Eblast

The **Featured Article Eblast** is delivered every Monday morning - your ad placed below an industry article to pique the recipient's interest and draw attention to your company.

**Call for info: 561.620.8888**

## Digital Edition Ad Rates

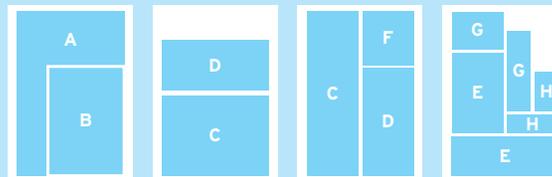
	1-3X	6X	12X
<b>A</b> Full Page	\$1,460.	\$1,165.	\$985.
<b>B</b> Junior page	1168.	935.	780.
<b>C</b> 1/2 page	855.	710.	585.
<b>D</b> 1/3 page	640.	530.	435.
<b>E</b> 1/4 page	435.	355.	295.
<b>F</b> 1/6 page	390.	295.	245.
<b>G</b> 1/8 page	310.	245.	215.
<b>H</b> 1/16 page	260.	195.	150.
Live link	25.	25.	25.

## Ad Specs

	HORIZONTAL AD	VERTICAL AD
<b>A</b> Full page	9.75 x 15.25 inches	9.75 x 15.25 inches
<b>B</b> Junior page	7.25 x 10 inches	7.25 x 10 inches
<b>C</b> 1/2 page	9.75 x 7.5 inches	4.75 x 15.25 inches
<b>D</b> 1/3 page	9.75 x 5 inches	4.75 x 10 inches
<b>E</b> 1/4 page	9.75 x 3.75 inches	4.75 x 7.5 inches
<b>F</b> 1/6 page	4.75 x 5 inches	4.75 x 5 inches
<b>G</b> 1/8 page	4.75 x 3.75 inches	2.25 x 7.5 inches
<b>H</b> 1/16 page	4.75 x 1.875 inches	2.25 x 3.75 inches

## Classified Ads

	1X	12X
25 words	\$19.	\$149.
Additional words	25¢ ea.	



All measurements are width x height. We prefer pdf files, but accept most common file formats. Call for for ad deadlines or more information..

We accept most major credit cards and Paypal.

## Front Page Display Ads

	SIZE	RATE
Single	2.25" W x 1.5" H	\$ 250.
Double	2.25" W x 3" H	500.
Triple	2.25" W x 4" H	750.
Full	2.25" W x 6" H	1000.
Bottom Banner	9.75" W x 2" H	650.
1/8th bottom left		295.

## Website Ad Rates

		MONTHLY
Sponsor Banner	392 x 72 pixels	300.

## Marketing Rates

	RATE
Eblast Marketing	\$195. each
Eblast Follow-Up	79. each
Restaurant Leads Report	\$489. per state / year
Featured Article Eblast	Call for info



Call today and we'll create a personalized plan to fit your marketing budget and needs!

**TR Today's Restaurant**

561.620.8888 ♦ [www.trnusa.com](http://www.trnusa.com)