

2017-2018  
Mississippi Hospitality &  
Restaurant Association  
Media Kit



# ADVERTISING AND SPONSORSHIPS



## MHRA is Your Partner for Success

The Mississippi Hospitality & Restaurant Association's (MHRA) advertising and sponsorship opportunities place your brand in front of foodservice decision makers across the state, as well as a vast network of suppliers, purveyors, educators, and those with interest in the foodservice industry. Your customers are our members.

MHRA provides a diverse array of advertising and sponsorship media from online advertising, print and e-newsletters, to event on-site signage and collateral. Let us assist you in reaching your target audience with the right vehicle and message.

## It Pay's To Belong!

*MHRA's Annual Publication of Membership Benefits*

"It Pay's to Belong" is the annual publication that lists all of the benefits of being a MHRA member. This handy reference will be used year round.

### Issue Date

December

### Ad materials due

November 1

### Rates for traditional ads and advertorials

Back Cover	\$2000
Inside Front Cover	\$1250
Inside Back Cover	\$1250
Full Page	\$1000
Half Page	\$800
Quarter Page	\$500
Business Card Ad	\$250

#### ADVERTISING AND SPONSORSHIPS:

Contact Mike Cashion, [mikecashion@msra.org](mailto:mikecashion@msra.org)  
601.573.5927

### Ad Sizes

Full Page Bleed	*8.50"w x 11.00"h
Full Page Non-Bleed	7.75"w x 10.25"h
Half Page Horizontal	7.75"w x 4.875"h
Half Page Vertical	3.75"w x 10"h
Advertorials	450 words

*\* Represents trim size. For an ad bleed, please add 0.25" on all sides for trim. Live matter should not be less than 0.375."*



**IT PAYS TO BELONG**

# MSRA.ORG

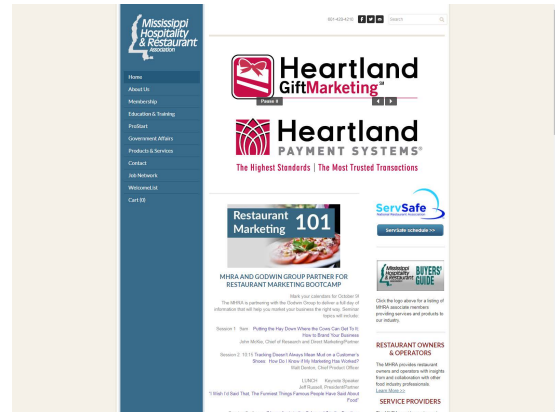
MHRA's website, MSRA.ORG, is where industry and members go for all the latest news, information and resources on Mississippi's hospitality industry. Our analytics tell us you will get the best bang for your marketing dollar.

## Ad Rates

\$750 per month for ad in rotating slide show on homepage

\$500 per month for homepage vertical logo ad on right column of home page

\$250 per month for vertical banner ad on Serv Safe Schedule page



## E-newsletters

Our weekly e-newsletter, "**Bits and Bites**", is distributed to our entire database. This digital communication tool provides breaking news, trends and customized content to target specific audiences: restaurants, lodging and vendors/purveyors, to maximize relevance and user readability.

## Ad Rates

\$150 per ad per week

## Ad Specifications

Vertical Banner: .jpg, .png or .gif;

## Distribution Dates

Every Wednesday

## Materials Due

Friday prior to Wednesday drop



**“Under the Dome”** is an electronic publication distributed exclusively to MHRA’s members each Thursday during the legislative session. It includes breaking news from the week on policy and legislative issues of interest to the Mississippi hospitality community.

**Ad Rates**

\$100 per ad per week

**Ad Specifications**

Horizontal Banner: .jpg, .png  
or .gif; or logo in same format

**Distribution Dates**

Every Friday during the legislative session

**Materials Due**

Wednesday prior to Friday drop

## Corporate Sponsorships

The MHRA offers unique opportunities to help you reach your targeted audience through a tiered benefits structure, which bundles opportunities to suit your marketing needs and budget while allowing your company to reach MHRA’s vast network of restaurant and lodging owners and operators through a variety of media and promotional outlets.



By participating in MHRA’s corporate marketing program, your company will gain valuable visibility in, and access to, Mississippi’s vast hospitality industry.

MHRA’s corporate marketing program runs for one calendar year (January through December). All participation levels include a one-year MHRA membership. MHRA can prorate the fees and benefits for companies that enroll in the program after Jan. 31.

For more information about the program, please contact Executive Director, Mike Cashion, at [mikecashion@msra.org](mailto:mikecashion@msra.org) or 601-573-5927.

## Corporate Sponsorship - Platinum Level \$15,000

### General Benefits

- **MHRA Membership:** Complimentary annual membership (*\$340 value*)
- **MHRA Board of Director's Meetings**
  - Recognition/signage as a corporate partner at all meetings (*\$500 value*)
  - Opportunity to address the board at a meeting (*\$500 value*)

### Advertising Benefits

- **"It Pays To Belong"** – MHRA Member Benefits Magazine distributed annually
  - Complimentary full page ad or advertorial (*\$1,000 value*)
  - 10% off purchase of inside front or back cover (*\$125 value*)
- **"Bits and Bites"** – e-newsletter distributed weekly
  - Complimentary banner advertisement in 10 editions (*\$1,500 value*)
- **Mississippi Hospitality & Restaurant Association Website**-[www.msra.org](http://www.msra.org)
  - Complimentary ad in rotating slide show for 6 months on homepage (*\$4,500 value*)
  - Complimentary vertical banner ad for 6 months on right column (*\$3,000 value*)
  - Complimentary banner ad on Serv Safe Schedule webpage (*\$1,500 value*)
- **"Under the Dome"** 6 complimentary banner/logo placements (*\$600 value*)

### Events Benefits

- **Spring Fling Golf Tournament April 2018**
  - Eight complimentary player spots and corporate Presenting Sponsor (*\$3,500 Value*)
- **MHRA Annual Training Seminars (Fall )** Complimentary Session Sponsor and Corporate signage (*\$1,000 value*)
- **MHRA ProStart Teacher Training Seminars** Corporate partner signage (*\$500 value*)

**TOTAL VALUE: \$18,565 You Save \$3565!**

## Gold Level \$10,000

### General Benefits

- **MHRA Membership:** Complimentary annual membership (*\$340 value*)
- **MHRA Board of Directors Meeting**  
Recognition/signage as a corporate partner at all meetings (*\$500 value*)

### Advertising Benefits

- **"It Pays To Belong"** – MHRA Member Benefits Magazine distributed annually  
Complimentary half page ad or advertorial (*\$800 value*)  
10% off purchase of inside or back cover (*\$125 value*)
- **"Bits and Bites"** – e-newsletter distributed weekly Complimentary advertisement in seven editions (*\$1,050 value*)
- **Mississippi Hospitality & Restaurant Association Website [www.msra.org](http://www.msra.org)**  
Complimentary ad in rotating slide show for 4 months on home page (*\$3,000 value*)  
Complimentary vertical banner ad for 4 months on right column (*\$2,000 value*)  
Complimentary banner ad ServSafe Schedule page for 4 months (*\$1000 value*)
- **"Under the Dome"** 4 complimentary banner/logo placements (*\$400 value*)

### Events Benefits

- **Spring Fling Golf Tournament April 2018**  
Choice of driving range, putting green or beverage cart sponsorship (*\$2,500 value*)
- **MHRA Annual Training Seminars (Fall)** Break Sponsor signage (*\$500 value*)
- **MHRA ProStart teacher Training Seminars** Corporate partner signage (*\$500 value*)

**TOTAL VALUE: \$12,715 You save \$2715**

## Silver Level \$5,000

### General Benefits

- **MHRA Membership:** Complimentary annual Membership (*\$340 value*)
- **MHRA Board of Director's Meetings**  
Recognition/signage as a corporate partner at all meetings (*\$500 value*)

### Advertising Benefits

- **"It Pays To Belong"** – MHRA Member Benefits Magazine distributed annually  
Complimentary quarter page ad or advertorial (*\$500 value*)  
10% off purchase of inside front or back cover (*\$125 value*)
- **"Bits and Bites"** – e-newsletter distributed weekly  
Complimentary advertisement in 5 editions (*\$750 value*)
- **Mississippi Hospitality & Restaurant Association Website** – [www.msra.org](http://www.msra.org)  
Complimentary ad in rotating slide show for 2 months on home page (*\$1,500 value*)  
Complimentary vertical banner ad for 2 months on right column (*\$1,000 value*)  
Complimentary banner ad ServSafe Schedule page for 2 months (*\$500 value*)
- **"Under the Dome"** 2 complimentary banner/logo placements (*\$200 value*)

### Events Benefits

- **Spring Fling Golf Tournament (April 2018)** Hole sponsor (*\$250 value*)
- **MHRA Annual Training Seminars (Fall)** Break Sponsor Signage (*\$500 value*)

**TOTAL VALUE: \$6,165 You save \$1,165**

All advertising can be purchased ala carte

# 2017-2018 MHRA Ad/Media Sponsorship Rates

## Contract for Advertising and Sponsorships

### Billing Contact

Person \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone # \_\_\_\_\_

Email \_\_\_\_\_

### Sponsorship Acceptance

\_\_\_\_ Platinum Level \$15,000

\_\_\_\_ Gold Level \$10,000

\_\_\_\_ Silver Level \$5,000

Ad Size	QTY	Cost
Business Card	_____	\$250
Quarter Page	_____	\$500
Half Page Full	_____	\$800
Page	_____	\$1000
Inside Cover Front	_____	
Inside Cover Back	_____	
Back Cover	_____	

### Website Advertising

Ad Type	Months	Cost
Rotating Slide Show	____@ \$750	_____
Vertical Logo Ad Banner	____@ \$500	_____
Safe Web page	____@ \$250	_____