



Target restaurateurs online with banner advertising. RestaurantINFORMER.com advertisers benefit from the large format "half page" banner ads, providing more impact and more space for their promotional message.

Package Amount Per Month

1 Month	\$395
6 Months	\$295
12 Months	\$195

Banners run throughout the site on an equal rotation basis with other banner advertisers. Ad impression/click reports will be available for advertisers to view online.

DISCOUNT – BANNER & MAGAZINE ADVERTISING
Advertisers in *Restaurant INFORMER* magazine receive specially discounted banner ad rates based on number of magazine ads (any size/color) placed during 12 month campaign. Banner ad campaign must run concurrent to magazine ad campaign. Discounts do not apply to magazine ad rate.

- 10% off banner ads for 4x advertisers
- 15% off banner ads for 8x advertisers

BANNER AD SPECIFICATIONS

- Physical Size: 300 x 600 vertical
- Screen Resolution: 72dpi, RGB
- Maximum File Size: 45kb
- Acceptable File Formats: jpeg, gif, swf (animations up to 15 seconds are acceptable, 4x max screens)
- Please provide URL address where the banner will point.

BANNER AD DESIGN SERVICES

Ad development rates for 300x600 size.

- Static jpeg/gif: \$300
- Animated Gif (up to 4 screens): \$400
- Animated Flash (up to 6 seconds): \$500

RestaurantINFORMER.com is the companion web site to *Restaurant INFORMER*, the official magazine of the Georgia Restaurant Association. Along with select articles from the magazine, RestaurantINFORMER.COM is an online resource for:

- current industry news
- calendar of industry events
- restaurant supplier directory
- industry jobs
- commercial real estate/leases
- equipment to purchase
- resources for opening a restaurant, franchising, and more.

For information on advertising and additional marketing opportunities

Contact John Sawyer
Phone: 719.599.7220
Email: jsawyer@sawyerdirect.com